

THE TOASTMASTER

JANUARY



1971

SUCCESS

IS...



*Distinguished
Club
Plan*



**A TOASTMASTERS INTERNATIONAL
STANDARD OF EXCELLENCE
PROGRAM FOR YOU
AND YOUR CLUB**

See Page 4

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

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communication projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE



VOL. 37 NO. 1

JANUARY 1971

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In This Issue...

ABOUT THE COVER — January is the kick-off month for TI's new Distinguished Club Plan. Read about this new success plan, discuss it with your fellow club members, and then put it to use in your club. *See page 4.*



GUARANTEE YOURSELF SUCCESS — Past District 37 Governor Leonard C. Butler, DTM, discusses how you can get the most from your Toastmasters training. *See page 6.*

HAPPY ANNIVERSARY — Thousands of Toastmasters around the world celebrated TI's 46th anniversary. One phase of this genuinely significant program is gaining community awareness by having city and state/province officials proclaim a special observance for TI's birthday. *See page 13.*



WATCH YOURSELF... — Toastmaster Ram Vaswani tells about the advantages of being able to watch your presentation, your weak points, and your strong points on television. *See page 26.*

LEARNING CONFIDENCE — Former Toastmaster William Kwapinski writes about the similarities of speakers and creative artists. He discusses the motivational force or drive brought about by your Toastmasters experience. *See page 38.*

SUCCESS
IS...



A Time For Auld Lang Syne

January not only is the traditional time of the year for us to set new goals, but it also is the time to reflect upon our past goals and the friends with whom we achieved them.

Newer Toastmasters might not fully appreciate the good fellowship of seeking out and inviting charter members, past club presidents, and former members to their club programs.

As a Toastmaster for 23 years I can vouch for the warmth created in a club meeting when "old timers" and "old evaluators" are among your guests. The enjoyment isn't simply in talking about the "good ol' days," but it is your sharing with them a success that they helped begin.

Host these men at your officer installation ceremonies. Invite them to your club's speech contest. Ask them to participate in your January activities as a judge or an evaluator. Consider including them in your April Invitation Month activities. Their presence as a guest speaker also can be an inspiration for your fellow members.

Share with these men your Toastmasters club standard of excellence and the success that is today's communication and leadership program.

Ask them to observe and evaluate your club's meetings. But don't be surprised if they decline the invitation because of other responsibilities. That's the result of *their* Toastmasters experience. In such a case they might be able to suggest the name of a friend you can host.

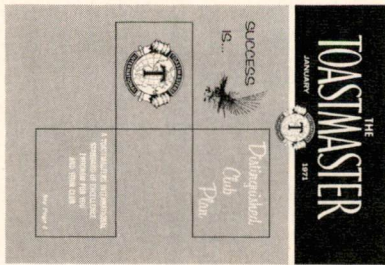
Success Is . . . keeping old friends and making new ones.

International President Arthur M. Diamond

—A MEMBER EDUCATIONAL AID—

Educational happenings

SUCCESS IS...



Your club becoming a **SHOW Kase Klub!**

HOW??

... THE DISTINGUISHED CLUB PLAN!!

You and your fellow members can benefit when your club officers utilize this new club management plan....

YES—

... this is a plan to maintain and build the Toastmasters standard of excellence in your club's administration and educational programming.

... this plan will help your club officers, your fellow members, and YOU to meet your communication and leadership needs.

• • •

for YOU and your club



Ask your club officers to present a brief executive committee discussion about what it is and how their use of it will affect your club and your communication and leadership development.

It's a simple plan that makes club programming easy and the program interesting. This is the time to press for more meeting variety and imagination pointed to meet your needs.

TI Founder, the late Dr. Ralph C. Smedley, frequently advised, "*Keep it simple!*"

The Distinguished Club Plan is simple to use and it's competitive. Your club can be in competition with all clubs in your area, district, or TI.

When your club plans a meeting, go that extra step — GO to the top of the Toastmasters clubs...

Be a distinguished club... then...

Be one of TI's Top Ten Clubs

SUCCESS IS...

YOURS

SUCCESS IS...

Distinguished Club Plan

The *Unwritten* Warranty

By LEONARD C. BUTLER, DTM

TI's new-member packet, which is presented to each Toastmaster when he joins our organization, contains a uniquely informative selection of materials to help tell the new Toastmaster about his future in better thinking, listening, and speaking.

The material in the new-member packet is so pertinent to an individual's communication and leadership development that every Toastmaster should review it at least every six months.

By so doing, you can discover potential that you probably have overlooked for some time. Read it thoroughly! It contains information that does not appear at first glance — it isn't printed in black on white. In fact, some members never discover the magic ingredient I refer to as *The Unwritten Warranty*.

When you make this discovery, you are sure to gain from

your Toastmasters experience a feeling of personal satisfaction that cannot be achieved elsewhere.

When I am asked (sometimes by former Toastmasters), "Why do you continue your membership in Toastmasters? You have completed all the speech programs . . . you have served in practically all the offices through district governor . . . you are an accomplished speaker. What further benefit do you expect to derive from your membership?"

To this type of question I return a simple answer: "I have discovered *The Unwritten Warranty*." I discovered it over a

... You must have a burning desire to improve

period of years, beginning in 1956 when I joined Downtown Club 1386-37 in Greensboro, N.C.

My discovery was learned through trial and error . . . through the school of hard knocks . . . through 14 years of on-the-job training. If I had been given the advice to study the new member packet, I might have discovered it earlier!

When you discover *The Unwritten Warranty* you will not become a dropout. You will never graduate, but you will never become a mere statistic of turnover. You *will* become a living, breathing example of a lifetime of rewarding experiences in more effective communication.

Let me pass along to you my discovery which, I hope, will cause you to more carefully consider your Toastmasters opportunities. However, *your* discovery only can be made by *you*.

To discover *The Unwritten Warranty* you must have a *burning desire to improve*. If you don't have this desire, you no doubt will become a dropout long before you have had the opportunity to sample the success of the Toastmasters experience.

Secondly, you must dedicate yourself to *diligently* preparing for your speaking assignments. You must spend considerable time in research, gathering far more facts than you will ever need. You must become an authority on every subject you speak about.

Before you begin to speak to an audience, you must *know what you're going to say*. Your main purpose should be to give your listeners a worthwhile message to take home.

Get your outline in black on white and rehearse, rehearse, rehearse. A good place to do this is in a quiet, secluded area. I have found I can better organize my thoughts and facts while driving my automobile late at night. Stand in front of a full-length mirror and look your "audience" in the eye. You'll be surprised at the number of delivery errors you will notice.

Listen carefully to your evaluator's comments and read carefully his written evaluation. If you don't feel that you accomplished the purpose of your assignment *don't be afraid to repeat it*.

Visit other clubs and gather ideas...

I have known men who rushed through all the speech assignments within a year, but their last presentation showed little improvement over their first. Unless you accomplish each project's purpose you not only are cheating yourself but also the other club members. Don't move ahead without accomplishing the purpose of previous exercises.

Thirdly, when you discover *The Unwritten Warranty* you will be an active participant in every phase of the Toastmasters communication and leadership program.

You will *seek to serve* in all offices of the organization. A person who must be asked to serve, or one who refuses to serve, hasn't discovered *The Unwritten Warranty*.

A true discoverer will *enter all speech contests*. Even if you have already earned your ATM certificate, if you have never moved beyond your club in a speech contest you are missing out on an opportunity to develop the self-confidence for which your manual training has prepared you.

Visit other clubs. Keep a TI Club Directory with you when you're traveling. Visit clubs in other communities, and gather ideas to help improve your performance and that of your fellow club members.

Attend area and district functions regularly. Keep informed of the latest TI programs that will help you develop your communication and leadership abilities.

Attend club meetings regularly. When you miss a Toastmasters club meeting you might be deprived of an idea or concept that could help you solve a business or personal problem. You also will deprive a fellow Toastmaster of the opportunity to learn from your experience.

Promote Toastmasters. Wear your membership pin. In fact, that's how I became familiar with my club in 1956. I noticed the Toastmasters pin on a lapel. I asked about it, and from then on my life became brighter.

Tell your friends about TI. Ask them to see the Toastmas-

ters program in action at your club. Show them "first hand" an organization that is trying to correct misunderstanding by developing effective leaders and speakers.

Utilize your TI literature. World Headquarters offers a great deal of free literature to help you tell the Toastmasters story to friends, acquaintances, and business and professional associates. Keep the literature nearby, readily available to share with others.

Seek outside speaking engagements. Don't hide your abilities. Seek a teaching assignment within your religion. Join

your club's speakers bureau. Volunteer to speak about issues confronting your community. Stand and speak when you're a part of a group.

Yes, I discovered *The Unwritten Warranty* in my new-member packet, and this discovery continues to pay me handsome dividends.

Review *your* new-member packet and determine if you too can make the discovery. It's there just waiting for you. When you find it, your life, your membership, your outlook, your being, and your purpose on this earth will be magnified many fold.

ABOUT THE AUTHOR

Leonard C. Butler earned his Distinguished Toastmaster (DTM) recognition early in 1970 while governor of District 37. He is a member of Downtown Club 1386-37 in Greensboro, N.C.

Toastmasters International Board of Directors March Meeting Set

The Toastmasters International Board of Directors will conduct its regular spring meeting at World Headquarters in Santa Ana, California, March 17-20, 1971.

NEW CLUBS

Chartered during October, 1970

District F

SEAL TOASTERS Club 2501-F. Meets 1st & 3rd Wed., 5:30 p.m., Rossmore Inn, 12311 Seal Beach Blvd., SEAL BEACH, Calif. Contact: 594-2647. **Sponsoring Club: GOLDEN RAIN CLUB 3710-F.**

District 5

YUMA-KOFA Club 196-5. Meets Tues., 5:30 p.m., Arizona Public Service Co. Audit., 190 W. 14th St., YUMA, Ariz. Contact: 783-7825, Ext. 47. Area: Two. **Sponsoring Club: CACTUS GAVEL CLUB 120-5.**

District 10

NORTHEASTERN OHIO Club 1626-10. Meets 1st & 3rd Tues., 6:30 p.m., Intorcio's Rest., 7123 Mentor Ave., WILLOUGHBY, Ohio, Contact: 943-3003. Area: Three.

District 18

HERCULES Club 1274-18. Meets Mon., noon, Hercules Inc., 910 Market St., WILMINGTON, Del. Contact: 656-9811, Ext. 8651.

STATE COMPTROLLERS Club 2651-18. Meets Mon., 12:15 p.m., Rm. B-6, Income Tax Bldg., ANNAPOLIS, Md. Contact: 263-9572. Area: Eleven. **Sponsoring Club: TRIDENT CLUB 1413-18.**

District 19

CARVER ENTERPRISES Club 3896-19. Meets Wed., noon, Carver Bldg., 1056 Hershey Ave., MUSCATINE, Iowa. Contact: 264-1671. **Sponsoring Club: MUSCATINE CLUB 685-19.**

District 21

FORBIDDEN PLATEAU Club 1428-21. Meets Thurs., 6:30 p.m., George P. Vanier High School, COURTENAY, B. C., Canada. Contact: 339-2557. Area: Three.

District 25

TEXARKANA Club 3262-25. Meets Mon., 5:15 p.m., Area Office, General Telephone Co. of S.W., TEXARKANA, Tex. Contact: 794-2511.

GOLDEN SUN Club 3605-25. Meets Tues., 11:45 a.m., Town & Country Rest. 2020 Commerce, DALLAS, Tex. Contact: 747-1611. **Sponsoring Club: DOWNTOWNERS CLUB 3663-25.**

NEW CLUBS (CONTINUED)

District 29

EGLIN Club 1919-29. Meets Fri., 11:30 a.m., NCO Club, EGLIN AIR FORCE BASE, Fla. Contact: 242-7244. Area: Four. **Sponsoring Club: PLAYGROUND CLUB 1797-29.**

District 31

MERRIMACKS Club 508-31. Meets 1st & 3rd Mon., 6:30 p.m., Yankee Doodle Rest., LAWRENCE, Mass. Contact: 685-6608. **Sponsoring Club: MINUTE-MAN CLUB 1475-31.**

District 36

SCIENCE CENTER Club 2133-36. Meets alt. Wed., noon, S&W Cafet., 6001 Executive Blvd., ROCKVILLE, Md. Contact: 496-8537 or 384-4245. **Sponsoring Club: MONUMENT CLUB 898-36.**

XEROX Club 3893-36. Meets alt. Wed., 6:00 p.m., Xerox Middle Atlantic Region Audit., 1911 North Fort Meyer Dr., ARLINGTON, Va. Contact: 524-0132. Area: Eight.

District 37

SEMPER FIDELIS Club 233-37. Meets alt. Tues., 11:30 a.m., Staff NCO Club, CHERRY POINT, N.C. Contact: 466-2233 or 447-3197. **Sponsoring Club: CHERRY POINT CLUB 296-37.**

District 39

APOLYMON Club 1466-39. Meets Wed., 11:40 a.m., second floor Conf. Rm., State Office Bldg. #8, 714 P St., SACRAMENTO, Calif. Contact: 422-5193. **Sponsoring Club: FORUM CLUB 1735-39.**

District 61

COUNTRY BOY Club 2448-61. Meets Mon., 8:30 p.m., Junction Hotel, HAMMOND, Ont., Canada.

District 65

MARINE MIDLAND Club 2714-65. Meets alt. Tues., 7:00 p.m., Marine Midland Plaza, ROCHESTER, N.Y. Contact: 428-4280. Area: Eight. **Sponsoring Club: POSTPRANDIAL CLUB 3259-65.**

New Zealand

TAURANGA Club 3089-U. Meets Tues., 7:30 p.m., St. Peter's Church Hall, Cameron Rd., TAURANGA, N.Z. Contact: 27272 Tauranga. **Sponsor: WAIKATO AREA COMMITTEE.**

Undistricted

CHINHAE Club 2760-U. Meets alt. Tues., 11:30 a.m., Duffy's EM Club, CHINHAE, Korea. Contact: Chinhae, 411, 526, or 527.

TI'S 46th ANNIVERSARY

The observance of Toastmasters International's 46th anniversary celebration was a success. Thousands of Toastmasters around the world responded with an outstanding effort to produce better community awareness of your communication and leadership program.

Recognizing that Toastmasters clubs in their constituencies make important contributions to the public good, and that the TI communication and leadership program is aimed at the betterment of men in every community, many governors and mayors set aside a special time for the observance of TI's 46th anniversary.

There were 12 governors who signed special proclamations declaring Toastmasters Month in their state. The mayors of 72 cities also proclaimed Toastmasters Month in honor of TI's birthday.

Toastmasters Week was proclaimed by seven mayors, and Chicago Mayor Richard J. Daley declared a special day for Toastmasters in his city.

Eighteen of the proclamation signing ceremonies are reported pictorially in this special 46th anniversary section. Others were reported in the December, 1970, issue of *The Toastmaster*.

At press time, *The Toastmaster* had received reports about Toastmasters Month proclamations by the governors of Arkansas, Florida, Georgia, Idaho, Indiana, Kansas, Louisiana, Missouri, New Mexico, North



IN ENGLAND — USAF Col. Grant R. Smith, commander 20th Tactical Fighter Wing at Upper Heyford, England, proclaims **Toastmasters Month** in his command. Witnessing the proclamation are Toastmasters (from left) Robert Soucy, Nolan A. Stone Jr., Russell Miller, and Mike Murdock of **Shillelagh Club 2620-U**.

Dakota, Rhode Island, and Washington.

The mayors of 37 cities in Florida declared **Toastmasters Month**: Cocoa Creek, Winter Park, Margate, Sunrise Golf Village, Deerfield Beach, Dania, Pembroke Pines, Cocoa Beach, Okaloosa, Melbourne, Broward Co., Hollywood, Lauderhill, Miramar, Lauderdale-By-The-Sea, Oakland Park, Coral Gables, Coral Springs, Palm Beach, Satellite Beach, Fort Lauderdale, Pompano Beach, North Lauderdale, Lighthouse Point, Pembroke Park, City Davie, West Palm Beach, Deland, Wilton Manor, Jacksonville, Orlando, Hillandale, Hillsboro, Parkland, Plantation, Largo, and Polk.

Toastmasters Month was proclaimed by the mayors of 17 cities in Georgia: Columbus, Macon, Atlanta, Dublin, Forest Park, Tifton, East Point, Athens, Augusta, Gainesville, Smyrna, Marietta, Decatur, Hapeville, Lake City, Hartwell, and Monroe.

Toastmasters Month also was proclaimed by the mayors of Bartlesville, Okla.; Electric City, Wash.; Elmer City, Wash.; Coulee Dam, Wash.; Grand Coulee, Wash.; Walla Walla, Wash.; Santa Barbara, Calif.; Silver City, N.M.; Vallejo, Calif.; Rochester, N.Y.; Mt. Prospect, Ill.; Ponca City, Okla.; Lynwood, Calif.; Burlingame, Calif.; Elk Grove Village, Ill.; Honolulu, Hawaii; Erie,



IN LOUISVILLE — Reed Hume (left) and Mel Kahl (right) of **Communicators Club 1129-11** observed TI's 46th anniversary by presenting their annual "**Honorary Toastmaster of the Year**" award to Jim Walton of WHAS-TV and executive producer of the WHAS Crusade for Children.

IN ARKANSAS — Arkansas Lt. Governor **Footsie Britt** (right) presents **District 43 Lt. Governor Otto H. Wenk** with **Toastmasters Month** proclamation signed by **Governor Winthrop Rockefeller** for the observance of TI's 46th anniversary in his state.



IN MIDLAND — Midland, Mich., Mayor **Julius F. Blasy** prepares **Toastmasters Month** proclamation for his city before the witness of Toastmasters **Stanley England** (left) of **Tittabawassee Club 1655-62** and **Lowell G. Thomas** of **Midland Club 2399-62**.





IN INDIANA — Indiana Governor Edgar D. Whitcomb (seated) prepares **Toastmasters Month** proclamation for **District 54** and **District 11** Toastmasters (from left) M. Roy Wolf, Gilbert W. Smith, Calvin W. Yong, District 11 Governor Carl E. Nickles, William A. Fields, C. C. Grove, and past International Director Loring D. Dalton, ATM.

Pa.; Midland, Mich.; and by the commander of the USAF 20th Tactical Fighter Wing at Upper Heyford, England.

Toastmasters Week observances were proclaimed by the mayors of St. Charles, Mo.; O'Fallon, Mo.; Orlando, Fla.; Stamford, Conn.; Detroit, Mich.; Atlantic City, N.J.; and Nanaimo, Canada.

International President Arthur M. Diamond contributed to the importance of the occasion with seven official presidential visits to Toastmasters districts during October and November.

President Diamond participated in the anniversary celebrations of District 10, District 12, District 13, District 31, District 53, District 56, and District 68.

Toastmasters also involved themselves in other activities to gain recognition for TI's 46th anniversary. Robert Finch of District 4 was interviewed about TI on the Jim Easton Show on radio station KGO in San Francisco. District 4, Area Ten, Toastmasters also presented San Francisco Mayor Joseph L. Alioto with an honorary Top Table Topics Master Gavel

LIFE SIZE — Past International Director George C. Scott (center) conducts a noon-time Toastmasters meeting in a **Downtown Portland, Ore.**, department store to gain community awareness of TI's 46th anniversary. Participating are (from left) past **District 7** Governors Ron Ragsdale, Don Kearton, Andy Anders, and Jack Ouchida.



IN NEW MEXICO — New Mexico Governor David F. Cargo (right) declares **Toastmasters Month** in his state as he presents a special proclamation to **District 23** Toastmasters (from left) Clarence Lithgon, Henry Armijo, and past International Director George McKim.

IN NANAIMO — Dayrell Bate (right) addresses fellow members and guests of **Nanaimo Club 738-21** in Nanaimo, Canada, during celebration of the club's 21st and TI's 46th anniversary. Participating at the head table are Toastmasters George Burrows (left) and Jim Moffatt. Toastmaster Bate, grandson of the first Nanaimo Mayor, Mark Bate, presented the first mayor's hat to **Mayor Frank Ney**, who declared **Toastmasters Week** in honor of the anniversary celebration.





IN ATLANTIC CITY — Atlantic City, N.J., Mayor William T. Somers (center) prepares a Toastmasters Week proclamation for Toastmasters (from left) Frank E. Swiacki, ATM, District 38 Governor Paul J. Cathey, Stan Waldman, and Harry Vincent.

IN STAMFORD — Members of Lock City Club 865-53 (from left) Douglas L. Worthing, Joseph J. McEvoy, and Anthony Masciarelli were present to watch Stamford, Conn., Mayor Julius M. Wilensky declare Toastmasters Month in his city.

IN PONCA CITY — Ponca City, Okla., Assistant City Manager Harold Pumford (left) presents Toastmasters Month proclamation signed by Mayor James A. McNeese to Ponca City Club 1846-16 President Dan Caudle.



IN DETROIT — Detroit, Mich., Mayor Roman Gribbs (center) declared Toastmasters Week in his city for District 28 Toastmasters (from left) William Morgan, District Governor Dale A. Davis, Harry Merigian, K. T. Hullinger.



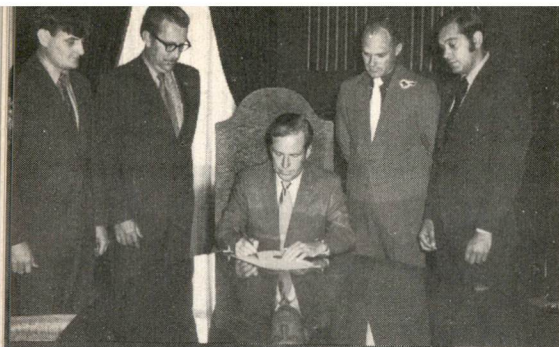
IN ERIE — Erie, Pa., Mayor Louis J. Tullio (center) declares Toastmasters Month in his city for District 13 Toastmasters (from left) Tom Campbell, John Stine, George Ott, and Ed Ring, president of Eriez Club 2705-13.



Award. District 43 Educational Lt. Governor Otto Wenk appeared on several radio shows and the television interview show, "Arkansas Today," as he talked about TI and the communication and leadership program. District 47 Toastmasters achieved seven prominent news articles in major Florida news-

papers. District 47, Area Four, Toastmasters completed five Patrick Henry courses during October.

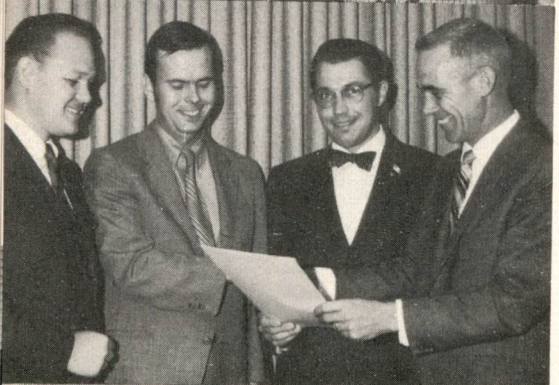
Reports of other anniversary activities during October and November continue to be received at WHQ and will be reported in future issues of *The Toastmaster*.



IN MISSOURI— Missouri Governor **Warren E. Hearnes** (seated) declares **Toastmasters Month** in his state in witness of **District 22 Toastmasters** (from left, standing) **Jake Anthes**, **Charles Sunby**, **Gene Thaden**, and **Larry Ross**.



IN LYNWOOD— Lynwood, Calif., Mayor **Eugene R. Green** (center) declared **Toastmasters Month** in his city for **Toastmasters Charles Pardee** (left) and **Clayton Sheldon** and members of **Lynwood Club 423-51**.



IN MT. PROSPECT— Mt. Prospect, Ill., Mayor **Robert D. Teichert** (right) presents **Toastmasters Month** proclamation to (from left) **Larry Owsley**, **Jim Lyons**, and **Wes Pinchot**, all of **Mt. Prospect Club 1500-30**.



IN ELK GROVE VILLAGE— **District 30 Governor D. Curtis McKim** (left) accepts congratulations and **Toastmasters Month** proclamation from **Elk Grove Village President Jack Pahl** (center). Participating was **Toastmaster Mel Bytnar**.



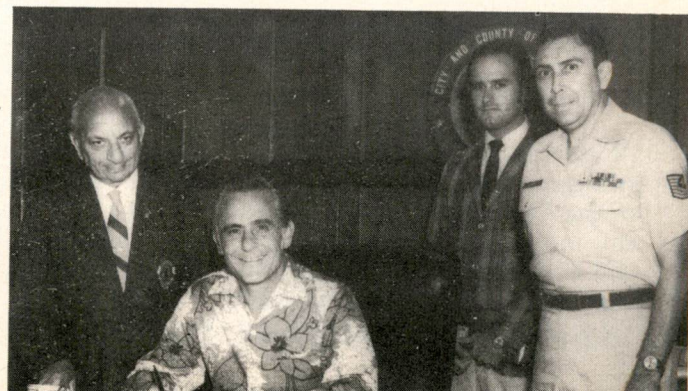
IN ORLANDO— Orlando, Fla., Mayor **Carl Langford** (third from left) presents past **District 47 Lt. Governor Emerson Dobbs**, ATM, with a **Toastmasters Week** proclamation. Participating are **Toastmasters Ed Wrobel**, ATM (left) and **John Stilwell**.



IN ROCHESTER— Rochester, N.Y., Mayor **Stephen May** (right) presents **Toastmasters Month** proclamation to **District 65 Governor Pat Panfile** (left) and **Lt. Governor Ray Tardiff**.



IN BURLINGAME— **District 4 Governor Roger Cuadra**, ATM; **Lt. Governor Vit Eckersdorf**; and **Toastmaster Ray Brooks** watch **Burlingame, Calif., Mayor William J. Crosby** declare **Toastmasters Month** in his city.



IN HONOLULU— Honolulu, Hawaii, Mayor **Frank F. Fasi** (seated) declares **Toastmasters Month** in his city for **District 49 Toastmasters** (from left) **Herman Loebli**, **Milford Greene**, **Gene Kiska**.

TI MEMBERSHIP SALES SCOREBOARD

THE LEAGUE-LEADING DISTRICTS

The district league standings underwent a substantial shift in October, the first month of TI's special three-month, October-through-December, Membership Sales Project. District 66 — in its first appearance on the board — jumped solidly into first place, leading by more than a full percentage point.

Second place District 12, however, started in seventh position in the August report and appeared in fourth spot in September.

Two other districts have been moving up the board. District 33 started in eleventh position, worked up to seventh last month, and earned the third slot on this month's tally. District 57 wasn't on the August Scoreboard, jumped into eleventh spot in September, and into eighth position for the end-of-October tally. Districts 51 and 67 are new on the board this month. Percentages indicate the amount of increased membership.

District 66	15.73%	District 67	11.98%
District 12	14.62%	District 39	11.62%
District 33	14.59%	TCA	11.31%
District 25	14.52%	District 51	11.22%
District 55	14.07%	District 47	11.20%
District 23	12.94%	Founder's	11.06%
District 56	12.93%	District 16	10.27%
District 57	12.23%	District 32	10.16%

THE LEAGUE-LEADING CLUBS

Congratulations to the committees and members of the following 21 clubs for their outstanding enthusiasm and participation in sharing their TI communication and leadership program. Listed clubs lead the league for the period July 1 through October 31. The number of new members appear in parentheses.

Armed Forces Staff College Club 2865-66 (32) Norfolk, Va.	Podium Club 2303-60 (14) Toronto, Canada
RAAP Club 3633-66 (27) Radford, Va.	Peachtree Center Club 2261-14 (13) Atlanta, Ga.
Sharpstown Club 2243-56 (25) Houston, Tex.	Ponca City Club 1846-16 (13) Ponca City, Okla.
Triple Ah'z Club 1171-28 (22) Detroit, Mich.	Engineering Club 3724-24 (13) Lincoln, Nebr.
WSTF Club 3242-23 (19) Las Cruces, N.M.	Harnischfeger Club 3895-35 (13) Milwaukee, Wisc.
Pacesetters Club 1895-33 (18) Walla Walla, Wash.	Texas Talkers Club 3731-56 (13) Houston, Tex.
Kaohsiung Club 1904-U (16) Kaohsiung, Taiwan	Elmgrove Club 2356-65 (12) Rochester, N.Y.
Rockhampton Club 3732-TCA (15) Rockhampton, Queensland, Australia	Harborlites Club 1927-F (11) Newport Beach, Calif.
Forty Liners Club 2419-4 (14) San Francisco, Calif.	Hamilton Club 1893-U (11) Hamilton, New Zealand
Downtowners Club 3663-25 (14) Dallas, Tex.	Ft. Lauderdale Club 2004-47 (11) Ft. Lauderdale, Fla.
	State Farm Club 1178-47 (11) Winter Haven, Fla.

LEADERS IN SALESMANSHIP

Toastmasters who have reported to WHQ sponsoring five or more new members during the fiscal year July 1 to June 30 will receive a special "Membership Building" certificate and be named in *The Toastmaster*. Congratulations to the following two men for achieving that status. The number of new members appears in parentheses.

Tom Faulkner (7)
Ponca City Club 1846-16

George E. Deliduka (5)
Tactical Air Club 2619-66

EFFECTIVE MEMBERSHIP SALES TECHNIQUES

Many clubs and districts are trying unique — and frequently very effective — techniques to sweep men into the ranks of better communication and leadership. If you have had successes with new methods, or variations of proven methods, in your membership sales campaign, tell World Headquarters about it.

A simple, but effective, technique gained Washington Junior Board Club 640-36 in Washington, D.C., five new members. A small notice in the announcements section of a local newspaper's classified advertising "did the trick," according to past club President George E. Gould. The ad simply read: "TOASTMASTERS CLUB expanding membership. Learn to listen, evaluate, talk. Meet Thursday evenings. GEORGE GOULD, president." It also provided a telephone number. The ad "really brought in the phone calls," Toastmaster Gould told WHQ.

The names of about 2,000 prospective Toastmasters were received by District 24 Toastmasters who manned a special Toastmasters booth at the Nebraska State Fair. The names were categorized according to area, and lists were sent to appropriate area governors for distribution to club presidents.

Get your club and district *on the move*. Get your club and district on the Scoreboard. For other membership sales ideas review TI's *Membership Sales Program* manual (1159).

Honor Roll

Congratulations to the following Toastmasters who have completed the TI Communication and Leadership Program.

ABLE TOASTMASTER (ATM) Certificate of Achievement

- | | |
|--|--|
| Vincent A. Norris, ATM
Anaheim Club 2-F | Russ Goodson, ATM
Turlock Club 3498-27 |
| Harold S. Donnan, ATM
Ling Club 1060-F | William D. Morgan, ATM
Northern Club 664-28 |
| Brady M. Muehlen, ATM
Ontario-Upland Club 1506-F | Curt J. Winter, ATM
Oconomowoc Club 834-35 |
| Robert L. Graham, ATM
Leisure World Club 2230-F | Ervin J. Mimier, ATM
Schlitz Club 1989-35 |
| Sewell VanWormer, ATM
Leisure World Club 2230-F | Donald W. Paape, ATM
Bow Valley Club 1494-42 |
| William E. Smith, ATM
Miltipias Club 2038-4 | John Lipinski, ATM
Lubbock Club 884-44 |
| Roger A. Cuadra, ATM
EMC Club 2873-4 | Dr. Al Nowak, ATM
Pompano Beach Club 3003-47 |
| Robert J. Parnell, ATM
Brown & Bigelow Club 855-6 | Leo E. Patacsil, ATM
Kamehameha Club 720-49 |
| Robert H. Sterling, ATM
Bend Club 2999-7 | Richard W. Jascha, ATM
MCAFAN Club 737-49 |
| Orville G. Lee, ATM
Lamplighters Club 449-9 | Daniel R. Antonucci Jr., ATM
Kay Cee Club 638-50 |
| Robert A. Ameduri, ATM
Suburban Club 3675-10 | Frank B. Porter, ATM
Kay Cee Club 638-50 |
| Loring D. Dalton, ATM
Irvington Club 199-11 | Robert L. Avers, ATM
Hungry Club 2715-52 |
| Paul F. Brown, ATM
Warner Robins Club 2224-14 | Robert V. Reim, ATM
Sharpstown Club 2243-56 |
| John C. Day, ATM
Pershing Point Club 2662-14 | Walter Stoneham, ATM
Downtown Club 2853-58 |
| Roland D. Barber, ATM
Magic Empire Club 652-16 | Thomas P. Young, ATM
Electernics Club 2700-65 |
| Ronald McWilliams, ATM
Hobbs Club 537-23 | William H. Sanders Jr., ATM
West End Club 2661-66 |
| Richard J. Downey, ATM
Hobbs Club 537-23 | Walter M. Havens, ATM
Alpha Club 2852-66 |



TOASTMASTERS ON TV — Members of **Mason-Dixon Club 2186-48** in Huntsville, Ala., changed their meeting place to take advantage of videotape facilities at nearby Alverson Draughon College. Participating in a "dry run" of the system are (from left) college cameraman Roger Pruet; Kenneth Brown, college president; club President Carl Gallimore; and J. Clarke Sinex, club educational vice-president.

Electronic Evaluation

By **RAM VASWANI**

Toastmasters training emphasizes the use of audio-visual material in support of speech presentation, but it also can be used for another important function — speech evaluation. Consider using videotape equipment in your club.

The current practice in Toastmasters clubs is to appoint an evaluator for each speaker. This provides good training for the evaluator, and it gives the

speaker some ideas for improvement. During my Toastmasters club experience, I have had considerable guidance from many fine evaluators.

One evaluator stated that my monotonous hand gestures had distracted my listeners. I knew from this evaluation that I had a problem, but my evaluator did not convince me of its seriousness.

There are some things about which you simply cannot convince a person by merely stating the fact. Sometimes you must show him exactly what you mean. Superfluous hand movements is an example.

Worth More . . .

Showing is more important than merely telling for two reasons: 1. Approximately 66 percent of the human sensory system's receptor nerves terminate in the optic centers. Sight provides a more effective means of input than the remaining four senses. 2. In many cases, visual presentation is worth *more* than 1,000 words. Visual support clarifies where words might fail.

I recently participated in a company training program in which each trainee was required to present a five-minute speech. The speeches were recorded on videotape and re-presented. When I saw myself, I knew exactly what my evaluator meant when he told me about my distracting hand movements. It was quite a shock!

Videotape provides an opportunity for self-evaluation. You

come to the lectern, you feel nervous, your lips are dry. Before starting your speech, you moisten your dry lips — once, twice.

It only takes a second and, at the time, you think nothing of it. Your evaluator probably doesn't notice it, either. But the videotape is there to record your every movement, good or bad.

When your speech is re-presented and you see yourself moistening your lips with your tongue, you immediately realize the ugliness of it. What better way to learn than to watch yourself?

See Your Habits

A videotape view of your performance can help you get rid of bad mannerisms. It can help you gain confidence as a speaker by showing you that you did not appear as nervous as you thought you were during your speech.

Of the 20 trainees who participated in the company training program, 17 said they were nervous while delivering their speech. However, only five of them actually appeared nervous when their speech was played back on the videotape monitor.

What a shot of confidence you get when you find out that the audience did not notice your nervousness.

For Toastmasters clubs, vid-

eotape is the way to go. A set costs approximately \$1,000 to \$1,300, but one can be rented for a fraction of the purchase price. Videotape equipment also might be made available — if your club can re-locate for a couple of meetings — at a local company, school, or videotape equipment store.

Don't overlook this new and exciting possibility to broaden the scope of your communica-

tion and leadership development.

Put videotape in your club meeting!

EDITOR'S NOTE:

Many clubs are taking advantage of the video tape concept in their club programming, such as **Telstar Club 1913-4** in Sunnyvale, Calif., which video taped the club humorous speech contest and then re-played the tape to select a winner.

ABOUT THE AUTHOR

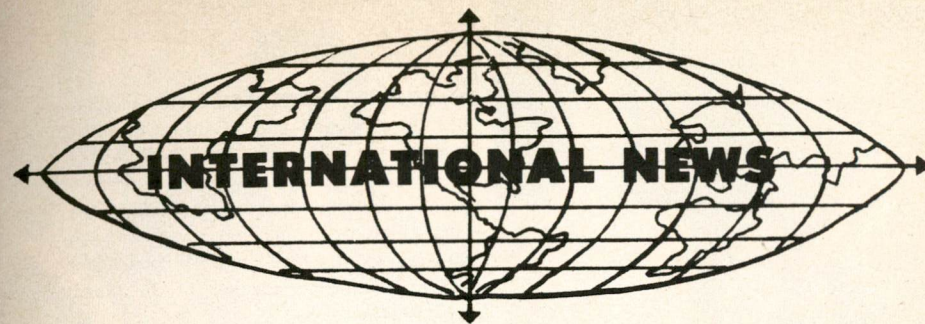
Toastmaster Ram Vaswani is a member of White Plains (N.Y.) Club 1793-46. He is a senior scientist for the Data Processing Division of International Business Machines Corporation (IBM).

I regret to inform Toastmasters of the death of Mrs. Phyllis Engle, wife of Toastmasters International Executive Director Robert T. Buck Engle, on December 6, 1970. Mrs. Engle was well-known to many Toastmasters throughout the organization by virtue of Mr. Engle's many years as a Toastmaster and more recently his position at World Headquarters.

All Toastmasters who knew Phyllis personally and those who knew her only indirectly will, I know, want to join me in offering to the Engle family our deepest sympathy and assurance of our continued thoughts and prayers in the days ahead.

Arthur M. Diamond, President

Memorial contributions may be made to your local Cancer Society. It is suggested that such memorials be specifically designated for leukemia research.



Worldwide Invitation

Old Edwardian Society Club 1406-U in Durban, Natal, South Africa, has extended an invitation to all Toastmasters visiting South Africa to attend their club meetings the second Wednesday of each month at 7:15 p.m. at the Royal Hotel.

Beauty Sponsors

Miss Debbie Bungo, sponsored by **Greater Indiana (Pa.) Club 1440-13** in the Queen Evergreen Beauty Pageant, won first place in the contest.

Congressional Attention . . .

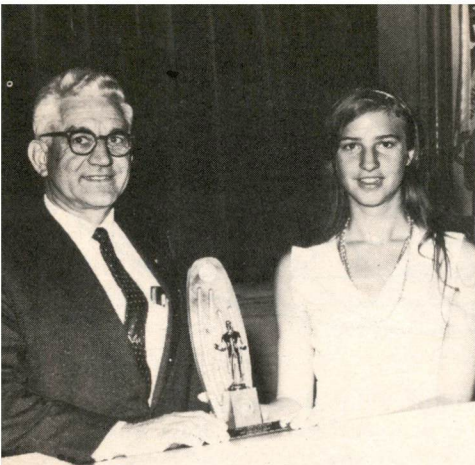
U.S. Congressman **E. Ross Adair** of Indiana was the guest of honor at the 30th anniversary meeting of **Fort Wayne (Ind.) Club 159-11**.

Meeting a Hurricane

Members of **Laguna Madre Club 1922-56** in Corpus Christi, Tex., moved their meeting to the home of Toastmaster Robert Gonzalez during the on-rushing storm of Hurricane Celia, which forced the closing of their regular meeting location.

PRESIDENTIAL GIFT — Past presidents of **A-OK Club 1359-43** in Memphis, Tenn., purchased this banner as a gift for their club. From left are (standing) John Wood, Arlon Dale, Bernice Gregory, Shelby Akers, John Dawson, and Richard Williams; (front) Robert Stevens and Henry Peabody.





COMMUNITY AWARENESS — Rod McCoy, ATM, of **Redwood City (Calif.) Club 27-4** presents the club's annual "Rod McCoy Trophy" to Miss Laura Newman. The presentation is conducted each year for the Sequoia High School graduating senior who has been selected by the school's speech department as the outstanding speaker of the class.

Community Recognition

More than 500 local residents attended the annual "**Toastmasters Talk Politics**" meeting, presented by **Chateauguay (Que.) Club 3006-61** to acquaint voters with local election candidates' platforms.

Counting Heads

Members of **Schlitz Club 1989-35** in Milwaukee, Wisc., counted 235.5 column inches in 29 press clippings from seven publications during the month of August. The clippings dealt with club, area, district, and International news.

Good Publicity

Athens (Ga.) Club 1779-14 and TI's communication and leadership program received full-page, feature coverage in the "**Classic Scene**," a Sunday supplement magazine of the "Athens Banner-Herald & The Daily News." The feature story was written by Doug Matyke, editor of the supplement magazine. Mr. Matyke is a speech instructor at the University of Georgia.

FLORIDA CHARTER — District 47 Lt. Governor Sherley Dunn (left) leads applause for officers of newly chartered **Seven Hills Club 911-47** in Tallahassee, Fla. Officers are (from left) Ronald A. Hammond, John W. Boardley, Joseph D. Franklin, Julius L. Heinis, George W. Conoly, and Ernest L. Fillyau. Seated at head table are Mrs. Charles Swan, wife of Past International Director Swan, and Past District 47 Governor Hugh T. Burgy, ATM.



DEBATE BROADCAST — Peter Mills, president of **Occidental Club 613-51** in Los Angeles, congratulates fellow club members (from left) Dr. Larry Jones, Dan O'Brien, Roger Hagopian, and Richard Roebuck after their debate about "Federal Aid to Education" was broadcast over Pomona, Calif., Radio Station **KWOW**. Toastmasters Jones and O'Brien made up the winning team.

Director Cited

International Director **Eldon H. Phillips** was saluted by his hometown residents when Marion, Ohio, Mayor Eugene A. Yazel issued a certificate of appreciation in honor of Mr. Phillips' election to the TI Board of Directors.

Club Anniversary

... **Milestone Club 1511-36** in Washington, D.C. honored its "old timers" at its anniversary meeting. Among the "old timers" were former U.S. Senator from North Dakota, **Gerald P. Nye**, and U.S. Indian Affairs Commissioner **Louis R. Bruce**.

Named Campaign Chairman

Dr. Frank A. Buckley of Susquehanna Club 3898-18 was named chairman of the **Combined Federal Campaign** fund-raising activity at Aberdeen Proving Ground, Md.

Father and Son

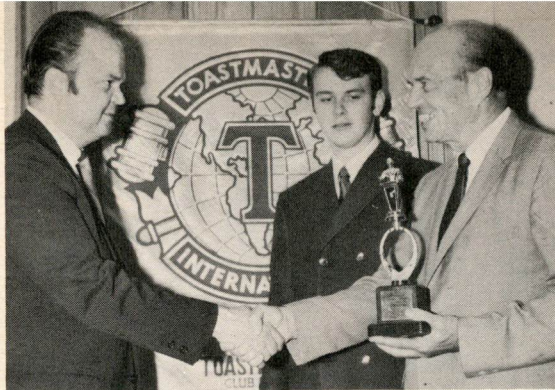
The only generation gap in **Bon Raconteurs Club 2198-47** in Cocoa Beach, Fla., is the age difference between the club secretary and sergeant at arms. They are William Gerken Jr. and William Gerken Sr., respectively.

Recognized For Service

Charles Sezon and **Irving Corwin** of North Hollywood (Calif.) Club 147-52 were presented certificates of appreciation from **Junior Achievement** for conducting TI's **Youth Leadership Program** for Junior Achievers in North Hollywood.

Good News

Bankstown (N.S.W.) Club 1519-TCA received extensive news coverage in five local newspapers when it hosted **Bankstown Mayor D. B. Caruthers** at its installation ceremonies.



FATHER AND SON—H. Wayne Loer (left) of **St. Pius Club 3720-11** in Indianapolis, Ind., accepts best speaker trophy from club President Wayne Jones. Allen Loer (center) and his father presented their "Ice Breaker" speeches at the same meeting.



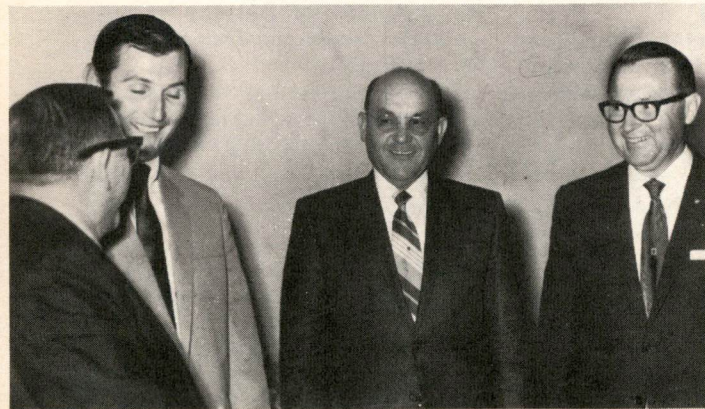
Good News

Toastmasters attending the **District 3** officers training session in Globe, Ariz., were photographed for publication in the (Globe) "**Arizona Record**."

Good Press

Installation of officers of **Shillelagh Club 2620-U** at RAF Upper Heyford, Oxfordshire, England, received front-page news coverage in the "**Heyford Vanguard**," a U.S. Air Force publication.

COMMUNITY AWARENESS—Twelve members of **Des Plaines (Ill.) Club 1645-30** recently combined efforts to gain community awareness with this display at the annual **Des Plaines Sport and Vacation Show**.



ARIZONA CHARTERING—Area Governor Bill Gadbois, (left) congratulates three officers of newly chartered **Douglas (Ariz.) Club 1549-3** (from left) Don Reay, Lou Acosta, and Byron Payne.

"Most Enthusiastic"

Kannapolis (N.C.) Club 241-37 was described as "not the largest organization in town but one of the most enthusiastic" in a photo-feature article in the Sunday edition of "**The Daily Independent**."

Park Meeting

The city park meeting of **Friday 'Y' Club 578-11** in South Bend, Ind., inspired a local news photographer. A photograph of the meeting appeared in the Sunday edition of "**The South Bend Tribune**."

CLUB ANNIVERSARIES — FEBRUARY

35 YEARS

Angeles Mesa Club 50-50
Los Angeles, California

30 YEARS

Gopher Club 183-6
Minneapolis, Minnesota
Longview Club 180-7
Longview, Washington

25 YEARS

El Monte Club 352-F
El Monte, California
Brandywine Club 359-18
Wilmington, Delaware
Lewis-Clark Club 369-9
Lewiston, Idaho
Speakers Forum Club 371-30
Chicago, Illinois
Lake Region Club 377-20
Fergus Falls, Minnesota
Missoula Club 347-17
Missoula, Montana
Plus-Two Club 349-25
Fort Worth, Texas
St. Andrew Club 368-TCBI
Edinburgh, Scotland

20 YEARS

Charter Oak Club 931-53
Hartford, Connecticut
Emporia Club 373-22
Emporia, Kansas
Farmers Insurance Group Club 458-22
Shawnee-Mission, Kansas

20 YEARS CONTINUED

Traffic Club 729-68
New Orleans, Louisiana
Paul Bunyan Club 922-6
Brainerd, Minnesota
Fairborn Club 896-40
Fairborn, Ohio
Denny Club 932-TCBI
Denny, Scotland

15 YEARS

Dawn Busters Club 1918-3
Glendale, Arizona
Scottsdale Club 2013-3
Scottsdale, Arizona
Spring Valley Club 2012-5
Spring Valley, California
Mentors Club 1974-29
Milton, US NAAS Whiting Field, Florida
Glen Ellyn Club 156-30
Glen Ellyn, Illinois
S.E.C. Roughriders Club 1876-46
New York, New York
Gas & Electric Club 1993-65
Rochester, New York
Alamance Club 1962-37
Burlington, North Carolina
Youngstown Club 1986-10
Youngstown, Ohio
Germantown-Independence Club 1907-38
Philadelphia, Pennsylvania
Pagoda Club 1809-38
Reading, Pennsylvania
Schlitz Club 1989-35
Milwaukee, Wisconsin
Simpsons & Simpsons-Sears 1555-45
Halifax, Nova Scotia

TOASTMASTERS ON THE MOVE



New Zealand Interview

Peter Shepherd, past governor of the Provisional District of New Zealand, was interviewed on a Dunedin television news program and on a Timaru radio program about Toastmasters activities in New Zealand.

Certificates of Achievement

The three top District 8 officers have earned TI's **Able Toastmaster (ATM)** Certificate of Achievement—**Ross Poggenpohl, ATM**, governor; **Earl Drennen, ATM**, educational lieutenant governor; and **P. J. Hill, ATM**, administrative lieutenant governor.

SUCCESS IS . . .—District 35 Toastmasters count the awards they scooped up in the 1970 TI Hall of Fame. Among their distinctions was having three Top Ten Clubs. Justifiably proud of his fellow District 35 Toastmasters is past International President **Ralph E. Howland** (second from right).

Named Vice-President

John Anderson of Bow Valley Club 1494-42 in Calgary, Alta., has resigned as vice-president, general counsel, and director of Pacific Petroleum Ltd., and has assumed the duties of vice-president and treasurer of **Westcoast Transmission Company, Ltd.**, a large North American natural gas distribution firm. He also is a director and member of the West-coast executive committee.

Elected To The Board

. . . of the **United States Junior Chamber of Commerce** is **Pat Parnell** of Carmichael Club 2213-39 in Sacramento, Calif.

IN SOUTH DAKOTA—South Dakota Lt. Governor **James Abnor** (right) visits with Toastmasters at the District 41 fall conference: (from left) International Director **Carl H. Rupp**; Conference Chairman **Bert Jacobs**; and District 41 Governor **Richard Ward, ATM**.



Association Bulletin

. . . September-October, 1970, issue of the **U.S. Coast Guard Academy Alumni Assn. Bulletin** tells about the benefits of the Toastmasters communication and leadership program.

Toastmasters Association Leaders

Three Toastmasters occupy high office in the **American Institute of Parliamentarians**. **Lester L. Dahms, ATM**, of Marshalltown (Iowa) Club 1857-19 is president; District 19 Governor **George W. Hertema, ATM**, is a member of the board of directors, and past International Director **A. R. D. "Sandy" Robertson, DTM**, is a member of the advisory council.

Brothers Elected

Toastmaster brothers **Dr. James Dyll** and **Dr. Louis Dyll**, both of Greater Dallas (Tex.) Club 1064-25, were elected to the **Dallas Civic Light Opera** Board of Directors.

On The Move

Ralph Powers and **Phil Chinn** of Sears Silvertones Club 3559-30 and **James Palermi**, former member of Sears Windjammers Club 3576-30 in Chicago, Ill., were selected as three of the seven members of a special project planning team for Chicago's proposed 1,450-foot high **Sears Building**. The building will be 200 feet taller than the Empire State Building in New York, N. Y.

TI AND JUNIOR ACHIEVEMENT—Past District 11 Governor **Gilbert W. Smith** presents awards to Gail Smith of Burbank, Calif., the National Junior Achievement Speaker of the Year. Toastmaster Smith, past District 11 Governor **Robert B. Millikan**, and Toastmaster **Ray E. Stidd** judged the JA speech contest.



SUCCESS IS...



TOASTMASTERS MONTH — North Carolina Governor Robert W. Scott proclaims Toastmasters Month in his state. Participating in the ceremonies are (from left) Toastmasters Nick Robinson, Robert Brown, Robert Herndon, Charles Cermano, and past District 37 Governor Leonard C. Butler, DTM.



Late Recognition

Two District 18 Toastmasters recently were reported for the 1969-70 **TI Hall of Fame**. **Bernard F. DiAngelo** was Area Governor of the Year, and **Owen B. Olsen** was Toastmaster of the Year.

Toastmasters Recognized...

Loyal C. Humbracht of Northwest Club 2855-30 in Chicago, Ill., was named assistant treasurer and controller of the **All American Life and Casualty Company of Chicago**.

Named Executive Director

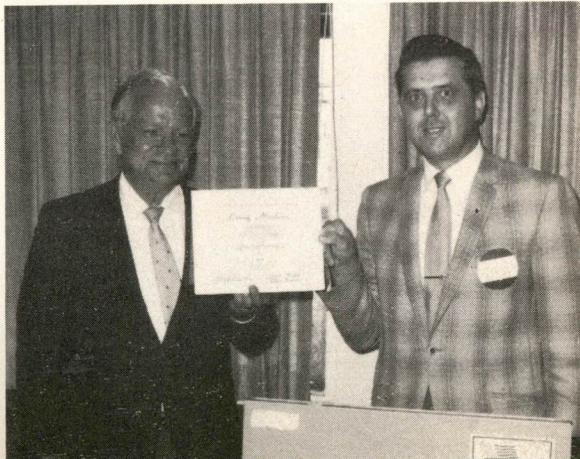
Henry E. Lajoie of Newburgh (N.Y.) Club 3331-34 was appointed executive director of the Orange County (N.Y.) Chapter of the **American Cancer Society**.

Article Published

H. T. Harrell, president of Tamal Gaveliers Gavel Club 171 in San Quentin, Calif., is the author of an article about effective communication published by "The San Quentin News."

FOUNDER'S TOASTMASTER OF THE YEAR

— Founder's District Toastmaster of the Year **Larry Mosier** (left) of Los Cerritos Club 192-F in Bellflower, Calif., accepts a certificate of achievement from club President **J. J. Lanting**.



Make Your Reservations Now!

Toastmasters planning a vacation in and around Calgary, Alberta, before or after TI's 1971 convention, August 4-7, should make reservations early.

Canadian tourist hotel and motel organizations advise at least a six-month lead time for guaranteed reservations in August.

There will not be a post-convention tour this year, but plan to enjoy Calgary and the nearby resort areas—some of the most beautiful country in North America. Jasper and Banff, which includes Lake Louise, are two of Canada's most spectacular national parks.

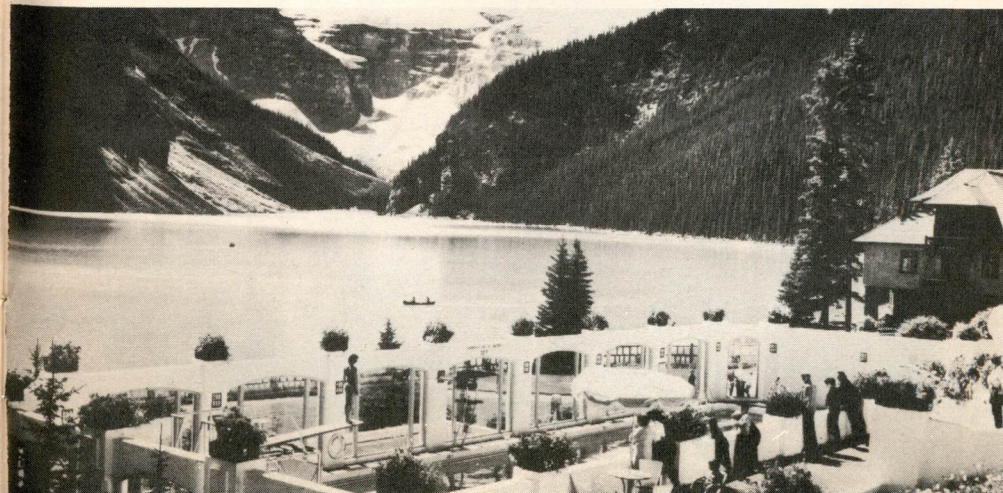
The entire spectrum of accommodations is available in Calgary, Jasper, and Banff.

Assistance with arranging your vacation can be obtained through your local travel agency, or the Canadian Travel Bureau in Ottawa can provide the names, locations, and rates for all types of accommodations.

Reservations also can be made through the Travellers' Digest Bureau in Banff, or the Alberta Motor Assn., which serves only its members and those of affiliated associations.

Don't be disappointed. Make your inquiries about Calgary-area accommodations now!

CONVENTION LAND, 1971 — Lake Louise and Victoria Glacier in Banff National Park, Alberta, Canada, is one of the many beautiful sights near Calgary, your **40th International convention city**.



GET UP AND

DO IT AGAIN!

By WILLIAM KWAPINSKI

It was once thought that the sun moves across the sky each day not upon its own accord, but rather because divine providence commanded: "Get up and do it again!"

We know, of course, the sun does not circle the earth. However, that phrase, "Get up and do it again," was my motivation to join a Toastmasters club. The phrase suggests a driving force, a desire or need which impels a person toward his goal. This is the central characteristic of a creative person.

The artist, the sculptor, the composer, the architect, and the philosopher are examples of creative individuals — and so is the speechmaker. The Toastmaster giving a formal speech stands within a tradition as great and as old as that of the artist, writer, or sculptor.

And Toastmasters training is what brings to the surface that motivational force or drive that commands: "Get up and do it again." It's the challenge of an artist to produce a better creation than the one before.

From Cicero, Demosthenes, and Daniel Webster, history presents many examples of how

the skillful orator strives to produce a more powerful force. This holds true even when the speech is not of a persuasive nature.

The purpose of a Toastmasters club is to promote better listening, thinking, and speaking. It would be equally correct, although more general, to say: better listening, thinking, and creating.

A speech is a creation. It can serve any number of widely divergent goals, from urging your listeners to vote for a certain candidate or persuading them to use Brand X, to informing them about a certain subject or simply making them laugh.

The goal of your speech is upmost. It must be clearly articulated in your mind. Even more basic than the subject or purpose of your speech is your attitude toward the opportunity to make — and give — it.

Notice the separation of the words "make" and "give." To make a speech usually is consid-



ered synonymous with to *give* a speech. However, a speech actually is *made* — developed and put together — before it is presented, just as a statue is carved, a concerto is composed, or a building is designed before its existence is known to the public.

It is axiomatic that your attitude toward your speech will be evident to your listeners during the first moments of your presentation. Your attitude can make the difference between: “Friends, Romans, Countrymen, lend me your ears!” and, “Good afternoon. My name’s Marcus Antonius, and I’d like to talk to you today about . . .”

The creative Toastmaster re-

gards all facets of speech-making as a challenge — an opportunity to exercise his creative abilities and *get up and do it again!* He meets that challenge in every way by thoroughly researching his subject, writing and rewriting his speech, and repeatedly rehearsing it until he can present each part for the pleasure of his audience.

Then, at a later date, when he again is called upon to step before an audience, his first urge won’t be to avoid or postpone the event. He will accept the challenge to *get up and do it again.*

Even after many years as a Toastmaster it is still a challenge to *get up and do it again!*

ABOUT THE AUTHOR

William Kwapinski is a former member of Conejo Valley Club 1864-12 in Thousand Oaks, Calif. He is a free-lance writer and has many years experience as a public speaker.

CLUB DIRECTORY AVAILABLE NOW

To obtain your free copy of the 1971 TI Club Directory, complete this form and send to: **Toastmasters International, P.O. Box 10400, Santa Ana, California. U.S.A. 92711.**

CLUB _____	DISTRICT _____
NAME _____	
ADDRESS _____	
CITY _____	STATE/PROVINCE _____
COUNTRY _____	ZIP CODE _____

DISTRICT GOVERNORS 1970-71

- F. Max R. McVay
 2. William V. Shumate
 3. Kenneth S. Jagolinzer, ATM
 4. Roger A. Cuadra, ATM
 5. Harold O. Story, DTM
 6. N. William Hamlin
 7. Carroll E. Hermanson, ATM
 8. Ross L. Poggenpohl, ATM
 9. Harold E. Aldrich, ATM
 10. Angelo J. Sturtt
 11. Carl E. Nickles
 12. Theodore A. Olcovich
 13. W. R. (Casey) Castonguay, ATM
 14. John P. Lister
 15. Richard C. Meyer
 16. Jack B. Wilson Jr., ATM
 17. Levi M. Loss
 18. Thomas C. Dunn, ATM
 19. George W. Hertema, ATM
 20. Ben T. Hennessy
 21. John B. Hicks
 22. Joe D. Hall
 23. F. Thomas Starkweather, ATM
 24. Richard D. Hileman
 25. Jerry L. Leonard, ATM
 26. Ralph Fowler
 27. Peter J. Varekoi, ATM
 28. Dale A. Davis
 29. D. E. (Doc) Wilson, ATM
 30. D. Curtis McKim
 31. Harry Landsman
 32. Boyd Roth
 33. Leland E. Maust
 34. Carmen S. Spadaro
 35. Terry A. Wunsch
 36. Levi E. Bottens
 37. William T. Robinson Jr.
 38. Paul J. Cathey
 39. Kenneth B. Peters, ATM
 40. Carl M. Harrington
 41. Richard Ward, ATM
 42. Eugene R. Thompson
 43. Thomas M. Seale Jr.
 44. Alvin H. Smith
 45. Merlin E. Chase
 46. Joe F. Boland, ATM
 47. John W. Bowman, DTM
 48. Clyde R. Ward, ATM
 49. Yutaka Nakahata
 50. Albert J. Mayo, ATM
 51. Robert W. Cockrell, ATM
 52. Stanley P. Conover
 53. Raymond E. Cooper
 54. Donald Story
 55. Warren J. Wallace
 56. R. Russell Heaner
 57. Fred E. Stockbridge, ATM
 58. Harold P. Dickinson
 59. Thomas Wall
 60. J. Robert Gaul, ATM
 61. Charles A. MacMillan
 62. Chester R. Cecot
 63. Dr. Kenneth R. Walker
 64. Gil Wilde
 65. Patrick A. Panfile
 66. Morgan C. Martin
 67. James C. Falconer
 68. Ralph O. McIntire, ATM
 - New Zealand—Robert J. Hendry
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