

January 1977

the toastmaster

How to
Find
That
GREAT



Speech Topic

letters to the editor



An Open Letter

(The following letter comes from DeWitt Wallace, the founder and owner of one of the world's great magazines, Reader's Digest. Although originally addressed to Executive Director Terrence McCann, we think its congratulations really go to all the Toastmasters who help make the Reader's Digest/Boy Scouts of America Public Speaking Contests as successful as they are.—Ed.)

The Boy Scouts of America tell me that with your great help the Public Speaking Contests have been a great success. All my life I have felt that the ability to stand up and speak is one of the greatest qualities of leadership. To think that you are helping young people perfect these abilities should be very rewarding for you—as it is here for us at the *Digest*.

Please express to the many Toastmasters involved our deepest appreciation.

DeWitt Wallace
Pleasantville, New York

Visitor or Guest?

At Toastmasters meetings, we frequently address a guest as a "visitor." But a "visitor" is usually someone not expected to stay! In over 10 years with Toastmasters, I have seen many prospective members become visitors. Why? Because we treat them like visitors! Now let me explain.

A person comes by invitation to one of our meetings, is warmly received, exposed to that meeting, then leaves with a handshake and a good-bye. And that's usually the end of it.

Let's do some "selling" and turn these visitors into prospective members. How? Simply by having an officer of the club get

up and explain the total benefits of being in Toastmasters to the guest. Show them the training manuals and let them know that a letter is sent to their employers when they complete the various phases of the program.

Many of us take for granted the benefits we receive in Toastmasters that can be very meaningful to prospective members. Remember: Enthusiasm sells. So let's stop treating guests like visitors; let's treat them like prospective members.

Lester L. Smith
Spokane, Washington

Watch What You Say

When so many people in foreign countries struggle to learn English, why do we, who learned it the easy way, mutilate it so much and so often? Surely the English speaking races are the very ones who should strive to be the most precise in its usage. But all too often, this is simply not the case.

A recent episode of "The Streets of San Francisco" featured the following extraordinary dialogue: "What time you got?" The reply: "I don't."

It has not been so long since trendy inarticulate folk-cum-protest singers were the rage. It, seemingly, was essential for them to mumble incoherently before each song. For this they received applause, Apparently by so doing, they revealed something of their untold sincerity and depth of feeling. Should words truly be "interpretations of thought," one may well wonder just how profound were their thoughts.

Napoleon once said that "men are ruled by words," and history confirms that many powerful leaders (Caesar, Hitler and Churchill amongst them) were indeed

adept with words. Few of us aspire to such lofty heights as those once occupied by these remarkable men, but unless we wish to move in the other direction and become recluse, we must use words—and many of them. It behooves us, then, to choose and use them well—which is not all that easy.

It is long since we learned the rules of grammar, sentence structure and correct pronunciation. But we are constantly exposed to "TV English" and battered by the endless inanities of commercial radio in its endeavor to peddle wares of often debatable worth.

Despite the insidious effect this license-hustling has on the standard of everyday English, Toastmasters should be as precise as they can in both their written and spoken English. Let us keep reminding ourselves "to always say precisely what we mean and to mean precisely what we do say."

J. B. Yates
Wellington, New Zealand

Another Winner!

I was most pleased to see the manner in which the Hall of Fame "winners" of achievement awards for the past year were presented in the September issue of *TOASTMASTER* magazine. We have few ways of rewarding people in our organization who achieve high standards of performance and contribute greatly to the organization, so I think it was particularly noteworthy and appropriate of the manner in which these members, clubs and districts were honored. Keep up the good work!

Durwood E. English, DTM
Senior Vice President
San Diego, California

"Letters to the Editor" are printed on the basis of their general reader interest and constructive suggestions. If you have something to say that may be of interest to other Toastmasters, send it to us. All letters are subject to editing for reasons of space and clarity and must include the writer's name and address.

TOASTMASTERS INTERNATIONAL is a non-profit, educational organization of Toastmasters clubs throughout the world. First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves, in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

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toastmaster

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by J. T. Pebworth, ATM



For many Toastmasters, the problem of how to come up with a good speech topic is one that they, unfortunately, have to face week after week. But it doesn't have to be that way. What most of them don't realize is that they have an inexhaustible supply of great speech topics bubbling inside of them . . . and they just don't know how to get at them!

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Just How Proud Are You?

by
Robert W. Blakeley, DTM
International President



For the past four months, we've been talking about the pride we should all have in our Toastmasters membership. And I think it's working.

In my travels around the world, I've seen a renewed interest in the organization, what it stands for and what it means to all of us. This intense devotion—this feeling of pride—is indeed gratifying, and I thank you for your support. But are we as proud as we possibly *can* be?

By that I mean are we so proud of our Toastmasters membership that we want to share it with everyone we come in contact with? Or are we satisfied to keep working for ourselves and let someone else worry about membership?

My long association with Toastmasters has convinced me that the latter could never be true. Toastmasters are people who enjoy helping people; it has always been like that. I think the real problem lies in the fact that many of us do not really know *how* to go about getting new members. Many seem to think it's harder than it actually is. And it's just not like that.

Believe me, there's no "secret formula" for sharing your membership with someone else. It's simply a matter of doing some basic things—things we can all do if we really care.

It's *talking* to your friends or business acquaintances, inviting them to one of your meetings and then letting the Toastmasters program do the rest.

It's *participating* in the annual Toastmasters membership program, as well as the *Spring into Action* and *Anniversary Month* campaigns.

It's *using the materials* developed by World Headquarters to help publicize Toastmasters and your club—materials that include the Earl Nightingale public service spots, the highway signs, club meeting plaques and bumper stickers.

It's *being proud*—so proud of your membership that you want to share it with everyone you meet.

Finally, it's *being proud of your club*—so proud that you feel good every time you bring someone new into it.

Now there's nothing so hard about that, is there? Can you imagine what would happen if each of us invited one person to share our Toastmasters experience with us? Imagine the growth we could experience. Imagine the pride that would be generated.

Dr. Ralph C. Smedley once said: "The nation needs our services, and so does the whole world. Through better communication, we can help to create better understanding, and understanding is what this world needs. Toastmasters International can be a powerful force for the improvement of world conditions. . . . And so I challenge you to get to work and bring our service to this higher level of service. Let us share with others the benefits we have gained for ourselves."

There's no better way to begin a new year than that. On behalf of your Board of Directors and the World Headquarters management team, I wish you a happy and prosperous New Year. □

How to Find That GREAT Speech Topic

by
J.T. Pebworth, ATM

Perhaps the most difficult part of preparing any speech is finding that one great speech topic that will make your presentation a memorable one. But looking for a good speech topic doesn't have to be that hard . . . if you know where to look!

Do you know that you have an inexhaustible supply of great speech topics bubbling inside of you? It's true. You possess an excellent topic for every manual assignment you'll ever undertake and have in your mind right now the seed for a contest-winning speech.

Many Toastmasters don't realize this. At district workshops and at club bull sessions, the common cry is, "How do you come up with a good speech topic?" What many of these people aren't aware of is that they already have a great store of good topics; they just don't know how to get at them.

You—like all Toastmasters—are a unique individual. You have a job that others aren't familiar with; you have hobbies that others would like to learn more about; you read books that others would enjoy and a lot of funny things have happened to you. With a few simple tricks, you can make these experiences pop into your mind whenever you need them for a speech.



When you sit down to think up a speech topic, don't study each idea as it comes into your head. Take a piece of paper and a pencil, write at the top of the sheet what kind of a speech topic you want, then start putting down every

thought that comes to you. Don't ever stop to judge the ideas as you get them.

The reason for avoiding judgment is that the best ideas are built on previous ideas. The second half of the speech topics on your list will always be better than the first half, but judgment stops your train of thought. If you pause to decide if an idea is a good topic, your mind switches gears, and when you try to think of another idea it's like starting all over. The ideas never build.

Judgment is hard to get rid of because it is second nature to most of us. But there are ways to help avoid it. Number your sheet of paper from one to twenty and then come up with 20 topics before you stop to look at any of them. Go as fast as you can and use only one or two words to describe a topic—you'll remember what you meant. Urge yourself on like it was a contest ("Come on, five more, hurry!"). If you have trouble getting started, write down some topics you know you will not use, like last week's

speech topics. Try to think of some zany, ridiculous topics like, "My Life in a Nudist Camp!" This helps you get away from judgment because you aren't likely to judge things you don't plan to use. Don't worry if your first ideas are impractical—if you have a clear objective of the type of speech topic you want, your mind will gradually drift in the right direction.

When you run out of ideas, read over your list quickly, try to come up with one or two more ideas, then stick your list in the drawer and forget it!

Actually, your mind *can't* forget the problem if you have a clear idea of what you want and if you have avoided judgment. An unsolved problem bothers anyone's mind, so your subconscious will continue to work on the speech topic until it finds the perfect answer.

Thinking Time

That's the reason for starting early. The more time you give your subconscious mind to work on the problem, the better chance it has to turn up a speech topic that will carry you to the district—or even International—speech contest. The method also works on short notice for experienced thinkers (you can make up the list in the morning, forget about it and suddenly have a great idea to work on in the evening), but even they give their subconscious minds as much time as possible. Why start out behind the eight ball?

Eventually, your subconscious mind will give you a speech topic. When it pops into your mind, you will probably be doing something else and won't even realize that you were thinking about it. But in any case, you will know instinctively that it is a winner.

Even if your subconscious mind is out of practice and doesn't cough up a great topic every time, you still have a good list to work on (and that is more than you had before you sat down the first time). If you feel the deadline has come to pick a topic, take out your list and read it over. Are there any ideas that can be reversed? Can you combine two or more topics to make a new topic? Which are the five best topics? What do these five topics

have in common that make them good? Questions like these help your mind to get the best out of the list. But there's something else you should also be concerned with.

When you first sit down to think up a speech topic, it is a good idea to "warm up" like an athlete before the big game. Your mind needs a little time to get in the groove, and you can accomplish that by working on a problem that you aren't really trying to solve. And here's your

Idea Starters

Having trouble coming up with an idea for your next speech topic? If so, you may want to try using this list of idea starters.

1. Every type of work you have done for at least one hour
2. Every hobby you have ever tried
3. Everything you did today or this week
4. Things that make you happy
5. Things that make you sad
6. Things that make you mad
7. Books, stories or movies you have enjoyed
8. Funny people you have met
9. Times when you were scared
10. Community activities that you have ever participated in
11. Things you remember from your childhood
12. Things that have embarrassed you
13. Help that people have given you
14. Things that are difficult for you to do
15. Foods you like to eat
16. The types of bosses you have had
17. The characters of pets you have owned
18. Things that you do well and enjoy
19. The kinds of noises you hear in a day
20. Different things about you that you can use for idea starters

chance to kill two birds with one stone. You can warm up and still produce a valuable list to help pick speech topics.

Every time you sit down to think of a speech topic, warm up by making a list of one type of experience that you have had. For instance, list every job—paid or unpaid—that you have ever done (even for an hour) in your whole life. You will be amazed at the number of "occupations" you have had. Make a list of the times you were angry, of all of the com-

munity activities you ever participated in, of all the different things you have ever done on a date and so on.

This type of list helps to get rid of your judgment before you tackle the immediate speech topic problem. You are simply "remembering," so there is nothing to judge. You'll also find that this relaxes your mind; it's fun to reminisce. Remember that blind date in college who invited you home to see her snake? How about the time that you started out to fix the washing machine and ended up having to call both the plumber and the fire department? A little like that is money in the bank when you are hunting for a speech topic. Work up a different type of experience during each warm-up, save your lists and by the time you have three or four you will never again have trouble finding a good speech topic.

Let's suppose that your next manuscript assignment is *Working Words*. My manual had topic suggestions like "How to Use a Dictionary." (Woman topics like those, your audience will never need sleeping pills!) You can do a lot better than that.

Sit down with a pencil and paper on the top of one sheet, write, "What speech topic is witty, unusual and emphasizes words?" (You might want to slant the speech in a different way, but the point is to be specific when you build out the problem.) When you have the problem down, set this piece of paper on one side.

Relaxing Your Mind

On a second sheet of paper write down your warm-up project, perhaps "Funny children I have known." Notice that this project doesn't particularly tie with your speech assignment. That's what you want. You want to warm up and to relax your mind. You already have your speech topic assignment written down on the other sheet of paper, so your subconscious is already at work on the problem and will be getting speech topic ideas from your list of children.

Now start remembering. Remember that little girl on the airplane who acted so serious and grown-up? Write, "The

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Start Writing

Reread the assignment at the top of the sheet, "What speech topic is witty, unusual and emphasizes words?" Then start writing.

Suppose the first thing that pops into your mind is, "The day I helped repair the manure spreader." That doesn't fit the manual assignment, but you aren't supposed to stop to decide whether it does or not. Besides, this isn't the only speech you are ever going to give, is it? You write down "Manure Spreader" and keep going. Next, "Dirty Words" pops into your mind and you write it down. It still isn't practical, but the ideas are building on each other because you aren't stopping to judge them. "Clean Words" is next. That's a logical extension of "Dirty Words" and your ideas are starting to be more practical, even if they aren't great yet. "Big Words," "Little Words," "Advertising Words," "Truth"—the ideas are pumping out of you now, you're warmed up and your pencil is flying to keep up. "Angry Words," "Obscure Words," "Don't Understand"—the list goes on and on. Finally, you run out of gas.

Count the ideas and then try to find three or four more. Look at the ideas you have. Can any of them be made bigger, smaller, reversed, changed in any way? This gives you some more ideas and you write them down, too. Nothing else comes, so you look over the list one

more time and put it away.

A couple of days pass and nothing happens. But you started early, so you have plenty of time. You go to the club meeting (you are scheduled to speak next week). One of the speakers says something that gives you a good idea. It's still not a great one, but you write it down and transfer it to your list when you get home.

More time passes, then suddenly, while you are in church or fixing yourself a midnight snack, you get THE IDEA. You are going to speak on, "Words That Go Thud!" Your speech will be built around words that turn people off—ethnic words like "Jew" and "Polack," words that carry a bad image such as "politician," etc. This is going to be your best speech. You can feel it!

Notice how this idea "built" on the supposedly unrelated ideas on both your lists. "Thud" comes from the "Bang" of your young gunslinger. And words that turn people off is a logical extension of "Dirty Words." As the Bible says, "The stone which the builder rejected as worthless turned out to be the most important stone."

Holding That Idea

There is only one more important thing to do: Write the idea down immediately, while it is fresh in your mind. If you are standing in front of the refrigerator when the idea comes, you can get a pad of paper and write down an outline, or even the whole speech. If you are sitting in the front pew at church, you will have to satisfy yourself with scribbling "Thud-Polack-Politician" on the corner of your

church bulletin and follow it up later. But at least write a few key words to set the idea in your mind.

The greatest idea in the world isn't going to make a great speech unless you put the best you have into it. You still have to work out the organization, the transitions and the strong conclusions. You still have to work up gestures and practice until you have a smooth delivery. You still have to do all of the things that it takes to make a good talk, but you are over the first big hurdle; you have a great subject. As you look back over your two lists, you will find that you also have some ideas for other talks.

You may be a little skeptical about the possibility of always getting the super idea, and indeed it may take a little practice before it comes every time (but in the meantime you are still developing lists of good ideas). The method works, however, and studies have shown that the average person can double his output of practical ideas by using this type of creative thinking.

Study the principles of creative thinking and then put them to work for you. You'll soon find that your problem is not "What topic?" but, "Which topic?" □

J. T. Pebworth, ATM is a past president of the University Club 1358-7 in Portland, Oregon, and is currently a member of the Downtown Club 2455-68 in Baton Rouge, Louisiana. He is employed by the International Division of the Ethyl Corporation as an engineer.

Banning the Bore

by
Patricia Brennan



These days, advertising has remedies for everything from bad breath to body odor to headaches. But unfortunately, no one claims to have the ability to cure us of the one thing that is, perhaps, our greatest inducement to strive for emotional maturity (because he is such a horrible example of what will happen to us if we don't)—the bore!

There are several acute forms of boredom that, I'm sure, we have all come across at one time or another. The first involves the person who talks endlessly about his children, grandchildren or pet subjects like bridge, golf or even Toastmasters.

You ask, "How are the kids?" and this kind of bore answers for 30 minutes. He has the talent of dragging every con-

versation, no matter how far removed, right back to his obsession. You can bring up Keats, Kissinger or Kern, and he still manages to get back to the only "K" he knows—his "Kid."

The second form of boredom is found in the person who continually runs away from the conversational point in all directions. For example, take the bore who starts off with, "Did I ever tell you about my trip to the International convention last summer? There were five of us going and we all took the same plane. Was it five or six? Come to think of it, it was six. I remember we all met at the airport and had lunch first. Sam wanted melon and couldn't get it. Anyway we left on Friday, or was it Saturday? No, it was Saturday because on Friday I went to the dentist. Boy, do I have the greatest dentist, talks all the time. I was telling my boss about him the other day, my boss is the funniest person. . . ." You never did hear about the convention, did you? And maybe you were better off!

The Know-It-All

The next type is the person who argues continuously about whatever is being discussed. He knows the answers to EVERYTHING. He can effectively close out any discussion with one flat statement and doesn't hesitate to tell you how wrong your views are if they don't coincide with his. No discussion is ever possible with him because he knows only one opinion: HIS. And he delivers it like Moses delivering the Ten Commandments: "Thou shall not disagree with me!"



The fourth and last is the person who forever on the "downbeat." He feels like he's a washout, humanity is composed of fools, swindlers and no-good bums. The world is out to get him and even the weather is changing for the worse. Remember that a negative attitude is contagious; so beware, you might catch it. If you ever find yourself trapped into a conversation about the three "D's" (death, disease and disaster), it's a pretty good guess you are dealing with a downbeat bore.

Unfortunately, most bores are not aware of their problem and just go through life boring everyone they meet, never being conscious of anything except their own voices. So it really is up to all of us to learn how to change

subject, not only to help the bore, but to keep ourselves from committing some violent act. Certainly we must use tact when we think a topic should be changed, and we must also be realistic and honest.

Why not try one of the following methods to guide the conversation when meeting a bore?

• **By the Way, Speaking of . . .** —The trick here is to associate a new idea with the topic that must be changed. For example, last summer a group of us were relaxing at the beach. A new couple joined our group for the first time. It was a rather foggy day but none of us felt we had to discuss it because we could all see it. The wife said, "It sure is foggy today." We agreed. Then her husband went on to say, "It really has been a cold summer. We seldom have had such a long stretch of chilly weather without a few warm days in between." Again we politely agreed. Then one of the men said, "By the way, speaking of the weather, I was reading in the morning paper that a Columbia professor has evolved the theory that eventually the intelligence of people may be definitely measured by the temperature of the country in which they live." Then someone else said, "That sounds a bit far out, how does he explain it?" From there we all joined in a lively discussion and an interesting conversation resulted.

• **May I Have Your Opinion On . . . ?** —Sometimes you'll find that you must halt a bore in mid-sentence and ask his advice on something. Remember, the wish for advice must be sincere. I have a friend who talks constantly about her children. One day as she was getting wound up I interrupted to ask, "Before I forget, will you give me the date of the next PTA meeting. I wasn't able to attend last time." She was glad to furnish me with that information, and before she could decide on what great mark of genius her son had displayed recently, I continued my questioning. "Who is the guest speaker at the meeting?" She replied it would be a child psychologist from the nearby university talking about P.E.T. (Parent Effectiveness Training). I came right back and asked if she thought we could get together and prepare a list of questions that we could present at the open forum following the lecture. I pro-

duced the latest book on the subject and we got into an interesting and productive conversation.

• **Aren't We Lucky To . . . ?** —Have you ever been trapped in a car or on a train with a person who is the "down-beat" type bore? I was in such a situation recently on the Long Island Railroad headed for New York City. The man seated next to me began a conversation about how terrible the government was and how we were all going to the poor house. We were riding through a very scenic part of Long Island as he rambled on and on. I tried to divert his attention to the pretty countryside but he replied, "Yah, it's OK, but not half as pretty as my home state of South Carolina. Why, everything down there is so beautiful and the weather is perfect. Up here the weather is so disagreeable and so are the people. Why, there are no friendly people here at all. My wife hasn't been well since we moved here 10 years ago and she agrees with me—it's the darn weather and the unfriendly people. I interrupted to say we were headed for New York City and wasn't the skyline one of the most inspiring and exciting sights. I went on to say I thought we were so lucky to live so close to such a great city with all its culture and asked him if he was interested in the arts. He replied, yes, he was very interested in the theater. And lo and behold, we got off on an interesting discussion about theater, especially little theater groups in Long Island. We both found out we had a mutual interest and got off the train promising to contact one another.

So you see it does take a bit of talent and patience to guide a conversation, but it can be done! Even a bore will enjoy the conversation if it does not leave him depressed, discouraged or cynical.

Guiding the Conversation

A good guideline question could be, "What are we talking for?" Always ask yourself if this conversation will have value tomorrow. The best rule is to start with an interest in the other person and then be able to expand the subject into something in which everyone can become involved, if you are conversing in a group. Try it next time you attend a Toastmasters meeting. Listen carefully

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to the subject. If it is worthwhile, the topic will grow as different people add their ideas. If it is a well-ordered conversation, you will know more about the subject than you did when it was introduced. Remember, it is not easy to get people to stick to a subject and not digress. If you can keep it going for 30 minutes, you are a success.

Next time someone throws you a conversation stopper like: "I never used to eat turnips; now I do" or "I wake up at 5:30 every morning, workday or holiday," resist the urge to say, "Who cares!" Instead, guide the conversation to one of interest to all. Don't ban the bore! Guide him through the door to a new topic of conversation. □

Patricia Brennan is currently completing her M.A. in Liberal Studies at S.U.N.Y., Stony Brook. She has trained in positive motivation, encounter group, creative writing, public speaking and is a graduate of Silva Mind Control. She also has led workshops for the International Toastmistress Organization all over the United States.

The Verdict Is Yours!

by
Stan White
Club 2268-28

Like all Toastmasters clubs, the Williams County Club 2268-26, Bryan, Ohio, is always trying to find new and stimulating club programming ideas for its members. But like a great many clubs, we have found it increasingly difficult to come up with ideas that can offer a genuine challenge to our large number of Able Toastmasters. We've recently found such an idea.

As a special challenge to these members, we tried conducting a "mock trial." With a total of 17 members, it was imperative that everyone have a chance to participate. This programming idea made it possible.

Two of our members were designated as speakers for the "prosecution" and two as speakers for the "defense," with the Toastmaster of the Evening acting as the "judge." Only these five members were provided a full outline of the "crime." The balance of our club members became the "jury."

The crime was outlined only in the barest of detail to the jury. Our judge then instructed the jury on the charges against our mythical defendant and explained the mandatory sentence.

Limited only by their facile imaginations and the outline of the crime, the speakers were free to provide a background of facts with which they hoped to persuade our jury of Toastmasters to their point of view. In effect, each speaker presented a "summation" of their "case" to the jury.

The format of the meeting was altered so that the Table Topics and evaluation periods were held simultaneously. Our jury was asked to vote "innocent" or "guilty" and then follow-up with a two- or three-minute extemporaneous explanation of their vote. This gave each member of the jury an opportunity to discuss which speaker's presentation was most effective (Table Topics) and, conversely, what part of the presentation failed to convince them (evaluation).

Although none of our Toastmasters are lawyers and none have had any kind of legal training, all of the assignments were taken very seriously. The speakers presented logical facts, argued their cases effectively and really made our jury listen to what they had to say.

After a short time, we soon found ourselves caught up in the spirit of the trial without worrying whether we were technically correct in our approaches or not. The meeting created a lot more enthusiasm than we've had in some time, and plans have been made for more in the future. Since this was the first time we had tried the idea, some improvements were suggested for the next time.

It was recommended that we use a real case taken from the newspaper, either criminal or civil. This would provide the same facts for all speakers and allow our jury the opportunity to make more intelligent decisions. (It would also be interesting to see if our jury's verdict was the same as the one in the actual trial.)

This type of meeting, held every now and then, can help pull your club's membership out of a rut and, if publicized properly, can generate a great amount of outside interest in your club and its members. And you all know what that means!

So what do you say? The verdict is yours! □

Let Earl Help!



Three 30-second television public service spots, plus two radio spots, are now available to help you publicize the Toastmasters program . . . with a little help from Earl Nightingale, Toastmasters' 1976 Golden Gavel recipient. Here's your chance to put Toastmasters in the forefront in your community!

• **Earl Nightingale TV Spot Announcements (377)**—Three 30-second spots with special instruction sheet for contacting media. Purchase price: \$25.00. Rental price: \$15.00, plus \$10.00 deposit (refundable if returned to World Headquarters within 30 days).

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A Way to Cope With Executive Stress

"If you own a 16-story building, you will enjoy owning the 16-story building more when you practice TM. The technique is simply a complement to your own style of living."

by

William Hoffer

ment," a smiling, neatly dressed young lady told the society president. "And we ask that you remove your shoes." In a few moments, someone returned with his flowers, fruit and handkerchief carefully arranged in a basket. The businessman carried the basket down a hallway and into a room with a sign on the door that warned:

QUIET. MEDITATING.

His instructor was waiting. He was about 25 years old, and his hair was neatly clipped short. He wore a wrinkle-free dark brown suit, white shirt and brown striped tie. And his face was complemented by a calm, warm smile.

Within a few minutes the instructor had taught the businessman the technique of transcendental meditation (TM, for short). Ridiculously easy, transcendental meditation involves the silent repetition of a mantra, a meaningless sound. Practitioners meditate twice a day for about 20 minutes each session. Unlike various forms of yoga, Zen and Hare Krishna chanting, TM does not pro-

duce a cult of hermits. It emphasizes the joy of living in the real world. "If you own a 16-story building," the instructor says, "you will enjoy owning the 16-story building more when you practice TM. The technique is simply a complement to your own style of living."

What TM Is Not

Transcendental meditation is not a religion.

It involves no change of lifestyle.

It does not require difficult training.

It is not sleep or self-hypnosis.

It is not a movement controlled by hippies, freaks or members of the drug culture.

It is merely a simple mental exercise that is learned easily and quickly. Yet its proponents claim benefits that virtually any executive desires.

Many people are turned off by the East Indian origin of transcendental meditation. The technique was introduced to the Western World by Maharishi Mahesh Yogi, who gained considerable notoriety when he numbered the Beatles among his disciples.

"My own feeling is that meditation would be much more widely used in business if it were presented simply as an effective method of relaxation," declared James Leonard, vice-president of First National Bank of Chicago. "I am a

The president of a local professional society sat nervously in the waiting room of a large old house that had been converted into an educational center. He clutched a paper bag that contained an apple, two bananas and a clean, white handkerchief. Across his lap lay a bunch of daffodils.

He was about to learn a simple mental technique to reduce stress . . . a technique that came to America dressed in strange Eastern garb but has recently put on a business suit and entered the executive suites of large corporations, trade associations and professional societies. Among those who advocate the technique are a retired major general, Apollo IX astronaut Russell Schweckert and half the members of the Philadelphia Phillies. It has also been endorsed by former U.S. Senator John V. Tunney, Senator Mike Gravel and the entire House of Representatives of the State of Illinois. There are an estimated 450,000 people in the U.S. today who use the technique to reduce stress and to make their lives happier and more productive.

"I'll take your flowers and your fruit, and someone will be with you in a mo-

Reprinted by permission from the August, 1975, issue of *Association Management*. Copyright 1975 by the American Society of Association Executives.

little concerned that TM strikes too many businessmen as hocus-pocus."

That shroud of mystery began to be penetrated when several researchers discovered TM to be a highly effective alternative against drug abuse in college students. One man who studied the statistics was Major General Franklin M. Davis, Jr., who was director of Military Personnel Policies in the Office of the Deputy Chief of Staff for Personnel of the U.S. Army. From his Pentagon desk, General Davis faced one of the stickiest problems the Army had ever encountered—the high use of illegal drugs by U.S. soldiers.

He heard about TM, but had reservations. "The name turned me off at first," he said. "It sounded too kinky, too spooky . . . I guess I was pretty establishment oriented."

Nevertheless the evidence was strong. Harvard Medical School Professor Herbert Benson and Physiologist R. Keith Wallace studied 1,826 college students who had become meditators. Before beginning meditation, 80 percent of the group had smoked marijuana and 48 percent had tripped on LSD. After 21 months of meditating, only 12 percent still smoked marijuana and three percent used LSD. Drinking and smoking also were reduced substantially.

General Davis was convinced that the Army should make TM instruction available to its troops, and like a good officer, he led his men into the battle. He took the course of instruction at the Washington, D.C., center of the International Meditation Society.



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"At the time I started, I didn't hope to get any personal benefit out of it because I think I was skeptical right down to the time I saw some results," he said.

Within weeks his wife told him his disposition had greatly improved. He discovered that he no longer was frustrated by Washington traffic. And after only three weeks of meditating a routine physical showed that his blood pressure had dropped ten percent.

The general became a believer—not in any mystical Indian philosophy—but in the common-sense principle that deep rest twice a day can make life far more enjoyable.

There has been a great deal of research to indicate that the body achieves a deeper level of rest during meditation than it does during sleep.

Drs. Wallace and Benson, reporting in the February, 1972, issue of *Scientific American*, indicate that scores of practitioners they examined during meditation showed a decrease of 16 percent in oxygen consumption and metabolic rate during their 20-minute sessions. In contrast, the deepest portion of sleep produces only an eight percent reduction. During meditation, cardiac output dropped 30 percent.

A Different Consciousness

The blood lactate level, often associated with anxiety neurosis and high blood pressure, dropped markedly. Galvanic skin response, measured on a polygraph, increased about six-fold—an indicator of reduced anxiety and emotional disturbance. Brain wave activity, measured on an electroencephalograph, is markedly different from the brain wave patterns recorded in various states of wakefulness, dreaming and sleeping, indicating that TM produces a level of consciousness different from other states.

J. P. Banquet, in two reports published in the *Journal of Electroencephalography and Clinical Neurophysiology*, documents that random, chaotic, incoherent brain waves typical of ordinary wakefulness become coherent during TM, implying increasing orderliness in the thinking process.

Researcher T. J. Routt, of Western Washington State College, reports that regular practitioners of TM (even when

they are not meditating) appear to have heart rate that averages about eight beats per minute slower than nonmeditators. Respiration rate averages about two breaths per minute less.

R. Shaw and D. Kolb of the Department of Psychology of the University of Texas report that meditators exhibit a reaction time twice as fast as that of nonmeditators, indicating improved coordination of mind and body resulting in greater efficiency of perception and performance.

A Dutch researcher gathered evidence that high school students who practiced TM increased their intelligence at a faster rate than their fellow students. Students at the University of Hawaii raised their grade point average from 2.8 to 3.0 after becoming meditators.

A report in the *Academy of Management Journal* shows that meditators significantly increase their job output—that executives who meditate increase their job output at an even greater rate.

What goes on inside the brain to produce such striking effects?

Meditation involves the silent, mental repetition of a mantra, which is simply a sound, a word without meaning, which allows the attention to shift inward. As guru wrote attorney Jay B. Marcus in the Winter, 1974, issue of *Drug Forum*: "This sound is believed to be an essential ingredient in meditation. Just as there are sounds that produce tension (the screech of a subway train) there are other sounds that have relaxing qualities."

The Body Relaxer

"Soon more may be known about the value of the mantras. Preliminary reports of research being conducted at the Institute of Living, Hartford, Connecticut (the oldest private psychiatric hospital in the United States) suggest that the mantras serve to quickly synchronize brain waves in the dominant hemisphere of the brain (the left side in right-handed people). The silent hemisphere is apparent thereafter synchronized and this dampens down of the disruptive cross currents from the two hemispheres may account for a more relaxed, better functioning mind and body."

The meaning of all this to the executive is clear. "Stress has become an

apted aspect of modern business," writes Ian MacPherson Brown, director of the Washington, D.C., center of the International Meditation Society. "We know many examples of businessmen who have taxed themselves beyond their capacity in order to provide for a comfortable future. But instead of a comfortable future, they are rewarded with hypertension, depression and dissatisfaction. The desire for more is consistent with the nature of life to expand; what is at fault is the inability to deal with the resultant stress."

Transcendental meditation may provide that ability. In the high powered world of the executive, stress is certainly no stranger. Thus several major associations, including the American Management Association, the Mechanical Contractors Association of America, Inc. and the American Society of Association Executives have invited TM experts to speak at meetings or seminars.

Where's the Guru?

When Oberdon J. Raimondi was president of the Ridgefield, New Jersey, Rotary Club, he invited a guest speaker to discuss TM at the regular luncheon.

"A lot of guys were expecting an Indian guru with a turban and a boa constrictor," he notes. Instead, a clean-cut, closely shaved young man calmly explained that meditation would help the businessmen relax, improve their dispositions, give them energy and might help them cut down on cigarettes and martinis. Several of the Ridgefield Rotarians soon began to meditate.

Alexander Stolley is president of Northlich, Stolley, Inc., an advertising agency in Cincinnati. He is a member of the American Association of Advertising Agencies and a director of the Cincinnati Convention Center. Four years ago his daughter took instruction in transcendental meditation while she was in high school.

"We seemed to communicate better," Mr. Stolley recalls. "She appeared to be steadier. She tried to convince me to take the course, but I thought it was sort of ridiculous."

Soon the younger Stolley began to bring home armloads of research papers, detailing the effort of the educational



SMEDLEY FUND—International President Robert W. Blakeley, DTM (far right), congratulates Immediate Past International President George C. Scott, DTM (center), on becoming the first Toastmaster to have his name included on the Ralph C. Smedley Memorial Fund Donor Plaque. The plaque, which will include the names of all Toastmasters who donate \$100 or more to the Smedley Fund, hangs in the lobby of the World Headquarters Building in Santa Ana, California.

Past International President and TI Legal Counsel Joseph P. Rinnert (left) was also added to the list of contributors and is shown proudly displaying the Donor Plaque that is given to all "Associate (\$100-\$999)" contributors.

community to document the effects of TM. Suddenly Mr. Stolley found himself intrigued, and he enrolled in the course.

"I didn't notice anything for about a month," he reports. "But I stuck to it. Meditation itself is a pleasant experience. But after a month I began to notice that I felt really good. I had a lot of energy and I could put in a full day's work and still enjoy myself in the evening. I've been meditating for four years and plan to keep right on going. Now I tell everyone I can about TM."

Is TM a useful technique for you? There is an easy way to find out. Most cities have one or more learning centers, listed in the telephone book under the heading International Meditation Society, or Students International Meditation Society. A free introductory lecture is offered, generally once each week. There is no pressure. The instructors are relaxed and cordial, because they have learned an effective technique for reducing stress.

As one California attorney put it: "I think TM beats two stiff Scotches." □

(TM may not be the answer for all businessmen—but it certainly merits a look. Executives interested in inviting a guest speaker (no charge) to discuss TM should contact Stephen Richter, of the American Foundation for the Science of Creative Intelligence, 1495 Weaver Street, Scarsdale, New York 10583.

Many businesses have arranged to offer TM courses through their regular employee training programs. The course is taught in six consecutive days (or evenings) and consists of two lectures, one individual initiation and three group sessions. The two lectures are free. Once an individual decides to participate in the course, he is charged a fee of \$125 (\$200 for married couples, \$65 for college students). In addition to the training sessions, the fee also pays for a series of 15 "checking" sessions during the course of the year.—Ed.)

William Hoffer is the Washington Regional Chairman of the American Society of Journalists and Authors. He has contributed articles to a variety of popular magazines and newspapers including *True, Ms., Smithsonian*, and the *Washington Post*.

Toastmasters...

Let's Hear It for the Kids!

by
Pam Glasser

DEAR TOASTMASTERS:

In deference to my father's recent anniversary of his Toastmasters membership, I thought it about time I reveal the years of contention I have faced as "Toastmasters Daughter." In defiance I finally must expose the years of battle I have confronted and struggled through.

Your organization boasts of the miraculous help Toastmasters has given its members in terms of job success, social self-confidence, leadership abilities and of course, practical speaking experiences. But has any person ever considered the effects of this organization on us (that's "we," I know!) children? Has anyone ever given any thought to the neglected lives of the paranoid sons and daughters of Toastmasters?



The family became accustomed to the pre-meeting procedure: Dad rushing home from the office, grabbing a quick snack while changing clothes and nervously kissing each one of us as he ran out the door.

Yes, it seems that as far back as I can remember, my life has been a competitive case of *Toastmasters vs. Father*. Just about the time I could toddle over to him and coo, "Dada," Daddy was out and running to his first Toastmasters meeting. He excused himself, claiming that *he* also had to learn to talk.

Be that as it may, Father so enjoyed the meeting that the infectious club became a bimonthly affair for him. Between meetings, he somehow managed to expand the family to encompass vociferous six members, and with this new responsibility, quickly realized the necessity of a "night out" to help maintain his sanity. The family, resigned to accept his evenings out, became accustomed to the pre-meeting procedure: D

ing home from the office, grabbing a snack while changing clothes, being hurriedly at *Roget's Thesaurus* (there *must* be a better word to use in joke!") and nervously kissing each of us as he ran out the door. We lucky children were left with a lousy casserole, and mother and ominous dreams of Dad's Dad. (Would we find him dead or proudly displaying a trophy?) Upon Father became so enthused with Toastmasters that he ran for club president, then area governor. These posts involved additional responsibilities, including the handling of all those unceasing home phone calls, the never-ending string of meetings and lots of homework to design the Table Topics or to organize agendas. We were concerned these extensive responsibilities would exhaust Father but, surprisingly, noted a marked transition to a figure who was effervescent, vivacious, full of confidence and poise. So impressed was Father with his new self-image that he wanted to impose (inflict?) the effects of Toastmasters on his loved ones.

It was then that I was faced with the task of devising clever speech topics so Father could win another trophy. It was one of those horribly embarrassing sessions, and to a date, when Father would give his poor unfortunate gentleman the Toastmasters runaround," evaluating things as the sturdy handshake, the quivering voice and proper introductions. It was listening (feigning interest) to his never-ending little white sheets of



It was then that I was faced with the task of devising clever speech topics so Father could win another trophy.

"comments and criticisms" at the Friday breakfast table as he proudly related every word to his yawning offsprings.

There were those unbearable Chinese (torture?) dinners that we four children knew (and dreaded) would end in that inevitable "Fortune Cookie," where each would be forced to give a two-minute impromptu on the meaning of his or her fortune.

Then there were all those meetings that conflicted with swim meets, recitals, circuses, parties—anything we wanted to take Dad to. And how about the afternoons I was caught daydreaming in class when I was really trying to help Father think up a clever speech for that evening? How do you explain *that* to a



Normal children can get away with a cute little memorized talk. But not a Toastmasters child!

teacher (especially when you were counting the number of "Ah's" in her boring lecture)?

There were also the times I had to give my election speeches for class office. *Normal* children can get away with a cute little memorized talk. But not the Toastmasters child. No, I rehearsed and rehearsed until there were no "Ah's" left and I could make my points without a word-by-word memorization, using good eye-contact and just oozing with self-confidence.

There was never a doubt in the family's mind that *all* of the children would strive for leadership positions, at least in my father's eyes. We were cheerleaders, star athletes, often shined in musical productions and ran student council.



My poor dog was the only mutt in the city that could intelligibly verbalize "I love you."

We *had* to fall into that Toastmasters image. There was nothing else to do!

My poor dog was the only mutt in the city that could intelligibly verbalize "I love you." (And you really can understand him. . . .) Even my profession was affected by Father and his Toastmasters influence. Can you believe that, after all the years of suffering, I chose a career in communications?

You'd think a mature, 23-year-old woman could be gracious in light of all the satisfaction and enjoyment Father received from this organization. You might feel I should let bygones be bygones and appreciate all the self-confidence and merit that the Toastmasters influence had on me.

But no! In fact, I plan on seeking revenge for all those years of lost fatherhood! In all deference to my father on *his* special day, in the years to come I plan to let *my* children stay home with my *husband* when I go to Toastmasters meetings!

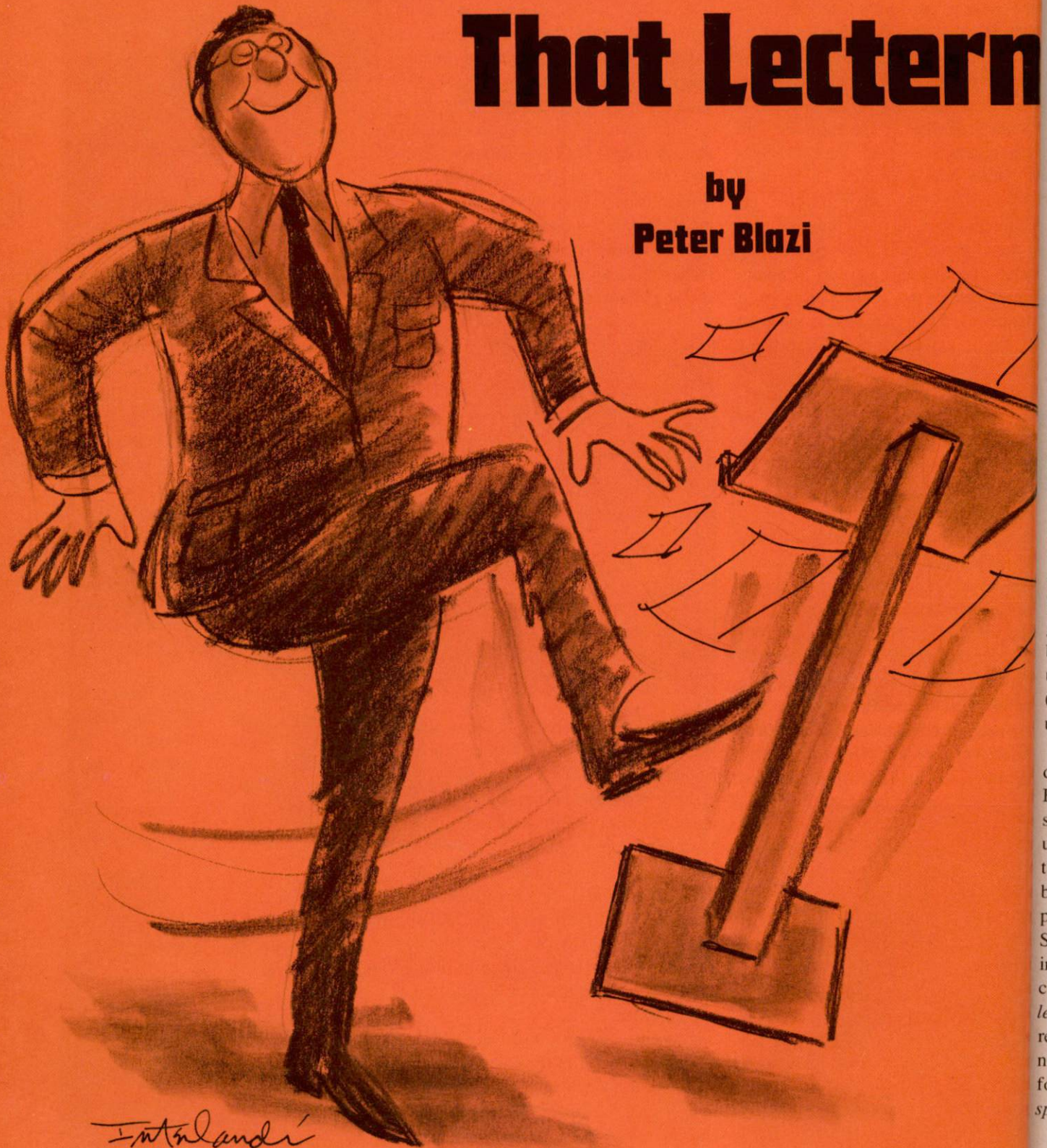
Sincerely,
Pam Glasser

P.S. Thank you, Dad, for sharing Toastmasters with me! □

Pam Glasser is a Speech and Language Pathologist working in Evanston, Illinois. "I am a great admirer of my father's expertise in speaking," says Ms. Glasser, "and I incorporate many of the practices of Toastmasters with the activities of my clients in therapy."

Get Rid of That Lectern

by
Peter Blazi



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"Get rid of my lectern? You must be crazy!"

Some speakers, like this one, will argue passionately that a lectern is essential for good vocal deliveries. We've become so accustomed to having it around that I've seen fellow orators break out in cold sweats, hosting chairmen throw little fits and meetings delayed because somebody forgot to set one up.

This is truly a strange phenomenon since any speaker interested in improving his technique is familiar with all of the old warnings: "Don't lean on it!" "Don't hide behind it!" "Don't let it ruin your posture!" "Don't stay glued to it!" And on and on.

Why should anyone want such a formidable obstacle up there with them at all? Why not simply get rid of that lectern?

I've found you can actually increase communication, be more relaxed and give a more enjoyable speech by eliminating this traditional barrier.

A Strange Mystique

But the physical removal of the lectern won't do much good if your heart and soul follow it out the door. That huge block of wood separating you from the group has been with us so long that it has become enshrouded in a mystique—an undeserved respect supported by various (and often strange) rationalizations for its use.

The lectern's position of prominence dates back to the Middle Ages, when Bibles and other liturgical books were swelling to enormous proportions. Some unknown, ingenious cleric came up with the very practical idea of a pedestal-based reading stand—a portable pulpit—on which to rest the weighty tomes. Since the invention was situated directly in front of the *lector* (reader) during the church services, it became known as a *lectern* (reading desk). We sometimes refer to it today as a *podium* or *dais*, names which signify any raised platform. It is also commonly called a *speaker's stand*.

The advancement of printing techniques brought smaller and lighter books

into existence. But the lectern stayed and became a standard prop for speakers, teachers, ministers—and Toastmasters—even though public talks today seldom call for reading out of 90-pound Bibles.

So what's your excuse for using that lectern? Could it, perhaps, be one of these?

"But a lectern holds my notes!"

Sure it does, and that's one way it can hurt your speech! That lectern gives you

”

The physical removal of the lectern won't do much good if your heart and soul follow it out the door. That huge block of wood separating you from the group has been with us so long that it has become enshrouded in a mystique—an undeserved respect supported by various (and often strange) rationalizations for its use.

”

an excuse to bring a bulky set of notes to the platform to shuffle, to stack, to lose your place in and to read verbatim when your lack of preparation begins to take its toll. Don't feel you must justify that lectern's existence by placing notes on it.

But you don't want to forget important points in your talk, either. What about jotting down those key words on one or two 3 x 5 cards? This is an old idea, but a good one. If you concentrate on the con-

tent of your speech, you'll be surprised how much one of these little cards can hold. Use a felt pen or the upper case capitals on a typewriter to make your key words large and clear.

Slip the cards in your pocket before your speech and let those key words help you unlock ideas you want to present. If you know your material as you should, you might glance at the cards once or twice during your presentation, or you might not need them at all.

By using a few small cards instead of a sheaf of notes, your talk won't be stiff. You won't be tempted to read your speech. You'll be better prepared, and your audience will know it and appreciate it. And you won't need a lectern to hold your notes.

But would you believe some speakers who use this technique *still* use a lectern, too?

"Well, that's because a lectern sure is a great place to (heh-heh!) hide shaky knees!"

And a lot more. Including many of those great gestures you use. Body language is one of our strongest channels of communication. That podium acts like a dam. It allows for an occasional spillover, but mostly it holds you back, choking off your natural flow of visual tidings to your audience.

Speaking is more than just talking. It's helping the audience to hear you. A lot of listening is done with the eyes. The audience *wants* to see you, *needs* to see you. Otherwise, why not just send them a tape recording of what you want to say?

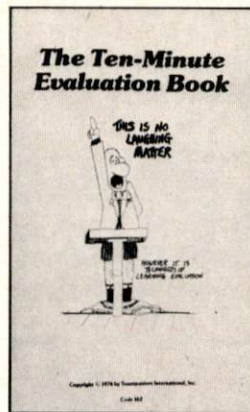
In the Starting Gate

The person who wants to hide his "shaky knees" behind the lectern is usually suffering from inadequate preparation. Of course, even a well-prepared and confident speaker gets butterflies. But rather than a self-conscious dread, his kind of stage fright is a healthy anticipation that quickens the pulse and makes him more alert, like an excited thoroughbred in the starting gate. Such a speaker doesn't need an excuse to hide, and his speech will be enhanced—not hindered—by his nervousness.

However, if a person uses the lectern

This Is No Ordinary Manual!

It's a scatterbook—a type of individualized instruction on Toastmasters evaluation. There's no right or wrong pathway through **The Ten-Minute Evaluation Book (162)**, and it makes no sense if you just read it straight through. But if you follow the instructions, it'll lead you to the parts of evaluation you're most interested in. The more you use it, the better you'll understand the evaluation process. It's **new!** And it's **fun!** It's **The Ten-Minute Evaluation Book (162)**. Only 50 cents, plus 15% packing and shipping. (Include club and district no.)



for a security blanket, watch out. He may wind up sucking his thumb halfway through his speech.

The lectern won't be able to hide the fact that you're not prepared. If this is your problem, spare the group. Don't talk. Any audience deserves a speaker who is confident and has done his research. Come back when you've done your homework and are ready.

Beginning speakers often get nervous at the thought of standing up there all alone in front of a group. This is quite natural. It's happened to all of us. However, there exists a myth that a lectern can help beginners overcome anxiety—that it's a "crutch," a support for the jitters. Nothing could be further from the truth. If you are an inexperienced speaker making your first flights into the beautiful world of public speaking, don't let others project their own insecurities onto you. Getting rid of that lectern can help you overcome group shyness quickly and easily by giving you the opportunity to get closer—physically and mentally—to your audience.

How? Remember the change that took place once when you watched that speaker ignore the lectern and step boldly out from behind it? A warm glow seemed to settle in the room—a "we're-all-in-this-together" atmosphere.

Be Yourself

Without that lectern you can relax. Since you won't have a pulpit, you won't feel any obligation to sermonize. Best of all, you can be yourself! You no longer

have to live up to traditional images. Dignity, respect, authority, acceptance doesn't emanate from a podium. These and other qualities come from flesh and blood, not wood. You either have them or you don't. And nothing will change that fact. Modern audiences are sick of phonies. They want you to be *you*. If you do a good job at being yourself, you have won the hearts of the audience, and probably their ears as well.

You *want* to talk. You *came* to talk. So *talk*. Naturally. Comfortably. Enthusiastically! As you would with a friend.

"But that lectern makes me look and feel like a speaker!"

Unfortunately, it doesn't *make* you one.

Closely related to this excuse is the concept that a lectern creates an aura of superiority and helps establish the speaker as an authority.

This myth is sometimes carried to ridiculous extremes.

During the recent Presidential Debates, for instance, Jimmy Carter and Gerald Ford were measured and each man's lectern was custom built to reach no more than waist-high, the idea being to irradiate a presumed "height advantage." But can you imagine the impact on the viewers if either candidate would have stepped out from behind his lectern and exposed himself (figuratively speaking, of course) to the whole world? Now that would have shown confidence!

Most people who want to look or feel like a speaker won't usually admit it. In-

stead, they will say something like "The lectern will provide a focal point for the audience." It certainly will, and that's tragic. *You* should be the focal point for your audience! Few speakers are skilled enough to make the lectern seem to disappear when they are talking. So why not just get rid of it before you start?

Today's audiences are too sophisticated to be impressed with the size, shape or decor of the lectern, or to be led to believe that the person behind it must be a leader or an authority.

"Hey look, I've got a lot of technical stuff to present to my group. Statistics formulas, a few books to read from . . ."

Then let your group *see* the material. Amplify your presentation with displays, boards, slides or mockups. Complete subject matter is more easily retained if it can be seen. Use an overhead projector, blackboard or other visual aids, but don't, heaven forbid, **DON'T** read them from that lectern!

"But it holds a microphone . . ."

So does a microphone stand. You can also use a hand-held mike, which enables you to move around a little better than a lectern or a microphone stand. However, it restricts your gestures, too. If you do a considerable amount of public speaking, invest in a clip-on microphone that you can attach to your lapel or tie.

You've probably discovered that modern rented halls and banquet rooms usually provide a sound system as a courtesy for a small fee. You've probably also found that their electronic efficiency can sometimes shatter drinking glasses and eardrums at 300 feet.

Can They Hear You?

Be alert to the needs of your audience. Try projecting your voice without a microphone first. Ask listeners in the rear of the room if they can hear you. Most public speaking today is done in small groups. Unless you're speaking in Houston's Astrodome or San Francisco's Cow Palace, chances are good you won't need a microphone at all.

"Okay, okay. You may be right about the lectern, but sometimes I'm supposed to speak and there it sits. I feel I must use it if it's there."

coming down from their perches and mingling with the flock. At club meetings, there's an occasional adventurous soul who ignores the podium and speaks, standing proudly, confidently on his own two feet.

Remember, the audience will see only two objects up there—you and the lectern. Eliminate the lectern and you literally have the group's undivided attention, plus a much better chance of keeping it.

You become the focal point, and you can now win the hearts of your listeners by being yourself—and by being better prepared and relaxed than ever before. □

Peter Blazi is a graduate of the Naval Instructors School and has recently completed his naval career as the Senior Medical Instructor at the Naval Training Center in San Diego, California. His first book, *Traitmatch: Discovering the Occupational Personality Through Handwriting Analysis* (with Eldene Whiting), will appear soon.

the Program Planner



A great way to add talent, interest and ability to any club program is to make all the members an active part of the Able Toastmaster or Distinguished Toastmaster recognition program. When Toastmasters are working toward these goals, they will be a more active part of your club program—and get the greatest possible benefits from their Toastmasters participation.

The ATM and DTM awards are recognitions of educational accomplishment, dedication to Toastmasters and community involvement . . . three key aspects of a well-rounded Toastmasters experience.

Some of your members may already qualify, or be very close to qualifying, for these awards. Check this list to see how close they are.

ATM

- Completion of both Communication and Leadership manuals
- Three years' continuous membership prior to application
- Service as an elected club officer
- At least three outside speaking engagements

DTM

- An ATM
- Five years' continuous membership prior to application
- Coordinator of a registered Speechcraft course within past two years
- Coordinator of a registered Youth Leadership Program within past two years
- At least five Speakers Bureau speeches
- Service as a club and district officer
- Sponsored five new members in the past year
- Sponsored a new club or saved a low-membership club

The wealth of experience gained by members who achieve ATM or DTM is an asset to any club, and to the person reaching these goals. World Headquarters will be happy to supply ATM or DTM application forms so you can read the exact details of these programs.

Why not clip this page and save it for future reference? □

“ . . . Because it is there?” What are you, a mountain-climber or a speaker? But seriously, I know what you mean.

Must you feel obligated to use some silly obstruction because someone was kind enough to put one in your way? Should you just use the lectern anyway, and allow your speech to be hampered for the sake of social etiquette? Not at all.

If you're the only person speaking, you can politely request that the distraction be removed. You could show your displeasure by simply kicking it out of the way, thereby discouraging anyone else from placing boulders in your path. But that's unnecessary, and would hurt the feelings of those who, still caught up in the lectern mystique, were only trying to be nice. Part of the joy of speaking is unity and comradeship. So do what you can, short of a riot, to keep an open forum between you and your audience.

Those Old Excuses

What if you are one of several speakers on the same program? Don't waste your time trying to convince others not to use the lectern. You'll probably be outnumbered, and hear a lot of excuses like—

“Get rid of the lectern? You must be crazy!”

“It will hold my notes!”

“It's a great place to hide (heh-heh!) shaky knees!”

“Look, I've got a lot of technical stuff to”

“It holds the microphone!”

“It provides a focal point”

“Hey, come on! Somebody went to a lot of trouble”

When it comes your turn to speak, just step away from it and stay away from it. Try to find a spot where everyone can see you, except the hosting chairman. When he discovers how well the audience responds to you, but can't see why, he's bound to ask you later what your secret is. That's when you gain an ally instead of losing a friend.

Man's love affair with the lectern is finally beginning to wane. Lectern sales have declined. Several universities have replaced them in the classroom with low tables, providing a working space for the instructor without blocking the student's view. Even some ministers are now

Are You Running Out of Time?

Most people, upon reaching "middle age," find themselves suddenly confronted with the realization that they can't live forever—that a lifetime is limited. What most of them don't realize, however, is that this is a great time to challenge themselves with new ideas.

We've all heard our co-workers complain, "I work day and night and I'm sick of it." Or, "I've *never* been able to take a vacation." For his coup de grace the speaker may lament, "I'm too old to study, too old to start school, too old to get a degree, too old to get any credentials. I can't get anywhere without credentials. My time is up. It's too late for me."

This person may be 30 or he may be 60. But whatever his age, he thinks he's already run out of time.

Many people arrive at "middle age" and suddenly realize that they can't live forever. A lifetime *is* limited. When you make this important discovery, you can expect to become particular about how you spend your time. As you reach 40, there is a tendency to retrench, to get more exclusive in choosing friends. You become selective about how to make your life count for more. You also become more effective in time utilization.

In spite of these considerations, however, it *is* time to challenge yourself. With what? With new ideas.

Did you ever have a childhood day-dream in which you saw yourself as a star major league ballplayer? If you are 45,

you are too old to seriously consider playing professional ball. But you can play "Walter Mitty" and become a sea captain. You can probably find Coast Guard or U.S. Power Squadron Training Courses to start instruction right in your own area. And you could go on from there. Yes, your chances are good that you can fulfill some lifelong dream.

A Beginning

Many people claim they want to try something "new." The problem with "new" is that it means a beginning, gaining skill in something where interest resides, but skill is lacking. Decide what you want to do with the rest of your life. No matter what your age, you still can add skills to make good use of whatever you discover about yourself. In fact, you may be talented. The late actress Dame Edith Evans made her screen debut at 60. At 87, she was making her seventeenth movie.

People worry that they don't have enough money to start anything new. That's true, if you want it that way. They say they don't want much, and get just that, too. How much money does it take? Can you acquire that much? How long will it take? Will a two or three week "vacation" clarify your thinking? If you

fit into this group, you will always have this "nothing can help me" fear. If you don't get up and go, life can rapidly slip by, earning a pension of disillusionment, apathy and misery. Which direction are you heading? What destination have you written on your ticket? You can rewrite your ticket and change directions . . . if you want to.

You may feel "blah." If you are in your late 30's to early 50's, you've probably established an acceptable, well-paying place in life. But it's increasingly dull, isn't it? Don't wait to be challenged. Reassess your position. You can decide to continue with what you have, but if the prospect is unattractive to you, plan now to change it.

How Long?

If you've been doing the same thing for a long while, you've probably developed either a vested interest or a "stuck in a rut" attitude. But how long is it to last? It'll vary with each individual. If you're not looking forward to tomorrow because it's the same as yesterday, look out. Your time is running out.

Have you evaluated alternatives? Maybe you think you should be happy because you've led a hard, selfless life. Right? Wrong? Are you afraid? Ha-

by
David K. Lindo

you talked yourself into believing that you don't have any choice at all, that you are merely a victim of others? By doing nothing and sitting tight—by not taking any chances—you're making a choice. It might be the right one for today and tomorrow; if so, accept it and live with it. If you're absolutely wrong, and cowardice is to blame—not reality—you should examine your choice.

Reorganize Your Thinking

If you're complaining about the same things as last week or last year, frozen and afraid to change, reorganize your thinking. Organize solid reasons behind your decisions. Prepare a chart. In one column list what you are doing and like doing. Keep on doing these. In the second column enter what you are doing and don't like doing. Stop doing these. In the last column enter what you would like to do but aren't doing. Get started on these right away.

Replace negative thoughts with freshness, curiosity and enthusiasm. You say you're too tired to do that? You think you've been made to change too much too fast; and all through your life you've assumed that change threatened your job, contact with your children or sense of community? What can these feelings do for you? They just put you behind the



eight ball, right? So what do you do? You just "do your job." You try to keep from rocking the boat. You do everything by safe and tested formulas. All the answers become routine. Dull, isn't it? But it doesn't have to be that way. Change it!

The world isn't going to stay the same for you. It changes. Your job will change and you will change with it. If you don't, you're in trouble. Challenge yourself to find relevance in your situation. Don't overemphasize your own problems. Concentrate, rather, on other people's problems. In them, you may find opportunity to change.

It's not too late for you to learn. You're not stuck with what you learned at 20, or 45 or 60. You can still grow.

Start by identifying significant problems. Run to them. As you work these problems you will keep on changing and growing—smarter, not just older. You can organize yourself to grow every night before you go to bed. Draw up a list of problems you are going to tackle in the morning. Do this to counteract the moments of purposelessness and uncertainty that assault your senses when you wake. Concentrate on involving yourself in new situations. It helps keep your thinking new and mentally active.

Deal With Yourself

Don't blissfully assume that you know what you want. Instead assume that you don't know. If you negotiate a deal with yourself on the basis of your own assumptions, you may be making a bad deal. Test yourself to discover your dependence level. The answers may lead you to a statement I've frequently heard: "I want *you* to do things to help me. I'm *not able* to help myself." Do we feel sorry for this person? Not likely.

Instead of looking for sympathy, go to an unsympathetic person—someone who will tell it to you "the way it is." It may not be until you take your miseries to someone who is not sympathetic that you will be convinced that you have to get working to solve your problems.

When you make a commitment to change, tell someone, friend or foe. Or write it down. A statement is a commitment. The written word is better yet. The best is an oral statement accompanied by written words and word-directed actions.

Freud once said, "Thought precedes action." Think yourself through this program. Then say your magic words. Words are commitments. Once spoken, you will defend them. You can test it by a simple experiment. Ask a friend for some casual advice on a general knowledge topic. When he gives his opinion, tell him you don't see how that makes sense. He will probably respond with reason after reason to support his advice. Attempt to change the subject and see if he doesn't come back to it again with still more proof. You'll find that the more he talks, the more he becomes committed to his own words.

Change Your Labels

Another approach might be to change your labels. Instead of calling your job "bookkeeping," call it "spending control." Instead of going to "geography" class, call it "world travel." Botany and geology could be called "ecology is fun." Make new experiences as much fun as you can. Manage your thoughts more to your advantage. If you're worried about finding a new job, practice interviewing to improve your appearance to a prospective employer. Solid, in-depth preparation will help build your confidence.

When you start a "new life" the decision takes but a moment; the planning takes much longer. Make your decision now and start planning. Take a step at a time and seek help if you need it. Enroll at a community college, see a career counselor or talk to friends.

If you feel your life is wasted—your clock is running down—take a minute and make a conscious decision to change. Don't let your life run out until you can tell yourself that's what *you* want. You control your life. So get as much out of it as you can. Stop running out of time. Start running into life! □

David K. Lindo is a freelance writer with over 15 years of management experience with three Fortune 500 firms. He has written, prepared and given hundreds of presentations for all levels of management. His special interest is helping others in their career planning and development.

IT'S HERE

No matter what your learning objectives are . . . to think and act decisively . . . to persuade others to agree with you . . . or simply to conquer fear when addressing a large or small group—the **Communicate What You Think Program (240)** can help you.

Developed in conjunction with 1976 Golden Gavel Award recipient Earl Nightingale, this six-cassette audio program combines Toastmasters principles with the ideas of Mr. Nightingale—the "most listened-to" radio and television personality on earth.

In the 20 fact-filled, enjoyable subjects, you'll discover how to transmit messages from one person to another without sacrificing meaning or intent . . . how to master the art of oral expression . . . how to build a speech from a formula (and when not to) . . . how to prepare visuals that help your audience "get the picture" . . . AND MUCH MORE!

So whether you order a set for yourself or one for your entire club, the important thing is to order them now! They're a natural addition to your collection of Toastmasters educational materials.



Yes—please send me _____ set(s) of **Communicate What You Think (240)**, at \$36.00, plus \$1.00 shipping inside the United States (or \$1.50 to Canada, Mexico and overseas). California residents add 6% sales tax.

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Here's another batch of ideas and opinions from Toastmasters club and district bulletins around the world.

the Bulletin Board

Toastmasters Does It All

By Roy Thruston, DTM. From District 44's "Bullet-In," Western Texas.

In looking at Toastmasters training, I want to have a brief look at public education and point out a few fallacies that brought about the need for Toastmasters as a way of furthering our education. This is not a blanket condemnation of our public schools, but we have accepted our public schools as standard. Therefore, I shall use them as a basis for comparison.

I made a study of speech training in our public schools a few years ago and found that neglect of speech training in the public schools of our country has become so commonplace that it is now accepted as standard practice. High school speech courses are sometimes offered as electives, but they seldom receive a very gratifying response.

Elementary school speech courses are practically unheard of and, even when good speech practices are encouraged through language activities, they are not credited to the field of speech training in its relative importance to the subject. They therefore, do not receive any incentive toward further training in the field of speech.

Most children pass through the years of their public education without realizing that they are missing anything in this respect. Even if they are aware that there is a field of speech, they still have no conception of its workings, its merits or its relation to life's experiences.

The schools should encourage an awareness of the value of speech training in improving social relations. Toastmasters training does that.

The schools should encourage participation in speech activities that will promote self-expression, group action, the ability to weigh and evaluate statements, the ability to think critically. Toastmasters training does that.

The schools should develop consciously more advanced standards of audience-speaker relationships and focus attention on critical analysis that will lead to greater effectiveness in all oral com-

munications. Toastmasters training does that.

Schools should strive to encourage the desire to improve general speech patterns and develop a positive attitude toward self-improvement. Toastmasters training does that.

The growing importance of speech as an effective means of communication in our modern world cannot be overemphasized. Radio and television have focused attention upon the speech patterns and habits of individuals. The development in children of the power to communicate accurately and effectively is a major responsibility of the school if the children are to be prepared for life situations. It is the responsibility of the schools, but, but, but—You fill in the blanks. You know the answers.

The schools are not filling the needs, and that is why you are Toastmasters. It is because you didn't get any speech training, or you want more of it and a better quality. Too many times in public education, the theories are merely poured forth in a catch-as-catch-can method without any assurance that there is any real communication between the pupil and the teacher. They need the on-the-spot training that Toastmasters offers.

Education is more than pouring water from the pitcher into the glass. Education is more than expounding theories. I took a course in child psychology once that was taught by an old maid professor who based the whole course on her experiences with her dog. About half the course was on prenatal psychology in spite of the fact that the dog had been spayed.

Of course, you will find some theories in Toastmasters, but mostly you will hear experts in history, economics, science, education and business talk about things they know. Toastmasters contain sound-thinking, practical men and women who have been ground through the mill of actual experience. You can't beat that in anybody's college.

Toastmasters is fundamentally and educationally sound. Toastmasters is *fun* as well as educational. That's what makes it *fun da mental*. Oohhh!! □

Stop Building the Ego!

By Tom Hammond, ATM. From District 35's "Toastmastership-35," Wisconsin-Upper Michigan.

Over the past few years, Toastmasters has emphasized getting back to basics. No emphasis should ever have to be made to give speeches from the manual. By utilizing the manual when speaking, the Toastmaster has a very real challenge, because each speech must accomplish a very specific goal.

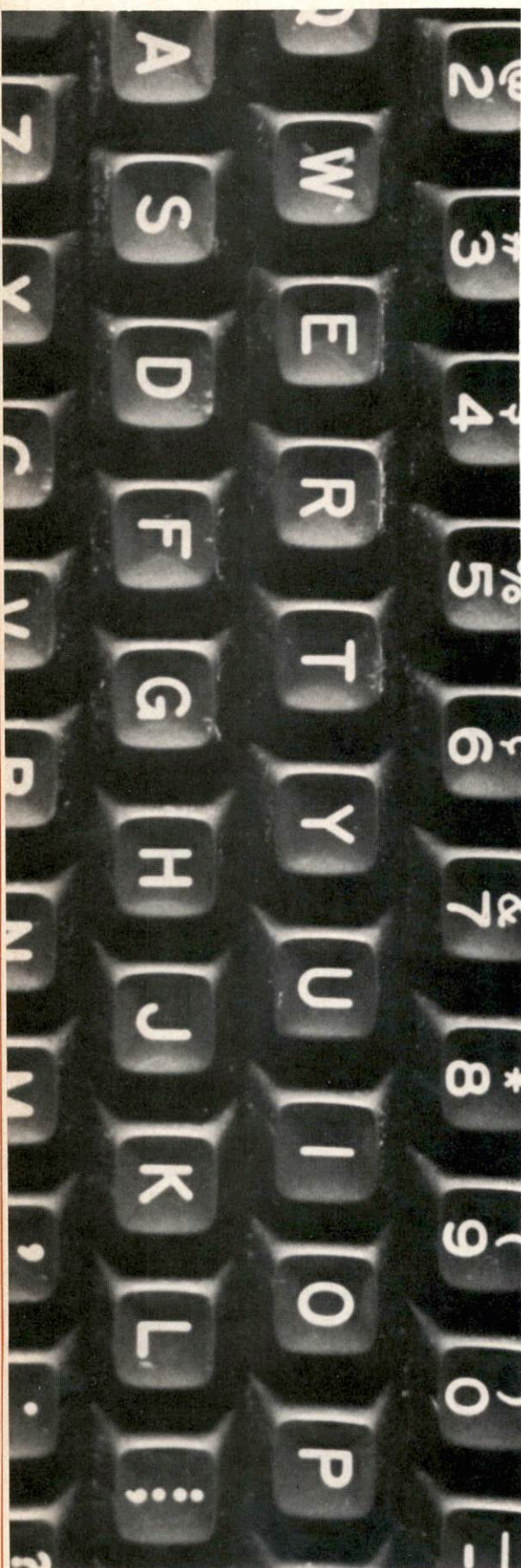
For the past few years, I have listened to many individuals giving both manual and non-manual speeches. I have also listened to a like amount of evaluators, many of which sounded something like this:

"John, that was the best speech you have ever given and one of the best speeches I have ever heard. I don't know of any way in which you could have bettered that speech, etc., etc."

When I joined Toastmasters, I was told there was no such thing as a perfect speech and have gone upon this assumption ever since.

Every speaker enjoys having his ego built up, however, I feel that every Toastmaster wants—and deserves—to know how he can better his speech. In a normal Toastmasters meeting, the evaluator is the most important person there. He is the individual who not only helps the speaker by telling him what he is doing very well, but also by telling him where he can better himself with suggestions as to how to go about it. I feel that as evaluators, it is time for us to not only be honest with ourselves, but to be honest with the speaker who we are evaluating. Tell the speaker the things that he has done right, but also be sure to tell him of two or three areas where he can improve as well.

It is time for us to stop worrying about losing an individual by telling him that he is not a perfect speaker. It is time to stop building a speaker's ego, and time to start building a speaker's skills. □



How to Write the Business Letter

by
Dr. William C. Himstreet

Of all the things the modern businessman has to contend with today, the simple business letter has to be one of the most important. Why? Because what he says in it—and how he says it—could have a significant effect on his future.

Why is it that the busy executive can meet a business friend on the street and after greeting him say, "Bob, the ABC contract was approved"; yet when he writes the same friend, the same message is something like this: "This is to advise you that all details relative to the ABC contract were approved"?

The natural vocal expression in our example is concise and clear; the written example is stilted and wordy—and its writer is probably accused of being a stuffed shirt. The relationship between quality of spoken and written communication should be a close one. Unfortunately, it often isn't. No doubt, one or more of the following factors causes awkward, stilted writing that leads to miscommunication:

1. Lack of understanding of subject matter to be communicated.

2. Lack of facility in the use of language.

3. Lack of understanding of human nature.

4. Lack of understanding of letter planning.

Assuming that most people know what they are writing about, let's take a look at some of the basic principles of letter writing. Three elements—effective use of tone (human nature), effective use of language and effective letter planning—assist in the creation of really communicative letters.

Tone describes the "sound" of writing. In other words, tone implies that "It's not so much *what* you say but *how* you say it."

Probably the first element in tone can be described as the ability to write from the reader's point of view. It's no secret

that almost everyone in business is there to make money. We only kid ourselves when we attempt to write letters that say "All I have is yours; I want nothing from you." Thus, the good writer attempts to write with an attitude that places both him and the reader on the same level. The letter is the great equalizer. When the letter goes from a clerk in one business to the executive in another, the business transaction is the important content—not the relative status of the writer and the reader.

But beyond this basic attitude, there are several cautions for the writer to keep in mind. Good tone is more often a matter of avoiding wording that is offensive than of incorporating wording that is not offensive. For example, here are some of the common destroyers of good tone.

Avoid the Negative

First, avoid, if possible, negative words such as *unable*, *not*, *regret*, *unfortunate* and *impossible*. They create a negative attitude on the part of the reader. For instance, why say "We cannot appraise the property at more than \$15,000" when a positive statement such as "We can appraise the property as high as \$15,000" does the same job and avoids the negative? And instead of "We cannot complete the job before November 18" say, "We can complete the job by November 18." We all have had the experience of receiving a letter that begins "We regret to inform you that unfortunately we are unable. . . ." What a negative disposition that writer must have had! Could he have ever said something like that as the opening statement in a face-to-face conversation?

Second, don't preach, don't use unflattering implications and don't accuse. No man likes to be told how to run his affairs, nor does he relish having his short-sightedness illuminated. Such phrases as "Now is the time for you . . .," "You should do . . ." or "The thing for you to do is . . ." sound bossy. Be impersonal in these situations. Leave the "you" out. Say "Now is a good time to . . ." and your message sounds suggestive rather than preachy.

Here are some rather unflattering

phrases: *as you may not know*, *as you may not realize*, *you are perhaps unaware*. If you use these, you must be very certain that the following statement is profound and about something no one knows! Otherwise, you run the risk of having the reader say, "The fathead doesn't even give me credit for knowing that!" Instead, use *as you know*. Then you'll be practicing a bit of subtle flattery by giving the reader credit for knowing something that may be entirely new to him.

Accusations occur in writing when the pronoun "you" is coupled with an accusing verb as in these examples: *you neglected*, *you overlooked*, *you forgot*. A reader can imply his own forgetfulness from an impersonal message. But he deeply resents our telling him about it. So instead of returning a form for a forgotten signature with "You forgot to sign on the line marked X" say, "We'll be happy to complete processing your application just as soon as the enclosed form is returned with your signature on the line marked X." The reader will conclude that he forgot to sign.

The "Pet" Phrases

Third, avoid the trite expression which marks you as old-fashioned and a bit pompous. "Pet" phrases seem to linger on in our writing long after they have ceased to be fresh and convincing. On the left are a few worn-out expressions with their modern equivalents on the right:

<i>in connection with</i>	<i>about</i>
<i>in regard to</i>	<i>about</i>
<i>with reference to</i>	<i>about</i>
<i>attached hereto</i>	<i>attached</i>
<i>enclosed herein</i>	<i>enclosed</i>
<i>enclosed herewith</i>	<i>enclosed</i>
<i>pursuant to your request</i>	<i>as you asked</i>
<i>enclosed please find</i>	<i>enclosed is</i>
<i>in the amount of</i>	<i>off/for</i>
<i>please do not hesitate</i>	<i>please</i>
<i>kindly advise the</i>	<i>please let me</i>
<i>writer</i>	<i>know</i>
<i>thank you in advance,</i>	<i>thank you</i>
<i>I remain</i>	
<i>(and all its related "ing" endings)</i>	

Let's refine a simple trite beginning

Start'em Laughing

A joke, an anecdote, a laugh-loaded one-liner! Effective speakers have been using the technique of humor for centuries. And you can use the same technique, with predictably good results.

The only problem is you can't use the old stories, the ones they've heard before, the ones that refer to a different time or set of circumstances. You need humor that's fresh, that's new, that relates to today's events and today's tastes.

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sentence. For example: "Enclosed herewith please find a check in the amount of \$100." If the check is enclosed, it's herewith. Because the writer didn't hide the check, why challenge him to find it with "please find." And because nearly everyone recognizes \$100 as an amount, why define it by saying "in the amount of." Now we can rewrite the sentence in plain English: "Enclosed is a check for \$100." How simple.

Redundant Words

Along with the trite expression, we have incorporated many redundant words and phrases in our language. "Whether or not" and "in order to" are two examples. The single word "whether" really says "whether or not" as in "Will you let me know whether you can attend?" And "to" says "in order to" as in "The catalog is being sent to assist you in your selection."

Although we have pointed to tone as being primarily a matter of good word selection and an understanding of human nature, tone is also created simply by the



sequence in which we arrange our message thoughts. Probably the most accepted approach to letter planning is that which uses the expected reaction as the basis. What effect will the letter create on the part of the reader? It can be one of four things. It can please him. It can disappoint him. It can persuade him. It can have a neutral effect.

When the letter will elicit a favorable reader reaction—please him—put the pleasing news in the very first sentence. An opening sentence that says “We are pleased to enclose a check for \$100” is almost sure to get a favorable reception. And as a result, the reader reads the remainder of the letter in a receptive mood. If the letter will have a neutral effect, probably because it carries routine business information, put the major message in the very first sentence. The reader will be happy to see the message early—and he’ll look forward to a short letter. Therefore, don’t beat around the bush when you have good news or neutral information to send. After your fast opening, fill

in the necessary details and then end the letter with some forward-looking thought or a suggestion for the reader’s next step.

But when the letter carries a disappointing message, be careful. Don’t start fast with the negative ideas. Attempt to get the reader to agree with you in some way. Simply thank him for writing. He can’t disagree with that. Psychologically, this is similar to the “yes, but” technique in argumentation. It sets the stage for the reader to listen to your side—after all, he agreed with you on the first point. Now, explain the situation before you give the disappointing news. And once you have given the disappointing information, forget about it—only say it once. End the letter by talking about something else. So the disappointing letter embodies these four steps in its plan: (1) Obtain agreement. (2) Explain as logically as possible. (3) Give the disappointing news, remembering that you explained first. (4) Get off the subject with your ending. The disappointing letter is the most difficult to write. It takes practice. But don’t fall into the old pitfall of beginning with “I regret to inform you.” No one likes telegrams from the War Department.

Because “You can only sell John Smith what John Smith buys when you sell John Smith through John Smith’s eyes,” the persuasive letter must *sell* before it requests action. This favor-seeking letter must convince the reader that there is something for him in the deal. Talk **YOU** in capital letters and eliminate the *I* and *we* talk as much as possible.

How’s Your Style?

The third essential in effective letter writing is a good writing style. Interestingly, today’s businessman generally handles grammar and usage better than he gives himself credit for. His problem is that he tightens up when faced with a writing task and thus loses his English facility.

Good writing makes the letter interesting and clear. Beyond talking about something of interest to the reader, the letter develops interest when it uses active verbs and natural sentence construction. But sentence pattern must vary. Try beginning occasional sentences with

“ing” words, prepositions and even conjunctions. Too often our sentences begin subject-verb, subject-verb, subject-verb.

Rudolph Flesch measures interest using personal pronouns as a basis. About 3-8 in 100 words is good. Other rules of thumb that have value stress an average sentence length of 16-20 words and paragraph length of 4-6 lines. Three-word sentences and 40-word sentences are often necessary. So are one-line paragraphs and ten-line paragraphs. But the average is the important thing.

Make It Easy

A helpful suggestion is to limit a sentence to one idea. One of the causes of lack of clarity is the lengthy multipurpose sentence with incorrect punctuation. Reading ease is also obtained by using occasional contractions. And because not everyone is in the same business, use words the reader will understand. The simple word is preferred to the difficult one, particularly when the same word may mean different things to different people. While long words are not always difficult ones, their overuse tends to cloud the message.

How can we improve letter writing? First, we can become conscious of the principles of good writing. Second, we can apply them. Take ten minutes each morning to critique and rewrite a piece of the previous day’s correspondence. This one-rewrite-a-day technique is effective. The improvement will be noticeable after only a few days. Third, become a critic. Your own critical analysis is the most important step in self-improvement. □

Dr. William C. Himstreet is Professor of Business Administration at the University of Southern California. He is the author of a number of books and articles, his most recent book being *Business Communications*, (with Wayne Baty), published by the Wadsworth Publishing Company.

Can You Accept the Speakers Bureau Challenge?

by
Don Clark
Club 2581-46

There's nothing more satisfying—or more challenging—than speaking before a new and different audience. But unfortunately, many Toastmasters do not take advantage of this great opportunity. That's why speakers bureaus are so important . . . to all of us!

I arrived at this point quite by accident one night when our club (Bergen Club 2581-46, Hackensack, New Jersey) held an interclub meeting with the Ridge-wood Toastmasters. I was at the lectern giving a presentation when I suddenly realized that I didn't see the friendly eyes of my fellow club members sitting in their usual places; all I saw were the eyes of strangers. Suddenly, my mouth went dry and I started to fumble the presentation. That was the night that I decided to build my speaking ability by facing as many new audiences as possible.

Challenges and Joys

With the counsel and guidance of an experienced Toastmaster named George Willis, I set an objective of forming a speakers bureau for our club. In trying to meet this objective, I have found many social and educational rewards. But I have also encountered a number of major challenges that always shadow any worthwhile quest. I would like to share the challenges and joys of forming a speakers bureau with you so you can determine if one is right for you and your club.

Let's first look at the challenges. The first thing that you have to do is to sit down and list a set of questions, answers and objectives about speakers bureaus. At this point you should be asking yourself: Do I really need a speakers bureau? Does my club need one? What are the parameters? Who will be on the speakers bureau? Who will we speak to and how far will we travel? What will our club gain if we form a bureau?

From the answers to the questions above, I set the following objectives for our club:

1. We would have a speakers bureau in one year's time.
2. We would only speak to service clubs (Lions, Rotary, Kiwanis, Masons, Knights of Columbus) in our own Bergen County Community.
3. All active club members should be on the speakers bureau.
4. We would use the speakers bureau to develop our profile in Bergen County, hopefully to attract new members.

An Uphill Battle

When I look back upon these challenges, I think about the uphill battle I had to get members of the Bergen Toastmasters to join the speakers bureau. For about eight months, only three members and myself were actively participating in the bureau. Then, after I gave a speech highlighting my experiences with the speakers bureau, I signed up three more

members. We now have 7 out of the 22 club members who are participating. It's still way off my original objective, but it's a step in the right direction. I can now see that I will never reach everyone in the club because the speakers bureau concept does not appeal to all of them, others have business and social commitments that have to be considered and others are not ready to meet the public.

If you value your time the way I do, you will surely consider the time you spend on organizing a speakers bureau a challenging experience. You'll find yourself spending hours setting objectives, calling members on the phone, writing news releases and designing brochures. If you like the idea of a speakers bureau, plan on spending your lunch breaks doing some of the many administrative tasks and plan on spending some of your leisure time dealing with the program chairmen.

I would also like to share with you a few of the challenges caused by some of the mistakes I made with the bureau. My purpose in sharing these is not to discourage you, but to make you aware of them so you can avoid the same pitfalls.

Those Frustrating Mistakes

On my first speaking engagement, I was supposed to speak to a local church group at noon on Sunday. I was so keyed-up about getting that initial speakers bureau assignment that I failed to check my calendar and was quite discouraged when I found all of the doors of the church auditorium locked. I had arrived on Saturday—24 hours ahead of schedule.

On another occasion, in my fervor to build the speakers bureau, I issued press releases to five newspapers in Bergen County. Then the roof caved in. In a period of one week, I received 18 requests for speakers; but I could only fill five of them—I did not have the speakers for the others. I had no idea of how many of the local service clubs needed speakers and had created too much publicity.

The last of these frustrating mistakes was also created by a press release. In this one I stated that "our members would speak on their own area of expertise or on a subject of your choice." Watch out for the statement "subject

Did You Get Your Officer Manual?

If you are a newly-elected club president and did not receive an officer's kit, ask your outgoing club president for it! The kit was sent to him or her to forward on to you. It contains club officers manuals, a 1977 Distinguished Club Plan, 1977 Speech Contest Rules, *Patterns in Programming*, etc. If you didn't get one, write World Headquarters for a replacement.

of your choice." In this case, I had to tell a local high school boy that it was my error and I was sorry, but that we did not have a speaker that could give a one and a half hour presentation to his business law class on "The Effect of Consumerism on American Business."

When I originally wrote this article, I realized that I had developed an accurate account of the challenges and that, if I highlighted any of them, I might scare away all potential speakers bureau candidates. Well, for those of you that had the courage to persevere through all of the challenging aspects of a speakers bureau, let me assure you that there are some joys, too.

The most important joy that the speakers bureau has provided me with is the knowledge that I have the ability to face a new audience and still be in total control of the situation. Now that's a far cry from the night of our interclub meeting when I fumbled my presentation because I was rattled by the "strangers." I now feel that the best way to develop your self-confidence as a public speaker is to face a new audience as often as possible.

Each speakers bureau assignment gives you the opportunity to practice the fundamentals you learn at your Toastmasters club. I have often read in the Toastmasters brochures how to handle a distracting audience. But now, I have experienced the joy of accomplishing that task.

When I speak in the local restaurant, I occasionally meet a heckler or someone who has decided to make my assignment a little more challenging. Since participating in the bureau, I feel that I have

grown as a speaker to a point where I can take this verbal flack, mold it into my presentation and return it to my audience as a positive addition to my presentation.

In one of my presentations, for example, I was at a summit point in telling the audience how to block out the distracting noises in the restaurant when a waitress slipped and fell to the floor with two trays of cocktail glasses. At that moment I lost my audience, but I never lost control of the situation. I turned the accident into an opportunity by looking at my watch and saying, "I want to thank my partner; she was right on schedule." It is only after appearing before four or five different audiences that you will grow as a speaker and demonstrate your ability to handle these unusual situations.

That Self-Confident Feeling

Since I started speaking at service club dinners, I have learned how to handle the noise of the dishes, the noise of a cash register and the smoke screen from cigars and cigarettes. In short, I have experienced a feeling of self-confidence.

I think it's evident that the joys and rewards you'll receive in organizing a speakers bureau will more than make up for the challenges you'll face.

If you would like to organize a speakers bureau in your club, you might find that you can get to the joys a lot faster if you follow these simple guidelines:

1. Determine if you need a speakers bureau—then set your objectives.
2. Try a few assignments yourself—determine if this is a growth opportunity for you.
3. Sell the idea of a speakers bureau to your club and then get the support of your officers.
4. Coordinate the speakers bureau yourself, sign up your best speakers and ask them to prepare contemporary speeches.
5. Design an attractive brochure that will let your community know what your speakers bureau is all about.
6. Issue press releases—the small shopper-type newspapers produce the best results.
7. Scan the local papers for service club news and speaking leads.
8. Tell your friends and business associates about your service.

9. Have your speakers bureau listed with the local Chamber of Commerce.

10. List your service in the telephone directory yellow pages.

11. Post your brochure in local churches, libraries and on the bulletin boards of supermarkets.

12. If you are speaking at a restaurant or hotel, take five minutes out to talk to the manager about other service clubs that meet there. Each is a potential speaking engagement.

13. Develop a scrapbook on yourself or your speakers bureau. It makes a great conversation piece at the dinner table when you chat with a program chairman.

14. Prepare a "Speakers Profile" sheet for each speaker and provide it along with a photograph of the speaker to the program chairman. His publicity chairman will appreciate receiving this material.

15. Publish speakers bureau results and distribute them to all club members. It might motivate someone to join.

16. Have the ability to say "no" to any assignment that involves too much traveling time for your members. If possible, try to find another club to cover the distant assignment.

17. When your speakers have given five assignments, give them the Toastmasters International Speakers Bureau Certificate (Code No. 523)—*In Recognition of Service to the Community*.

18. Limit your presentations to 20 minutes, but ask the program chairman for a few minutes extra to talk about your Toastmasters club.

19. After your presentation, hand out literature on Toastmasters International and your Toastmasters club.

20. Above all, don't get discouraged. A speakers bureau requires a lot of hard work, but I urge you to try it. Once you decide to volunteer your speaking talent to your local service clubs, you find out how to truly impress people as a public speaker.

And believe me, you will be proud of the results. □

(If you would like more information about forming a speakers bureau in your club or district, write World Headquarters for a free copy of the Speakers Bureau Brochure (127).—Ed.)

hall of fame

DISTINGUISHED TOASTMASTER (DTM)

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

SCOTTINO

Stchester 869-1, Los Angeles, CA

LIAM JOHNSON

Risers 2140-6, Crystal, MN

CHARL W. YOUNG

Rey 2665-11, Anderson, IN

JUL L. WILLIAMS

Whawk 1108-40, W. Patterson AFB, OH
Ber Heights 1740-40, Dayton, OH

ROYD M. TAPLETT

American Transport 2988-41, Sioux Falls, ND

ROSS TRIGGER

Rockhampton 3732-69, Rockhampton, Qld., Aust.

ABLE TOASTMASTER (ATM)

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

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Norconian 1583-F, Corona, CA

ARREN ELMER

City 748-2, Seattle, WA

DONALD OLSON

ice of Motorola 2083-3, Scottsdale, AZ

CHARD WEDDLE

ctus Gavel 120-5, El Centro, CA

LE COOK

amount 657-6, Sandstone, MN

DONALD KALINA

ro 595-7, Portland, OR

HARRY SCOTT

Donnell Douglas 2389-8, St. Louis, MO

PAUL FARCHETTE

logg 245-9, Kellogg, ID

PARRIES

est City 1185-10, Cleveland, OH

WILLIAM CUTSHAW

ish Rite 2289-11, Indianapolis, IN

VERNON NORRIS

Pioneer 2308-15, Boise, ID

KENNETH SALA

Southwest 2066-16, Oklahoma City, OK

CHARLES SMITH

Perry 3265-16, Perry, OK

DONALD SKINNER

Rainbow 488-17, Great Falls, MT

GEORGE BUCKNER

Kritikos 1686-18, Ft. George G. Meade, MD

VERNON WOLFF

DESEAA 2240-18, Wilmington, DE

THOMAS GOODMAN

SSA 2884-18, Baltimore, MD

M. A. EMMERSON

Ames 569-19, Ames, IA

HAROLD L. JOHNSON

Ft. Dodge 597-19, Ft. Dodge, IA

RANDY QUIGLEY

Kelowna 2796-21, Kelowna, B.C., Can.

DONALD SMITH

C B Communicators 2114-24, Council Bluffs, IA

JOHN FAIN

Garland 1207-25, Garland, TX

HARRIET WILLIAMS

Mountain States 3441-26, Greeley, CO

GLENN WESTER

Trend-Setters 1338-28, Toledo, OH

JAMES CROCKER

Cosmopolitan 673-29, Mobile, AL

GEORGE STANDFORD

Argonne 128-30, Argonne, IL

HENRY DONALD

Researchers 2201-31, Bedford, MA

CLINTON HULSE

Sunrisers 25-32, Port Angeles, WA

MARTIN BACCHHUBER

Milwaukee Metro Spkrs. 945-35, Milwaukee, WI

RICHARD EDDY

Racine YMCA 2027-35, Racine, WI

GENE DUNCAN

Wisconsin 3490-35, Milwaukee, WI

CALVIN LINDO

Housing & Urban Development 1795-36, Washington, D.C.

EUGENE BEAUMONT

Helmsmen 2412-36, Arlington, VA

DALE SCHALLHORN

HDL 3323-36, Adelphi, MD

JACK PETERSON

Friendly 3040-37, Greensboro, NC

CHARLES HORA

Camp Lejeune-Jacksonville 3478-37, Camp Lejeune, NC

ROBERT BAKER

49ers 1230-39, Sacramento, CA

MELVIN WELLS

Bluffers 2854-39, Red Bluffs, CA

JAMES MEERT

Sioux Falls 210-41, Sioux Falls, SD

DENIS HEBERT

The Y 2478-42, Edmonton, Alta., Can.

RICHARD WILLIAMS

A Ok 1359-43, Memphis, TN

JOHN JACOB

Hi Noon 2217-43, Little Rock, AR

JOHN NICHOLS

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EDWARD LEE

MCAFAN 737-49, Honolulu, HI

CHARLES BENDER

Post Oak 3897-56, Houston, TX

DOREEN HENLEY

First York 3815-60, Toronto, Ont., Can.

JOHN DEAN

Clark Equipment 2210-62, Battle Creek, MI

(continued on page 30)

Time's Running Out!



Don't forget that all applications for the SHARING '76 Membership Program must be mailed now! December new member applications (Form 400) must reach World Headquarters no later than January 10, 1977 and credit must be claimed by the SHARING '76 sponsor by January 31, 1977

Have a new prospect you can't sign up until after the first of the year? Don't worry! Details on our 1977 program will be announced next month!

TAPES

An outstanding collection of educational/motivational speakers from the New Orleans Convention.

(Please list the quantity of tape(s) desired in the space provided.)

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—\$3.50

Earl Nightingale . . . Golden Gavel Recipient
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FRIDAY PROGRAM (2023)
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Dick Bryan . . . Mastering the Mystery of Persuasion
" . . . the power of persuasion and how it can help you reach your goals, the techniques and implementation for the 'selling' of ideas."
Winston K. Pendleton . . . Let Humor Add the Sparkle
" . . . a humorous presentation on the techniques for incorporating humor into speeches to make them sparkle."

SATURDAY PROGRAM (2024)
—\$3.50

International Speech Contest (all nine speeches)

CONVENTION PACKAGE (2025)
—\$10.00

All three of the above tapes

FRIDAY SEMINARS (2026)
—\$6.50 (two cassettes)

Lew Byrd . . . The H and 5 W's of Learning

" . . . the learning process and how the Toastmasters program can help you develop the 'how to,' as well as an understanding of the what, when, where, who and why."

Nick Carter . . . Conference Leadership

" . . . all the tools and techniques for developing your conference leadership skills, including conference planning."

Pat Panfile . . . When You're the Presenter

" . . . the 'how to' of effectively building and organizing any kind of presentation for your company or organization—selling the concept or the program."

Bill Woodruff . . . Communication Through Assertion

" . . . the direct communication of feelings, the use of negative response and the handling of put-downs."

All prices include shipping and handling. Please include club and district number. (California residents add 6% sales tax.)
TOASTMASTERS INTERNATIONAL,
2200 N. Grand Ave., PO Box 10400,
Santa Ana, CA 92711

(continued from page 29)

RICHARD BRYANT
Thursday Thirty 1530-63, Chattanooga, TN

RAY MANSFIELD
Tidewater 1469-66, Norfolk, VA

WILLIAM SIEGEL
Bissonet-Maned Downs 2940-68, Metairie, LA

ALI SUSMIER
Coolabah 3358-69, Mackay, Qld., Aust.

D. R. CHAPMAN
Auckland 3593-72, Auckland, New Zealand

VILAS BUNNAG
Laemthong 1635-U, Bangkok, Thailand

anniversaries

40 YEARS
Medford 67-7, Medford, OR

35 YEARS
Amarillo 211-44, Amarillo, TX

30 YEARS
Wenell 435-6, Minneapolis, MN
Officers 440-9, Richland, WA
Towne 443-10, Canton, OH
Asheville 436-37, Asheville, NC
Greensboro 439-37, Greensboro, NC
Assiniboine 419-64, Winnipeg, Man., Can

25 YEARS
F A A 1004-1, Los Angeles, CA
Wesley 1022-16, Oklahoma City, OK
Town & Country 402-20, Alexandria, MN
Capitol 422-32, Olympia, WA
Madison 173-35, Madison, WI
Great North Stockton 64-39, Stockton, CA

20 YEARS
Caesar Rodney 2297-18, Wilmington, DE
Sanford-Springvale 1640-45, Sanford, ME
Lewiston & Auburn 1741-45, Lewiston, ME
St. Petersburg 2284-47, St. Petersburg, FL
Mason-Dixon 2186-48, Huntsville, AL
Econchati 2313-48, Montgomery, AL
Camden 2247-58, Camden, SC
Podium 2303-60, Toronto, Ont., Can.
Fireside 2281-65, Rochester, NY

15 YEARS
Los Gallos De La Bahia 3400-4, Sunnyvale, CA
Ellsworth Park 2745-30, Downers Grove, IL
Los Banos-Westside 3394-33, Los Banos, CA
Keynoters 3390-35, Madison, WI
Launceston 2751-73, Launceston, Tas., Aust.

10 YEARS
Red Rocks 1601-26, Denver, CO
Rebels 2111-37, Charlotte, NC
Castle 3083-40, Huntington, WV
Pratt & Whitney Aircraft 3431-53, East Hartford, CT

new clubs

362-4 WKE
San Mateo, CA—Wed., 11:45 a.m., A.G. McKee Company, 2855 Campus Drive (573-3377). Sponsored by San Mateo 191-4.

3753-10 MC KEE KEENOTERS
Cleveland, OH—Mon., 11:30 a.m., Arthur McKee & Company, 6200 Oak Tree Blvd. (524-9300, ext. 245). Sponsored by Bill Armstrong.

2626-26 ROCKY FLATS
Golden, CO—Tues., 11:30 a.m., Rocky Flats Plant, Rockwell International/Atomics Division (497-7000). Sponsored by Richard G. Miller, Past District Governor.

3380-37 REYNOLDA
Winston-Salem, NC—Fri., 12:00 noon, Western Electric Company, 2400 Reynolda Road (768-7414). Sponsored by Northwest 2946-37.

662-39 HOOKER OAK
Chico, CA—Wed., 12:00 noon, Joby's Restaurant, 690 Rio Lindo Rd. (345-2981 or 345-9833). Sponsored by Ishi 3316-39.

1440-42 PEACE PIPE
Wetaskiwin, Alberta, Can—Wed., 8:00 p.m., City Hall Council Chambers (352-4506).

2089-53 GTE
Stamford, CT—Thurs., 5:00 p.m., GTE World Headquarters, One Stamford Forum (357-2500).

1365-58 LIBERTY
Greenville, SC—Wed., 12:30 p.m., Liberty Corporation, P.O. Box 789 (268-8324). Sponsored by Greenville 965-58.

3460-70 HAKOAH
Sydney, N.S.W., Aust.—Mon., 6:45 p.m., Hakoah Soccer Club, 61 Hall St., Bondi (02-3344). Sponsored by B'Nai Brith 3769-70.

630-U Hafa Adai
Tamuning, Guam—Thurs., 6:30 p.m., International Trade Center Building (477, 9093, 49717, 646-1871).

3692-U SANTA CRUZ
Lima, Peru—Tues., 8:00 p.m., The Church of the Good Shepherd, 491 Santa Cruz, (22700000). Sponsored by Stephen Kellock.

These names were omitted from the 1975 International Hall of Fame listing that appeared in the September Issue of THE TOASTMASTER:

Outstanding Toastmaster of the Year

Robert L. Ayers, DTM D-5
Dr. Jack S. Ragsdale, DTM D-5

Area Governor of the Year

John Kozlowsky D-5
Kenneth G. Kuhn D-5

your 1976-77 district governors

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4. Wilford E. Smith, ATM, 886 Maranta Ave., Sunnyvale, CA 94087
5. Helen M. Blanchard, DTM, 430 San Antonio #2, San Diego, CA 92106
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22. Montie H. Johnson, Jr., ATM, 517 S. Prince Lane, Springfield, MO 65802
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28. Michael Fogoros, DTM, 3042 Pembroke, Toledo, OH 43606
29. Ted Peaden, Route 6, Box 288, Milton, FL 32570
30. Albert F. Wilkus, 326 N. Orchard Drive, Park Forest, IL 60466
31. Telephone (Ted) F. Wilga, 14 Elmbrook Circle, Bedford, MA 01730
32. Clifford R. Ellenwood, Jr., ATM, Suite 310 Security Bldg., 915 1/2 Pacific Ave., Tacoma, WA 98402
33. William A. Fisher, DTM, 3313 Janene Way, Bakersfield, CA 93306
35. R. Dik Buntrock, DTM, 640 S. 15th., West Bend, WI 53095
36. Albert H. Friedrich, DTM, 7406 Galantix Dr., Annandale, VA 22003
37. M. Bucky Sutton, DTM, P.O. Box 2467, New Bern, NC 28560
38. Marlin G. Bingeman, DTM, 290 W. Franklin St., Ephrata, PA 17522
39. Earl C. Keck, ATM, 5104 Modoc Way, Sacramento, CA 95841
40. Gary A. Dudgeon, ATM, 941 Yarger Dr., Cincinnati, OH 45230
41. Donald E. Ehlers, Box 206, Luverne, MN 56156
42. Jim Thompson, ATM, 10518 67 St., Edmonton, Alta., Canada
43. Harold T. Henson, Jr., DTM, 1283 Eason, Memphis, TN 38116
44. James B. Storey, DTM, 3610 45th St., Lubbock, TX 79413
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47. David B. Meeks, DTM, 8303 Millwood Rd., Tampa, FL 33615
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53. Michael F. Marin, ATM, 52C Orchard St., E. Hartford, CT 06108
54. Harold H. Ellis, DTM, 240 S. First Ave., Canton, IL 61520
56. C. O. Shaw, DTM, 8814 Hendon, Houston, TX 77036
57. Ronald I. Wallace, ATM, 281 Paraiso Dr., Danville, CA 94526
58. Harold (Hal) T. Smoland, 1116 Conger Dr., Aiken, SC 29801
60. Doreen Henley, ATM, 30 Edgevalley Dr., Irlington, Ont., Canada M9A 4N9
61. Harold A. Moodie, 3 Bradgate Dr., Ottawa, Ont., Canada K2G 0R7
62. LeRoy Isaksson, 2223 N. Woodbridge, Saginaw, MI 48602
63. Oscar L. Olive, Jr., DTM, 111 Spring Circle, Smyrna, TX 37167
64. Raymond (Ray) Henjum, DTM, 34 Oriole St., Winnipeg, Man., Canada R3T 0K3
65. Andy Anderson, ATM, R.D. 2, Rt. 31, Verona, NY 13478
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68. Eli J. Bourgeois, 3700 Tulane Ave., New Orleans, LA 70119
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70. Ronald H. Green, ATM, 31 Romani St., N. Parramatta, NSW, Australia 2151
71. Niall Brunicardi, "Lyonnais", Duntaheen Rd., Fermoy, Co. Cork, Ireland
72. Derek J. Waite, ATM, 12A Lysaght St., Timaru, New Zealand
73. Ray Scott, 10 Carolyn Ct., Karingal, Frankston, Vict., Australia 3199

MOVING?

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

Club No. _____

District No. _____

Paste current address label here OR complete the following:

Name _____	NEW ADDRESS _____
Present Address _____	City _____
City _____	State/Province _____ Zip Code _____
State/Province _____ Zip _____	

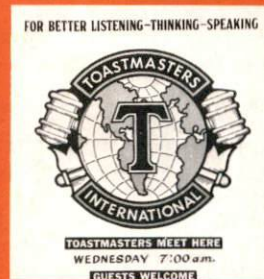
If you are a club, area, division, or district officer, indicate complete title: _____

Tell Everyone About Toastmasters!

Spread the word throughout your community about Toastmasters. Share what we have to offer with these fine promotional tools:



363. HIGHWAY SIGN—22". Toastmasters emblem in weather-proof paint with reflecting Scotchlite "T". Excellent way to publicize Toastmasters in your community. Sign has holes drilled for easy attachment to post. \$9.00.



384. OFFICIAL CLUB MEETING PLAQUE. White plastic plaque, 10" square. For display in restaurants or wherever your club meets. Includes pressure sensitive decals for day and hour of meeting. Excellent for club publicity. \$3.25.



366. SILENT SALESMAN. Special display kit for promoting Toastmasters. Includes three durable plastic pamphlet holders to display promotional pamphlets, and 25 each of Communication and Leadership pamphlet (99) and Introducing the Action People (100). \$3.75.



1141. COMMUNITY PROGRAMS AND PUBLICITY KIT. A complete public relations kit, containing sample pamphlets and ideas for promotion of Toastmasters in the community. Price includes handbook (1140). 50 cents.



370. TOASTMASTERS BUMPER STICKERS. Set of two different, easy-to-apply, easy-to-remove vinyl bumper stickers to promote Toastmasters wherever you drive. Contains slogans "Get Ahead—Join Toastmasters" and "Speak Up—Join Toastmasters." Set of two, 70 cents.



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