

January 1985

THE TOASTMASTER

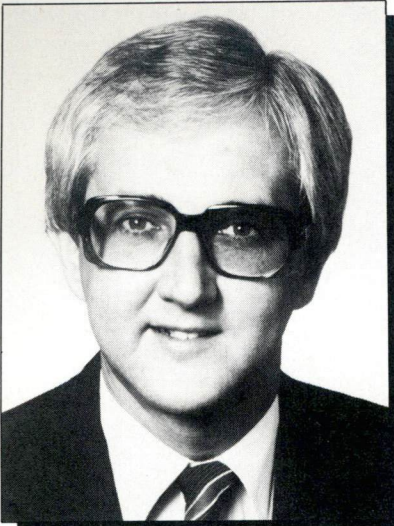


Special Issue:

Launching Communications of the 21st Century

Communicating in the 21st Century

Last fall I was returning home from a humorous speech contest held in District 52 when my windshield wipers failed to operate during a heavy rainstorm. I was about 18 miles from home, traveling along the Foothill Freeway at the base of the San Gabriel Mountains in Southern California. My first reaction was to try to proceed without the wipers since traffic was fairly light. But the rain was hitting the windshield so intensely my view of the road was obstructed and my position in the traffic lane was in serious doubt. I quickly decided to get off at a nearby ramp to check the electrical circuit and, in particular, the fuse that protects the wiper motors.



As I came to the end of the off-ramp I stopped my car, shut the engine off and proceeded to check the eight fuses within handy reach. They all looked fine as I held them up to the street light. I decided then to drive slowly on the local streets back to my home in San Dimas, but as I turned the ignition key, the engine would not start. Wow! There I sat, 18

miles from home on an isolated off-ramp, almost midnight and in the middle of a rainstorm. I said to myself: "Wouldn't it be nice if I could press a button inside my car and alert someone nearby who could come to my assistance."

I sat there for about ten minutes watching for a set of lights to appear in my rear-view mirror. My patience was rewarded when a driver of a recreational vehicle pulled up behind me. I jumped out of my car into the rain, soaking my tuxedo in the process, and asked him "to jumper" my battery. He graciously agreed, and within a few minutes I was able to start my car.

If the same thing happens to any one of us in the 21st century, it is very likely that each car will have a device that can communicate with a set of orbiting navigational satellites able to pinpoint our location to within 10 meters. That sort of technology is available today and should be commercially marketable before the end of this century. As a matter of fact, at the rate communication satellites are being launched, many marvelous services will be available to us as we sit in front of our communication consoles in the 21st-century home.

Does all this new technology mean an end eventually to the type of communication training we receive today in our local Toastmasters clubs? The answer is a definite NO. The need for Toastmasters training will be even greater as the many domestic, corporate, national and international networks develop. Technological advancement in communications is a certainty, but the human being's need to express himself or herself to another person or group of people will still remain.

A concept, emotion or statement of reality will still have to be expressed by one individual to another or others if the human race intends to preserve its total humanity. Artificial intelligence, a term popular among 1985 robotic technologists, is certain to become a household expression in the not-too-distant future. However, the human being in 1985 or in the year 2005 will never be satisfied communicating with something that's artificial.

John S. Latin, DTM
International President

TI OFFICERS AND DIRECTORS

Founder
Dr. Ralph C. Smedley (1878-1965)

Officers
President

John S. Latin, DTM
1010 Calle Ortega, San Dimas, CA 91773

Senior Vice President
Helen M. Blanchard, DTM
430 San Antonio Ave. #2, San Diego, CA 92106

Second Vice President
Theodore C. Wood, DTM
908 Cox Ave., Hyattsville, MD 20783

Third Vice President
John A. Fauvel, DTM
P.O. Box 3114, Auckland 1, New Zealand

Immediate Past President
Eddie V. Dunn, DTM
3106 7th St. North, Fargo, ND 58102

Executive Director
Terrence J. McCann
Toastmasters International, P.O. Box 10400
Santa Ana, CA 92711

Secretary-Treasurer
Frank Chess
Toastmasters International, P.O. Box 10400
Santa Ana, CA 92711

Directors
Bennie E. Bough, DTM
4607 Ordinary Court, Annandale, VA 22003
Edwyn J. Buzard III, DTM
10680 Marine View Dr. S.W., Seattle, WA 98146

Peter J. Crabtree, DTM
1305 Cambridge Dr., Oakville, Ontario
Canada L6J 1S2

Joe Garmeson, DTM
P.O. Box 61142, Marshalltown 2107
South Africa

Jack Gillespie, DTM
114 Savoy Crescent, Winnipeg, Manitoba
Canada R3R 2N9

Margaret F. Hope, DTM
195 N. Hythe, Burnaby, B.C.
Canada V5B 1G3

Frederick J. Ludwick Jr., DTM
17 Hurd St., Cazenovia, NY 13035

David B. Meeks, DTM
P.O. Box 2291, Tampa, FL 33601

Arthur F. Nieto, DTM
6053 N. 21st Dr., Phoenix, AZ 85015

Herbert D. Nowlin, DTM
309 So. A, Oxnard, CA 93030

Ted Randall, DTM
R.R. #1 Box 241, O'Fallon, IL 62269

Charles H. Rust, DTM
2114 Highland Ct., Bozeman, MT 59715

James G. Sauer, DTM
4209 Frank Court, La Crosse, WI 54601

James E. Seale, DTM
19 Lenora Dr., W. Simsbury, CT 06092

Frank L. Slane, DTM
1742 W. Latimer Place, Tulsa, OK 74127

Suzy Smith, DTM
1922 Huntsman Rd., Aiken, SC 29801

D. Adele Stagner, DTM
470 W. Harrison, Claremont, CA 91711

THE TOASTMASTER

Editor
Tamara Nunn
Editorial Assistant
Michelle Cabral

Art Director
Bob Payne

To Place Advertising Contact:
Toastmasters International
Publication Department
2200 N. Grand Ave., P.O. Box 10400
Santa Ana, CA 92711
(714) 542-6793



FEATURES

4

**Oldest Living TI Past
President Dies**

5

**Word Processor: The
Speaker's 21st-Century Tool**
by Leon Fletcher

8

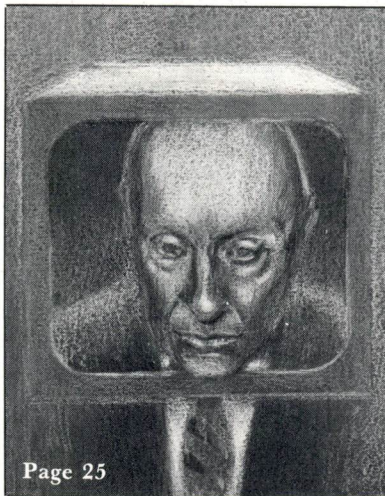
**The Challenge of High-Tech
Communication**
by Thomas Montalbo, DTM

12

**A Cure for Diseases
of Technology**
by Nina Harris, Ph.D.

15

**Plug Your Club into
the Computer Age**
by Toni A. Williams-Sanchez



DEPARTMENTS

14

Word Wisdom

28

Hall of Fame

20

**Educational Improvements
Enhance Your Future**

22

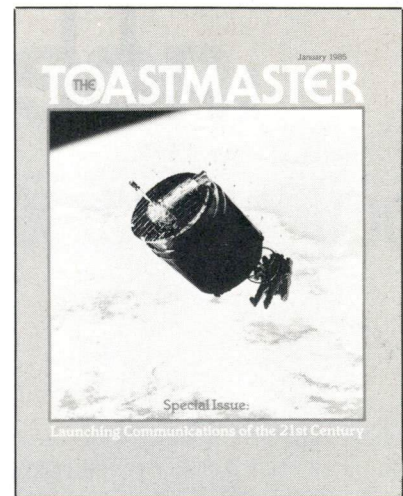
**The Communicator's Role
in the Future**
by Freda Grones

23

**Toastmasters Ride the
Video Wave into the Future**
by Roger Langley, DTM

25

**Teleconferences:
Space-Age Meetings**
by Sam A. Marshall



COVER

In another historic space first, United States' astronauts retrieved two inoperable communications satellites in November for refurbishment on Earth and ultimate resale. The implications of the NASA mission are profound and exciting—such retrieval is but one more step toward the future's exciting communications possibilities. In this special issue, we look ahead to the year 2000 and sample an almost-unimaginable array of communications advancements. *(Cover photo courtesy of Rockwell International.)*

THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 2200 North Grand Avenue, Santa Ana, CA 92711. Second-class postage paid at Santa Ana, CA, and additional mailing office. POSTMASTER: Send address changes to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, CA 92711.

Published to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright 1984 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and circulation should be addressed to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. Non-member price: \$12.00 per year. Single copy: \$1.25.



Oldest Living TI President Dies



Thus far, our growth has been largely in America, and among English-speaking people. Perhaps the time is coming when we must reach out to further fields, even into different languages. We stand ready to serve men of every nation as we have done in our own land," said Robert M. Switzler in 1945. As President of Toastmasters International from 1944 to 1945, Switzler's statements revealed a man of vision, a leader who saw far ahead into the future.

To our great loss, Robert Switzler died November 29, 1984, in Oklahoma. But his visions will live on in Toastmasters' ideals.

Switzler had just reached age 99 and was the oldest living Past International President. He was one of the pioneers of the Toastmasters International organization and a prime mover of District

Five's creation. He was that district's first District Governor. Switzler also hired Toastmasters' first Director of Membership Extension in 1945. This demonstrated his sensitivity to the future because today we are building 500 clubs a year.

His continued dedication to the organization he helped form won him a Presidential Citation from Past International President William Miller, DTM, just a year-and-a-half ago at the 1983 International Convention in San Diego, California.

Switzler was one of Toastmasters' first presidents to travel throughout the United States and Canada, visiting districts and building clubs. "My greatest experience as your President," he said in 1945, "was the personal meeting with hundreds, or may I say thousands, of loyal Toastmasters, intent on improving

their personalities, increasing their earning capacity through speech training and enlarging their usefulness in their communities and nations.

"These personal contacts were made possible by travel of more than 12,000 miles, mostly by air, in the course of which I was able to bring a personal message from headquarters to our clubs so widely scattered throughout the United States and Canada."

Switzler served as Toastmasters' President during one of the world's bleakest periods—World War II. His efforts to inspire Toastmasters and congratulate their war efforts were evident in his writing, as he called upon members to help plan for the future:

"Our members have given more than 15,000 speeches in War Bond and Red Cross and similar campaigns, since we entered the war. Nothing speaks louder in praise of Toastmasters in war time than this volume of speeches. Millions of dollars of Bonds and Red Cross memberships were sold directly through our efforts.

"And now, the problem of the future. . . We are ready to receive the peace, and to contribute substantially towards maintaining it. Each of us has a right to be proud to be a part of the program. But the program is not complete unless we keep on building.

"The Toastmasters Club is one of the great agencies for free expression. We could not exist without the right to speak freely, and we believe that this right should be enjoyed by all people. Watch us grow, and watch democracy grow throughout the world by exercise of the right of free speech, so well-known among Americans, and so thoroughly practiced by Toastmasters.

"Have you, as a Toastmaster, ideas about how we may carry on our service in the larger fields? Your President wants your suggestions, and your help on the problem of how to meet our worldwide opportunity."

Past President Switzler will be long remembered by his many friends and acquaintances throughout all of Toastmasters. He was a distinguished member and a fine individual, and has been an inspiration through the years to all of those who knew him. He was truly a visionary who helped make this organization the success it is today. 🗣️

THE WORD PROCESSOR CAN HELP YOU PREPARE
BETTER SPEECHES—FASTER AND EASIER.

WORD PROCESSOR: The Speaker's 21st-Century Tool

by Leon Fletcher

When we enter the 21st century—just 15 years from now—“most homes will have some type of computer,” according to the current edition of *The World Almanac*.

This past year, Americans purchased some nine million computers—home computers, personal computers, word processors, whatever. There are differences in those various machines, as computer purists are quick to point out, but the distinctions are subtle. Yet those differences comprise but one area which needs to be considered by anyone contemplating buying a computer.

The range of options is inhibiting. There are more than 250 manufacturers of computers. Then, if you want to print on paper a copy of what you write on your word processor or microcomputer, you have to choose from nearly 1000 different printers. If you want to keep up-to-date on computer developments, you have to select from nearly 600 computer-oriented magazines, journals and newsletters.

But that gigantic world of electronic marvels gives Toastmasters a highly productive tool for preparing speeches. Using a computer, you can indeed prepare better speeches—and prepare them faster and easier—IF you:

1. Solve some simple—but significant—problems.
2. Use your computer EFFICIENTLY.

BUYING AND SETTING IT UP

The problems come primarily from what salespersons, computerists, computer users and futurists *don't* tell you about computers and their associated gear. They are problems that can be easily overcome as long as you're aware of them, so don't let this dissertation on them scare you. They are problems well worth the efficiency gained and time saved using a word processor.

□ Display

First, computerists, salespeople and the like don't tell you everything you need to know about what a particular machine can and can't do. If you're writing a speech outline, for example, it's highly desirable to use a computer with a screen that shows you exactly what your printer will put on paper.

But some computers display just part of a page of text. Some don't show even a full *line* of what you've written; some break a standard-length line of, say, 80 characters into two 40-character lines. And there are scores of other such details which you rarely learn until you're using your word processor.

□ Software

Also computerists often don't tell you all you need to know about *software*—the electronic instructions that direct your computer to do what your typing tells it to do.

No one told me that the software I'm using to write this article won't prepare an index—won't put words in alphabetical order. It also won't make hanging indents automatically, won't re-number automatically and probably won't perform other layout functions speech writers need. Yet electronically, all those jobs are easy for computers.

The solution: Shop around and ask lots of questions *before* you buy. Learn about the specific capabilities of various word processors by talking with computer *users*, not just computer salespersons. And once you've purchased your computer, if you want it to perform certain functions that are not on available software, you have two options: learn to write a program yourself or pay a programmer to write it for you.

□ Computerese

As you talk with computerists, you'll face another beginner's challenge—un-

derstanding computer jargon. “Computerese” is unbelievable—in amount, wording and structure. Consider:

- In the very first few minutes you're on a typical word processor you have to use such expressions as ‘warm boot,’ ‘formatting,’ ‘uncovered write-protect notch,’ ‘single-sided, double-density soft-sector diskettes,’ and many other new—often awkward—terms.
- To find out what tasks many computers can do, you don't turn to a table of contents or an index; rather you “call up a menu.” (Something to do with eating your words?)
- The length of what you write is usually described in ‘bits,’ ‘bytes,’ ‘kilobytes,’ and other exotic measurements—never, as far as I've discovered, in speaking time, which would of course be ideal for speakers and simple for computers.

But all this strange jargon will be everyday language someday soon, since nearly everyone will be using computers. So learning it now just gives you an edge and will broaden your horizon.

□ Placement

Another concern you're rarely told about before you buy a computer is where to place it in a room. Sounds simple enough. All you need is a location where the screen will not reflect a distracting glare.

The obvious solution was offered by Susan Hyman in an article in *Pro-Files*, the magazine for Kaypro (computer) users—“Moving the computer to a position where the monitor (screen) isn't facing the window...”

What she didn't point out—and what is almost never mentioned by computer people—is that you can't place your computer *opposite* a window, either. With a window behind your computer, the screen will still reflect bothersome images.

Of course there is just one more option: placing the computer perpendicular to the window. But that's not always possible—the typical room has doors and closets lining those other walls. And such placement often requires you to buy an additional desk—a *workstation*, in computer lingo.

□ Accessories

And that's just the first of many additional items you may want to purchase to make your computing more efficient. If there's a rug in your workstation, you may need a plastic mat to reduce possible damage to your equipment from static electricity.

You'll probably want a *transient voltage suppressor*—a unit that plugs into your electrical outlet so that you can plug your computer and printer into it. It prevents information in your computer from disappearing when there are fluctuations in your power supply, such as during electrical storms and power failures.

You may need a tilt stand to position your word processor, a dust cover, an anti-glare screen, protective boxes for your disks—your shopping list can go on and on.

□ Educating Yourself

There's one more basic step before you begin preparing your speeches with a word processor—learning to use it!

You can learn from computer manuals; of course the computer world has a special name for them—*documentation*. Almost all are described (by their authors, certainly not by their users) as *friendly*, computerese for 'easy.'

Yet just two pages into one 378-page 'friendly' manual and you're introduced to *Virtual Memory Architecture*, *Multiple File Buffers* and *Multiple File Display*. Such phrases are typical in 'simple' instructions.

Solution: Buy a word processor from a dealer who guarantees to provide you with at least two hours of personal, individual instructions, plus the phone

number of an expert who will answer your questions for about the next six months.

Once you're past the basic challenges of obtaining and setting up a word processor, you're ready to use it to prepare your speeches. And what a delight! After you've planned just two speeches on a word processor, you may be as happy as a winner of 'The World Championship of Public Speaking.'

CREATING SPEECHES

As every Toastmaster knows, the first step in planning a speech is to think through the basic idea, viewpoint or material you want to present. As the 16th-century Spanish author Cervantes wrote, "Think before you speak."

Sorry, but your computer can't help you with that task; despite the sophistication of today's computers, you still have to do your own thinking. But for the rest of your speech planning, a word processor can be almost as helpful as a professional speech writer.

□ Planning List

Usually, the next step in designing a speech is constructing a *planning list*—a brief statement of points and data which might be included in the speech. You can prepare that list on your word processor, but many speakers find it more convenient to use the traditional pencil and paper. Their advantage is clear-cut: You can jot down ideas anytime, without having to turn on a machine, insert software, punch switches and keys and fiddle with other tasks.

But if you're able to pull together all—or nearly all—the content of your speech in just one sitting, then preparing a planning list on a word processor can be most effective. Your list can be quickly and easily *massaged*—computer-talk for moving information around.

For example, you may find the second point on your list will work better if it's near the end of your speech; tap a few keys on your word processor and the point will move instantaneously.

The space you move it from will magically fill with subsequent material and the space where the point is to be inserted will open up faster than a wink.

□ Research

The next step in preparing a speech is gathering additional material. The situation is common: You want to convince your audience your proposal will save money, for example, and you have the statistics from your company to support that claim. But you realize your speech would be stronger if you include figures from competing companies. So you need to do some research.

Your word processor will research for you, but arrangements are still rather cumbersome. You need a *modem*—a device which ties your computer to other computers by telephone lines, to exchange information.

With it, you can search through *data-banks* or *databases*, computerized files of information. One source claims "a pool of over 100 million items"—articles, statistics, reports and such, about business, law, education, science and much more.

After you connect the modem to your word processor you must use some form of communications software. The majority of public access networks do charge for connect time and disk storage. Novation, a company that manufactures modems, has a network that lists all of the public access networks. When you connect with a public access network you are able to access the electronic bulletin board, news services, on-line catalogs, travel services and databases.

The method for searching a database is much like researching in a library. Instead of using a card or microfilm file, you select options from menus. There has been talk of building a database using the documents found in the Library of Congress.

While this is years away there are now several databases that contain more than 20,000 topics. Also, by using the electronic bulletin boards contact can be made with other users that may have the information you require.

□ Outlining

Now it's time to outline your speech, and it is in completing this task that a word processor is especially valuable.

In the old days—before word processors—I'd start to outline by typing this skeleton outline:

I. INTRODUCTION

- A.
- B.

II. DISCUSSION

- A.
- 1.

JOKES for SPEAKERS!

For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.

An up-to-the-minute **Topical Joke-Bulletin** with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$7.50.

Our 12th Year. Send check or M.O. to:

JOKES UN-LTD.

8033 Sunset Blvd., Dept. 0-8, Hollywood, CA 90046

- 2.
- B.

 - 1.
 - 2.

- C.

 - 1.
 - 2.

III. CONCLUSION

- A.
- B.

But I'll never have to retype that outline again. I've stored it in a special file in my word processor. Every time I need to prepare a speech, I simply tell my computer—by hitting just a few keys—to bring up that same outline.

I learned what information goes into each spot on that skeleton outline from a grand old speech teacher, Mr. Clive Saiz, at Jefferson Union High School in Daly City, California. Wake me up in the middle of my wildest nightmare and if you ask, I'll immediately spout out the content for each point; they're in italics below:

I. INTRODUCTION

- A. *Attention-getter*
- B. *Preview*

II. DISCUSSION

- A. *1st point*
 1. *1st data supporting 1st point*
 2. *More data, if needed*
- B. *2nd point*
 1. *1st data supporting 2nd point*
 2. *2nd data supporting 2nd point*
 - More data, if needed*
- C. *Third point*
 1. *1st data supporting 3rd point*
 2. *2nd data supporting 3rd point*
 - More data, if needed*

III. CONCLUSION

- A. *Review*
- B. *Memorable Statement*

As I fill in the specifics, I rewrite repeatedly. That used to mean erasing, crossing out, drawing arrows to show changes, scissoring chunks out of the outline and taping them together. I'd retype my developing outline repeatedly.

But my word processor has eliminated all that drudgery. Now I can change my outline repeatedly, painlessly. I can move words, phrases, lines, paragraphs, entire sections by hitting just a few keys. I can reverse the order of two words by hitting just two keys.

To correct a typical typing error, I hit just one key. To check spelling, I put a dictionary (on software) in my computer. And always my screen shows me the current version of my outline—without cross-outs, strike-overs or other messes.

After I'm completely comfortable with my outline, I punch a couple more computer keys and presto, at some 250 words-per-minute—four times faster

than I can type (but still pretty slow by the standards of the upper levels of computerdom)—I get a *hard copy*—a printed version on paper.

□ Finished Product

Finally, if you are to speak extemporaneously, you can prepare your note cards on your word processor simply by excerpting the key words and phrases from the speech outline you already have in your computer.

If you are to give a manuscript or memorized speech, you can write your speech out word-for-word quickly and easily on a word processor.


"I save 20 hours a week writing (my sermons) on a word processor," says Dr. C. Scot Giles, minister of the Unitarian Universalist Church in Oak Park, Illinois.

A VALUABLE TOOL

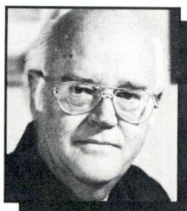
But not all speakers use a word processor in the same way. Toastmaster John Fanning of Carmel, California, District Four Area Governor, says, "To prepare a speech, first thing I do is write my entire speech out word-for-word on my word processor. I just let the ideas pour out, rambling on, covering everything in detail.

"Then I write an outline," he continues, "to get rid of all the extra words, to eliminate material that's not needed and to give structure to the speech." The word processor saves him lots of time and hassle.

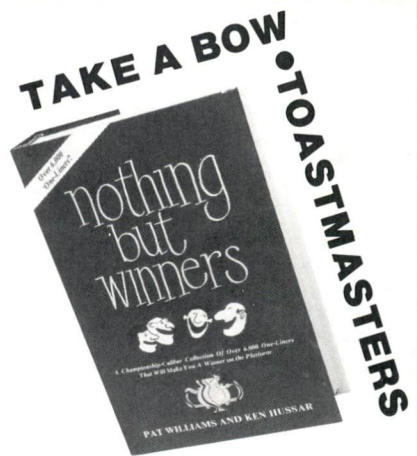
While there is no one 'perfect' method for preparing speeches with a word processor, the computer can definitely save you time and effort. But before you purchase one, make sure you know what functions you want it to perform, and that the computer dealer offers reliable educational help and follow-up.

Ask questions, purchase wisely and enjoy this device of the Information Age. It is a valuable tool for the speaker of the 21st century. 

[Editor's Note: Special thanks to Larry Sanford, Toastmasters International World Headquarters' computer programmer, for his input on this article.]



Leon Fletcher is author of the book, *How to Speak Like a Pro*, published last year by Ballantine. He has written 21 articles and learning materials for Toastmasters. He wrote this article on his Kaypro II computer, using Perfect Writer software.



NOTHING BUT WINNERS MAKES YOU A WINNER AT THE PODIUM

- **Humor for Every Occasion.** 6,000 tasteful one-liners, indexed for easy use. 500 hilarious pages.
 - **Highly Recommended** by Bob Hope, Ed McMahon, Larry King and a host of speaking pros.
 - **30 Day Money Back Guarantee!**
- Call TOLL FREE 1-800-441-8372 or send check for \$24.95 plus \$1.50 for mailing or use your Master Card/Visa number!

TRIMARK

P.O. Box 10530, Wilmington, DE 19850

club, sales and
political meetings
SURE NEED HUMOR!



IF YOU'RE INVOLVED, SEND FOR THIS BOOK

"UNACCUSTOMED AS I AM"

... gives you 238 pages of good, current humor. Indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor.

Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use.

NOW, Second Printing.

Send Check for \$ 7.95 plus \$.95 Mailing or your Master Charge · Visa number, Indiana add 4% Tax.

THE LORU COMPANY

P.O. BOX 396, NORTH WEBSTER, INDIANA 46555



Photo Courtesy of Rockwell International

WE MUST CAPITALIZE ON FUTURE HIGH-TECH COMMUNICATION CHANGES AND MINIMIZE THE NEGATIVE IMPACT ON SOCIETY.

THE CHALLENGE OF HIGH TECH COMMUNICATION

by Thomas Montalbo, DTM

Prophets of high technology predict that advances made by the communications industry in the 21st century will include talking and listening machines that would do some of the work in offices, factories, homes and schools.

In one future scenario, voice-actuated computers take dictation from employees, replacing the office stenographers' pool. After dictation the employee pushes a button which commands the machine to type the letter. While typing, the machine reads the letter back to the dictator, to ensure the letter is correct. Operating rapidly and incessantly, the machine turns out a page a minute.

Future home appliances will "speak" to the user on the status of clothes washing or food cooking, and they will "listen" to users' voice commands and take oral instructions. Computers will also enable appliances to diagnose their own malfunctions and automatically call repair services.

Robots and Other Innovations

In the future, robots with eyes and ears as well as arms and hands may take on entire assembly lines and even inspect the finished products. Human supervisors would check the robots' work and human technicians would repair or rewire the robots when necessary.

The *New York Times* recently reported that General Motors (GM) plans a "factory of the future," with all facets of production tied into a master computer and featuring an all-robot assembly line. W. Blair Thompson, General Motors' Vice President for the Mechanical Components Group, said, "This will be a learning laboratory where the concepts of a vastly increased efficiency can be tried out in actual production, and then spread to the rest of GM."

Some of the other innovations that may become common practice in the future are with us today, but haven't been embraced yet by many potential

users.

"Teleconferencing," the newest major use of satellites, is an example. It allows people in different locations to have a meeting without traveling. Conferees can speak to and watch one another and display data to each other by means of video cameras, screens, voice-actuated microphones and long-distance communication links.

The portable "electronic tutor" is on its way to the palm of your hand, according to futurist Arthur C. Clarke. About the size of a hardcover book, the "electronic tutor" would probably open in the same way.

One half would be the screen, the other half the keyboard—much like one of today's portable computer consoles, with alphabet, digits, basic mathematical functions and special keys. It would operate on solar power and would require no batteries.

Such a device could have enough memory to hold a complete encyclopedia—even an entire library. Reading material called up would be displayed as a fixed page or scrolled, rolling upwards at a comfortable reading rate.

You could extract information from it at any desired rate, stopping or going back at any point. The "electronic tutor" would also speak, so that it could teach, for example, a foreign language. With plugged-in programs, it could provide tutoring in practically any subject.

Those predictions are only a few of the technological advances that may dawn in the 21st century. Do they sound impossible, unbelievable, ridiculous? They are not necessarily far-out.

The Far-Out Past

English novelist H. G. Wells "invented" the atomic bomb in his novel, *The War in the Air*, published in 1908, and also correctly foresaw travel to the moon.

Changes are made to meet society's needs. The tedious and slow method of making books by hand-copying the entire manuscript had to give way to producing books by printing press using movable type.

Wooden ships were replaced by steel ships. Railroads took the place of stagecoaches. To meet the need for even faster travel, airplanes came into being and eclipsed the railroads.

People scoffed at Marconi when he said he could send a wireless message across the 3000-mile expanse of the Atlantic Ocean. Yet his idea led to the 20th century's most advanced forms of communication—from wireless telegraphy and radio to television, radar and aircraft landing-guidance systems.

Thomas Edison, who created more than a thousand inventions, once said,

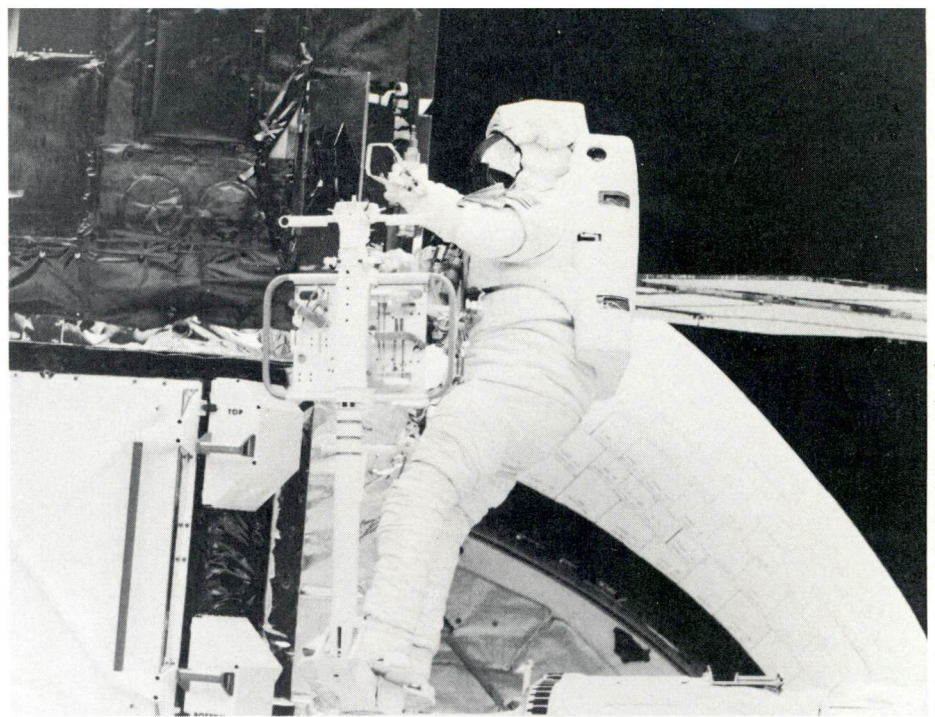


Photo Courtesy of Rockwell International

"There's a way to do it better—find it." Like a snowball rolling downhill, this continual quest for new and improved methods of doing things advanced at an ever-accelerating pace. There's no stopping progress.

When Alexander Graham Bell dreamed of sending the human voice on a wire over miles of space, people said that was absurd. But as Emperor Dom Pedro of Brazil listened to the telephone when it was exhibited for the first time at the Philadelphia centennial exposition, he said, "My word! It talks!"

With the telephone, the modern world of communications had its start. Bell's principles have been applied to radio, movies, television and various voice-recording mechanisms.

When the first electronic computer arrived, it was the size of a small house, contained 18,000 vacuum tubes and cost a million dollars. Only the biggest corporations, laboratories and governments could afford to purchase and maintain a computer. Besides, to operate it almost required a graduate degree in mathematics or electrical engineering.

You would've never believed then that hundreds of thousands of American people would ever seriously consider buying a home computer. Yet today Americans are buying home computers in large numbers. Experts predict that the computer in the 21st century will be as common in the American home as the telephone, radio and television.

Probably the biggest increase in computer usage will come in the office. With two million white-collar workers today using desktop computers, the number is expected to increase to 20 million before the end of this century.

The Pace of Change Accelerated

The 20th century is set off from pre-

vious ones in that high technology has so accelerated the pace of change that the future seems to arrive faster every day. Bruce Merrifield, United States Assistant Secretary of Commerce for technology, predicts, "There will be more technological change in the next 10 or 20 years than has happened in all of history."

Says Charles Lecht, Chairman of Lecht Sciences, Inc., a New York communications consulting firm, "State-of-the-art technology that once would have lasted 30 years is becoming obsolete almost as soon as it is installed."

Yesterday's conduits—copper wires, radio signals, ground antennas—are giving way to glass fibers, microwaves, satellites, laser beams and digital computers.

"Even five years ago," says Howard Anderson, telecommunications research expert, "I would not have predicted in my wildest imagination how far we would be today."

Time was when inventions moved slowly enough to allow society to phase changes in or out. Four decades separated the inventions of the telegraph and the telephone. Three decades later came wireless radio. It took 34 years for silent movies to become talking pictures.

The first all-electronic computer arrived in 1946. Since then the computer has demonstrated that anything electronically imaginable seems possible. The computer so far has been used for almost everything—from playing chess to brain surgery.

And just as the telephone, radio, television and movies became commercially successful only when large-scale production and extensive consumer use became practical, most of the new technologies will be feasible only when they can be made less expensively and used more

widely.

Faster's Not Necessarily Better

Even so, communication supertechnology may never reach its maximum capability. People's appetite for information may be insatiable, but their lives and jobs are helped by mechanical and electronic gadgets only up to a certain point—certainly not more than the human brain can absorb. So people's reactions will greatly set limits to both the quantity and speed of changes.

By definition, communication technology encompasses both the means by which messages pass between individuals and the methods of informing large groups of people. In view of this, does it follow that a technological improvement in information delivery automatically increases the value of the message? Not necessarily.

The American psychologist B. F. Skinner said, "Physics does not change the nature of the world it studies, and no science of behavior can change the essential nature of man, even though both sciences yield technologies with a vast power to manipulate their subject matters."

That's especially true of creative work. The National Endowment for the Humanities recently completed a survey of over 400 teachers, writers, historians, journalists and cultural leaders who were asked to name books that high school graduates should be familiar with. All the books chosen by the interviewees were written before 1951.

This puzzled Andy Rooney, TV personality, author and syndicated columnist. He noted that the *tools* for writing have improved from manual typewriter to electrical typewriter to electronic typewriter to word processor, but what people write doesn't get any better and may even be getting worse.

So Rooney concludes, "We need some way to teach young people how to write better. We don't need a lot of fancy new machines for them to do it on."

On the other hand, author Isaac Asimov, who has written more than a hundred books, concedes the advantages of a word processor, though he preferred at first to pretend it didn't exist.

He said, "When I use the word processor, I am still typing and making use of my automatic movements, for there is still a keyboard under my fingers. There are, however, new keys that I must use now and then and whose secrets I must learn. This proved not to be hard." He also discovered he can and does shift back and forth between his word processor and his typewriter.

The word processor can help professional speakers as well as writers, since

both deal primarily with words. Speeches, like articles or books, can be prepared entirely on word processors. Both speakers and writers can learn how to use a word processor in two to eight hours of training. Longer periods of training and experience would, of course, increase know-how.

Because word processing is an automated, computing system that prepares, edits, records, stores and reproduces data, it enables you to do a number of things in addition to writing speeches. With a word processor you can produce customized form letters which look like originals; explore or search for speech engagements through available computer data on market prospects; keep accounting records and prepare tax returns; determine the profitability of a speaking or writing project by means of electronic spreadsheets.

Technology begets increasingly more versatile and powerful technology. With computer and communications technology developing so rapidly, waves of change are breaking. Whether they break over us and drown us, or buoyantly lift and carry us into a better future, depends largely on the attitude each of us assumes in coping with what's ahead.

Coping with Change

How do we cope with the high-tech changes facing us as we peer into the future? Should we fear and resist them? Or should we eagerly anticipate and welcome them? The answer to these questions depends on the attitude we apply to the particular circumstance as it arises.

In a recent poll of 218 bosses by Communispond, Inc., a New York management consultant company, most business executives said they preferred pencils over computers for composing correspondence. Some 89 percent chose the pad-and-pencil method; 10 percent opted for dictation; and only one percent used computers. Note that the executives overwhelmingly favored the old-fashioned 19th-century pencil over the stylish 20th-century computer.

Fortune magazine reported in its November 14, 1984 issue that "No more than 10 percent of executives and professional managers use a computer themselves, or even feel comfortable with the prospect of using one." One reason usually given is "technophobia," that is, fear of new technology. The average manager never learned to touch-type and is therefore afraid of the computer keyboard.

Another fear is being *seen* typing with the hunt-and-peck system at a few words a minute. Still another fear is messing

up—inserting the diskette into the computer sideways, figuring out the software programs incorrectly or hitting the wrong key with the elbow and erasing everything.

Perhaps the most important reason more managers haven't switched to computers is that the unstructured nature of the executive's work is not particularly susceptible to computerization.

Future technological improvements of computers may solve some of the executives' high-tech fears, namely: better, easier-to-use software; voice recognition systems enabling users to bypass the keyboard; and networks linking individual machines inside and outside the company.

When feminist leader Gloria Steinem began her speech at the recent Woman to Woman Conference in Milwaukee, she said, while adjusting the microphone, "Women have seized control of technology." That brought on a standing ovation.

That's the kind of attitude necessary to cope with technological devices—microphone, radio, television, teleprompter, overhead projector, computer and future communication apparatus.

Think of how such strikingly different speakers as Winston Churchill, Adolf Hitler and Franklin Roosevelt effectively used radio during the years when it dominated the mass media. Consider what television and the teleprompter have done for Ronald Reagan's political career. Each of these speakers skillfully adapted himself to the respective medium.

For example, Reagan's training and experience as an actor enable him to properly use the teleprompter, an electronic device that, unseen by the audience, unrolls a prepared speech line by line, allowing the speaker to have strong eye contact with the audience.

But no matter how mechanically advanced and useful, technology cannot change the way speeches are created. The basics of speechmaking still hold.

Accept or Challenge Technology

Although we can speculate about what the 21st century may bring, we really can't know for sure. What is certain, however, is that there will be both change and challenge. Many of the changes which will occur in the year 2000 and thereafter are already unfolding or available on an experimental basis, though they're only a fraction of all that is bound to happen as high technology further develops.

When General Motors announced its

(Continued on Page 21)

A Cure for Diseases of Technology

by Nina Harris, Ph.D.

‘W e’re really victims of the ‘diseases of technology,’ ’ Teri remarked. As exercise physiologist, she was addressing a group of corporate clients interested in weight loss. What she was referring to was ‘insensible’ exercise—a helpful, relatively painless method of calorie consumption. That’s the few extra movements you can build into daily activities to burn a little more energy. They are movements like taking the stairs instead of the elevator, hand-washing dishes, parking a little farther away in the shopping mall lot and walking into the store.

Diseases of technology—hmmm. As I listened to Teri’s comments about the problem of lack of exercise, I thought of all the other ramifications of ‘high tech.’ Could it be possible that we are also creating *communication* diseases of technology too?

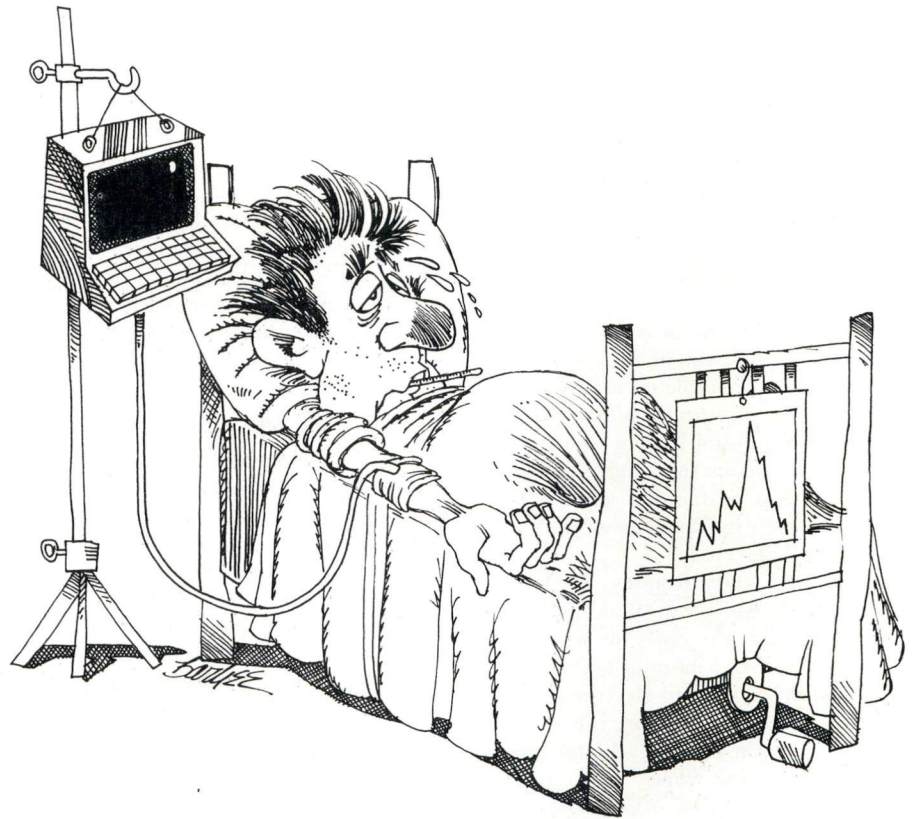
A Work-at-Home World

That’s possible, according to reports of recent trends in the marketplace. One estimate states that more than 15 million people will earn their primary income at *home* by the 1990s. Of that 15 million, a large percentage will be computer programmers and telemarketing folks hired out to larger companies. (The term is ‘telecommuting’ for people based in their spare bedrooms!)

Entrepreneurship is also on the rise. Of the nine million new workers added to the labor force from 1969 through 1976, six million represented small businesses of four years’ existence or less!

Many people fear that working at home or solo will lead to isolation and loss of social and communications skills. That’s a faint possibility but highly unlikely, as all indicators point in the other direction—people will need each other *more* in a high-tech future society.

Parents with young children, the disabled and the semi-retired are only a few of the population who will benefit from



increased “home work.”

The challenge lies in *cop*ing with some increased alienation and loneliness—a side effect of work that revolves around only technological interaction. But the other extreme, spending lots more time with loved ones, may be another problem we’ll have to cope with.

Remember grandmother grumbling about the stress of grandfather’s retirement? How he was constantly “under her feet?” And how about grandpa? Remember how he used to mope around the house until he developed new hobbies? This stereotypical image can easily be expanded to include whole families that in the future find themselves feeling claustrophobic from spending too much time together.

On the other hand, home-bound en-

trepreneurship can provide endless opportunities for creativity! A recent United Press International (UPI) bulletin cited the case of an unmarried freelance writer in Boston who utilizes her computer to meet eligible men. The writer “flirts through her fingertips by typing provocative messages on her keyboard” and then routing them to a computer file where messages and responses are read on computer screens nationwide.

Though viewed by several telecommunications services as unprofessional, her computer flirting supports the thought that electronic conversations provide companionship. The computer’s anonymity usually encourages candidness and allows friendships to develop without being interrupted by snap judgments made on the basis of appearance.

Information Overload

Information *overload* can become a communications stressor too, according to John Naisbitt, author of *Megatrends* and resource for much of this article. The new wealth of our culture lies in "know-how," not capital.

One hundred years ago, Naisbitt says, "lots of people knew how to build steel mills, but no one had the dollars." Today workers with creative ideas have an easier access to the economic system. For the first time, we have an economy based on a key resource that is not only renewable, but self-generating—information!

The tremendous ability to generate information has led to a new communications problem though—that of information pollution! The latest statistic notes that between 6000 to 7000 scientific articles are written daily; that the *total* amount of scientific/technical information available to us doubles every five-and-a-half years.

We are rapidly collapsing the 'information float'—the amount of time taken for information to flow from sender to receiver.

(A classic example is a reminder of good ol' college days. Remember when we'd write a check to cover groceries or maybe a trip to the movies on Friday, knowing that our parents would deposit a check to our account the following Monday in our hometown 200 miles away? The checks rarely bounced because it took float time of four to five days for the deposits and withdrawals to be made.)

Now float time is a matter of seconds or hours! And with electronic letters we can even correspond rapidly. No need to wait for the good ol' mail carrier!

Information pollution creates a problem in knowing how to select information that's most important to you. Have you ever felt overwhelmed by the mass of current information available just in your career area? Keeping on top of the reams of articles, studies and features is impossible. But selecting the most pertinent information is mandatory to good mental health, so a stressful situation results.

Corporations are experiencing another communications difficulty. We are currently living in a 'literacy-intensive society,' a society in which we need basic reading, writing and speaking skills more than ever. Yet our educational system is turning out an increasingly inferior product.

According to Naisbitt, the generation graduating today is the first generation in American history to graduate *less* skilled than its parents.

Industry has found itself in a remedial

teaching role, costly to the system, but good news for teachers interested in the entrepreneurship of providing tutorial services to corporations.

The World Is Shrinking

Though jobs for teachers may be growing, the world is shrinking—no longer can we view the United States as the dominant world power. A sensitivity to other cultures and an openness to learn new communications styles is vital, according to Naisbitt.

I felt the truth of Naisbitt's statement just a few weeks ago when I conducted a basic time management review class for some plant managers. The group contained an interesting ethnic mix. The 35-plus attendees represented the

WITH INCREASING TECHNOLOGY, MORE CHOICES CREATE MORE STRESS.

Orient, India and several European countries along with the usual Anglo/Black/Chicano mix.

I was amazed—and educated—by the group as we discussed the different cultural perceptions of the concept of time. No wonder communication is difficult, when the very basic terms we begin with have different meanings for different folks!

It was fitting that I learned so much from plant managers, because manufacturing has assisted in the world-shrinkage phenomenon. Because of the competitiveness among countries, many products are produced piece by piece in a variety of nations. Naisbitt chuckles that, "before Japan began making microprocessing chips, the only thing made in Japan on a hand-held electric calculator was a nameplate 'Made in Japan!'" (Previously, the chips came from the United States, assembly was completed in Singapore, Indonesia or Nigeria and the steel housing came from India.)

The shrinking world has made neighborhoods 'in.' One alternative to working at home that may grow in the future is the company neighborhood center. It's a localized satellite office situated within neighborhood blocks of workers' homes. It offers the economics of shared equipment, a work/home separation and a chance to socialize.

Since commuting time is minimal, creativity and productivity are high. This may be the perfect answer for people

who aren't self-directed enough to work at home or find too much stress associated with household distractions or isolation.

Politically, we are becoming more decentralized as we move into a participatory form of government. Architecturally, regional art forms are becoming more valued—there are fewer and fewer standardized Holiday Inns. (You know the feeling that Room 134 is exactly the same in Atlanta as it is in Seattle!)

Other Trends

We're moving into a Baskin-Robbins society—a society in which more and more choices are available. And there's more and more opportunity to specialize. For instance, a store in Manhattan, New York, stocks *only* 2500 different light bulbs!

We're reclaiming some of that old self-reliance. Witness the increase in birthing rooms and natural childbirth, hospices, and the interest we're taking in our nutrition and physical fitness.

More and more emphasis on networking indicates we're finding organizational systems limit communication. We're reaching beyond, around and through systems to find those people willing to support us with information, mentoring and friendship.

To the degree that we evolve technologically, we're developing strategies to reach out in more intense human relationships. Note the increase in hand-written memos, numbers of face-to-face meetings, nature retreats, back-to-earth experiences.

Toastmasters and the Future

How do these trends impact us as Toastmasters? How does the system of Toastmastering lend itself to the future as Naisbitt foresees it?

In a work-at-home society, clubs will be more important than ever to meet people's social needs. And a training program like Toastmasters will be especially important to help people just maintain everyday communication skills they won't be getting from interacting with others in a workplace.

Beyond just maintaining such skills, people will have more time for self-development in a society where they don't have to commute and work such long hours.

Toastmasters can also help build decision-making skills, imperative in an information-overload state, and is obviously valuable in a literacy-intensive society. The program can also help cross-cultural communication so necessary in a shrinking world.

Toastmastering provides an opportunity to network with friends and business associates. Over the twelve years

WORD WISDOM

by David Rottman

Pun Contest: And the Winner Is . . .

The Word Wisdom Pun Contest drew more than 50 separate entries, hundreds of puns and more than a few groans from the honorable judge (me). And the winners are:

First Prize: Davea E. Faust of Park Ridge Toastmasters Club 381-30, Park Ridge, Illinois, submitted a grand total of 18 puns, all on the word "gnome." Excerpts:

"Where do gnomes live? In gnome-man's land.

What name is used by an anonymous gnome writer? A gnome de plume.

How can you determine the sex of a gnome? By its chroma-gnomes.

What is a shorter name for a gnome? A nick-gnome.

What do you call a wandering gnome? A gnomad."

Second Prize: Muffi Shutes of Southbay Club 161-5, Imperial Beach, California, wrote: "Since my former name was Oriental and I worked in a supermarket, I was a 'Chinese checker.' Now my name is Shutes and my husband and I are a 'pair-a-Shutes' so I feel personally qualified to be a punster." Among her many entries:

"Barbie doll said, 'Please don't get rid of your beard, Ken, or I won't marry you.' But Ken removed his whiskers. She broke the engagement, proving, 'A Kenny shaved is a Kenny spurned.'"

Honorable Mention: Cars and salesmen, local customs, the war between the sexes, dialects and a surprising number of slightly off-color puns dominated the punoply. Virtually no ethnic puns, nor any humiliating or denigrating puns were entered in the contest, proving Toastmasters are good sports as well as good punsters.

Hats off to: Ken Pittman of Mid-America Club 2016-16:

"Old muffler installers never die; they just become exhausted."

"My neighbors, a young couple named Patton, were expecting their first child. They referred to the youngster-to-be as 'Patton pending'."

Al Stampler of Pride of Canada Club 2030-64, Winnipeg, Manitoba, Canada, asked:

"Did you hear about the tire salesman who blew up when his boss advised him to stop using high-pressure tactics?"

Al Neal of Jaycee Club 130-F, Riverside, California, sent in this well-trimmed shaggy dog:

"Two young men were playing croquet. They got into an argument and a fight ensued. One young man took his playing club, hit his opponent and killed him. He was immediately arrested and charged with manslaughter, no premeditation, no motive. But the district attorney smelled a rat, so investigated and uncovered: 1) A young lady whom both coveted; 2) A business partnership with missing funds; 3) A large insurance policy. The charge was immediately changed from manslaughter to murder one. Why? Because the investigation showed the crime was not a spur-of-the-moment thing, but was committed with mallets aforethought."

Mollie Carriere, of Connaught Club 4328-21, Vancouver, B.C., Canada, sent in a cute drawing and the following entry:

"When I was in Atlanta a few weeks ago, one of our fellow Canadians commented on how surprised he was to see so many blondes there. 'Oh, they're suicide blondes,' replied our Georgian friend, 'dyed by their own hands!'"

Finally, the pun to end all these puns was sent in by David W. Gibson, of San Gabriel Valley Club 200-F, in San Gabriel, California:

"A brand new skin-care product is about to hit the market under the name 'Care Away.' This new product is an all-organic emollient based on a secret recipe of specially selected seeds and offers amazing results. In fact new 'Care Away' is so effective that nine out of 10 doctors recommend it for diaper rash. So if your baby has a beef, put 'Care Away' seeds on its buns."

I've been in Toastmasters, I've received hugs, direction and support from my Toastmaster pals. I've learned the 'hows' of role-modeling. I've fought loneliness and dealt with change in my life through the support of Toastmasters activities.

Like skimming the pages of my professional journals, Toastmasters has expanded my information base. Through topics members choose, I learn 'minibits' about subjects that I probably wouldn't study on my own. Each meeting is like a series of vocal abstracts!

And because Toastmasters is modeled after a corporate concept, I've learned to work within a system—a system that is consistently evolving and changing.


And finally, I've learned to hone my communications skills. As times have changed, I've changed with the support of my Toastmasters friends and that's been good for me. I've learned, sometimes the hard way, that the only way to continue to exist is to be willing to try something new.

I may not have had the courage to improve certain areas of my life had it not been for Toastmasters, because research indicates that less than 20 percent of people will maintain a behavior change *without* support, yet over 70 percent will maintain a change *with* support!

These four qualities already inherent in Toastmastering—support, information-sharing, interaction and new skill-building—are qualities that Naisbitt cites as being imperative to dealing with the 'megatrends' in our society.

A Toastmasters Cure

My thoughts wander back to the beginning of this article and Teri. Maybe there's more to 'insensible exercise' than hand-mowing a lawn or scrubbing a floor.

How about burning a few extra calories by waking earlier to attend a Toastmasters meeting? Working a little energy off developing that new "speech to inform?" Pulling together a tip-top program as Toastmaster of the evening? One thing's for sure—Toastmastering is an invaluable way to lick some of the 'disease of technology!' 



Nina Harris, DTM

is an active member of Park Central Club 3527-3 in Phoenix, Arizona. She is Director of Nina Harris & Friends, a firm that provides communication

consulting services to educational systems, private businesses and individuals.

Plug Your Club into the Computer Age



A MICROCOMPUTER CAN SAVE CLUB OFFICERS TIME, STORE CLUB RECORDS AND MAKE INFORMATION DISTRIBUTION TO MEMBERS MORE EFFICIENT.

by Toni A. Williams-Sanchez

World economists are forecasting that by 1990, over 80 percent of all professions will use the computer to handle information in some way. Using a microcomputer (or personal computer, as it's often called), your Toastmasters club can improve the way information is disseminated to its members.

Let's compare two clubs, one that uses a microcomputer and one that doesn't. First, officers of the club without a microcomputer explain their duties:

- **RECRUITING**—"As president I usually keep a form letter on hand to send to our guests. In my letter I briefly outline how Toastmasters can improve communication, leadership and organizational skills. These form letters usually have space so that the salutation and individual's name and address can

be typed in, and the body of the letter remains the same. I only wish I could be somewhat more personal, but getting the typing done is a bit hard for me."

- **EDUCATIONAL ASSIGNMENT**—"As the educational vice president I know that invariably someone will move to another club or a new member will join, and this means that the schedule will have to be created all over again. I strive to be consistent and make sure everyone has an equal chance at presenting speeches. Creating a schedule which pleases everyone is a hard task. I ask our Toastmasters not to request a change unless it is absolutely necessary. To incorporate any changes I must revise the schedule completely!"

- **PRESS RELEASES**—"As the administrative vice president of this club, I usually find that I submit many parts of previous articles again and again for

YOU are Cordially Invited to Experience a New Possibility That Will Enable You to Work in Your Life Free for 30 Days.

As a reader of *TOASTMASTER!* Magazine you're probably familiar with Dr. Robert Schuller and his dynamic ideas. Dr. Schuller's principles of *Possibility Thinking* have been developed, refined, and proved effective during his 25 years as adviser and counselor to millions of men and women world-wide. Now you're invited to use his powerful and stimulating new program for 30 days absolutely free!

Listen and discover how Dr. Schuller's techniques help you:

- Spot new, greater opportunities
- Solve problems without stress
- Enhance your leadership skills
- Motivate others more successfully
- Achieve bigger, more rewarding goals
- Always have the energy you want

- Find contributors to your success
- Manage money better . . . and much more

This is a monumental new program in sound, featuring twelve sessions on six cassettes of dynamic success techniques that work in every situation.

What is the greatest personal goal that you could possibly imagine yourself achieving? Whatever it is, Dr. Schuller tells you how to turn that dream into reality. "People who win big in life," he says, "set big goals."

In this exciting new cassette program, Dr. Schuller not only offers *Possibility* techniques for achieving your immediate and long range goals . . . but also shows how these techniques help you recognize and capitalize on every opportunity.

You learn about *Attitude, Imagination, Opportunities, Problems, Goals, Leadership, Self-esteem, Faith, Energy, Time, Determination, and Management*—one topic per cassette side.

For Faster Service

or more information about these wonderful life-changing cassettes

during Chicago office hours
1-800-323-5552

any other time 1-800-621-5199
Illinois residents 1-800-972-5855

What People Like Yourself Have Said About *Possibility Thinking*

"Bob Schuller is a dynamic, creative man in search of truths he can communicate to others. And with his many accomplishments he has the authority to speak about achievement."

—Ray Kroc
Founder of McDonald's

"Dr. Schuller has a unique power of motivating his listeners to reach their highest goals."

—W. Clement Stone
Founder and Chairman of the Board
Combined Insurance Company of America

"It is an enormous privilege and exciting opportunity to serve as a member of the Board of Directors of the Robert H. Schuller International Ministries."

—William E. Baily, Senior Vice President
Commercial Union Assurance Companies

"The first thing I do when I'm out of town is check the local listings for 'Hour of Power.' Dr. Schuller gives me inner strength."

—Mary Costa, Opera Star

"I'm proud to be associated with the great works of Dr. Schuller and his dedicated staff in Garden Grove. He has been an inspiration for our economic renewal program in Akron."

—Ronald D. Glosser, President
National City Bank, Akron

"I have admired Dr. Schuller for years."

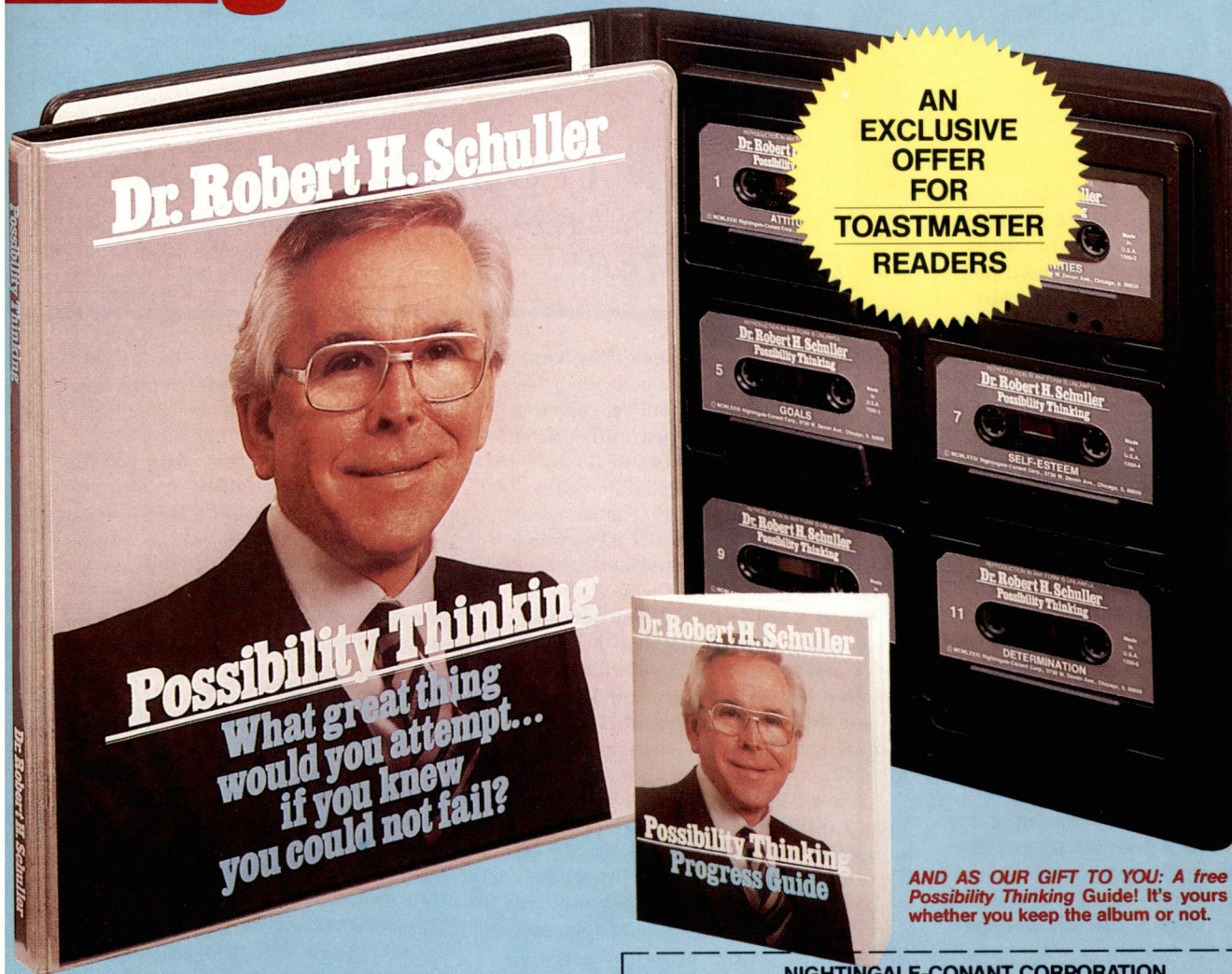
—Glenn Ford, TV and Film Star

"Dr. Schuller is not only one of the world's great speakers—but also one of the world's great salesmen."

—Mary Kay Ash
Founder and Chairman of the Board
Mary Kay Cosmetics, Inc.

If, After 30 Days, You Haven't Changed Your Life for the Better, Return Your Cassettes for a Full Refund.

ited to Put the aking Cassettes



AND AS OUR GIFT TO YOU: A free 26-page Possibility Thinking Guide! It's yours to keep, whether you keep the album or not.

Wherever you want to go in life, Dr. Schuller gives you great ideas for getting there. After listening to his new *Possibility Thinking* cassettes, I immediately ordered thirty programs for my family, friends and employees."

—Jerry Ross, Residential and Commercial Real Estate Developer

Dr. Robert Schuller and his theme of *Possibility Thinking* offers men and women of every race, religion and political persuasion a positive, constructive approach to life."

—George Johnson, Chairman of the Board Johnson Products

Possibility Thinking is incredibly inspiring. Dr. Schuller provides many tangible ideas that can be put into practice immediately."

—Robert E. Gallan, Vice President Standard Rate & Data Service, Inc.

on the Album...Owe Nothing!

NIGHTINGALE-CONANT CORPORATION
The Human Resources Company®
World's Largest Producer of Audiocassette Programs
7300 N. Lehigh Avenue • Chicago, Illinois 60648

YES! I want to take advantage of the exclusive offer available to *Toastmaster* readers only. Rush me the six-cassette album **POSSIBILITY THINKING** by Dr. Robert H. Schuller, and my free Guide, for a 30-day free audition. If after using the **POSSIBILITY THINKING** cassettes for 30 days I have not profited many times over the small investment represented by your \$40.00 invoice, I can return the album, keep the Guide as my personal gift, and owe nothing.

Signature _____

Name _____ Company _____


Business Address _____ Title _____

Home Address _____

City _____ State _____ Zip _____

Please send the album to my Business Address Home Address

TM51



publication. I often change the 'who' in my articles, but 'what,' 'when,' 'where' most often remain the same. For example, I usually start my article with: 'The Toastmasters will hold their regular meeting in the college lecture room #000. Toastmasters of the meeting on July 27 will be. . .'. Since every good article must have the 'who, what, when, where and how,' I just type this information in every submission I make."

• **BULLETINS**—"In the position of secretary I most often find that a good portion of the material in the bulletin is repeated. New material may take up 50 to 60 percent of the bulletin but I must include the club name, number, meeting place, time, our officers' names, etc. I know this is important information, so I type it in every bulletin!"

• **INFORMATION ABOUT SPECIAL EVENTS**—"The sergeant-at-arms must inform the membership of the arrangements for a meeting. I remind our membership by sending a memorandum. After incorporating members' suggested modifications, I use the format again. Then I must type the memorandum again to incorporate the change."

The club officers who use a microcomputer's word processor program say:

• **RECRUITING**—"I develop many form letters and save each as a separate file using my word processor. In the body of each of the letters I briefly outline how Toastmasters can improve communication, leadership and organizational skills. Based on information on the guest cards I explain how Toastmasters is specifically designed for each individual.

Lines can be easily added anywhere in a letter. The salutation and individual's name and address is blocked in by the word processor when I request output at the printer. Even though I am not a typist, I can produce a substantial number of quality letters in a short period of time."

• **EDUCATIONAL ASSIGN-**

IF YOU OWN A COMPUTER, SET UP A HANDS-ON DEMONSTRATION FOR CLUB MEMBERS.

MENT—"I know that invariably someone will move to another club, or a new member will join. This only means that their name must be added to or deleted from our club's data base on floppy disk. I then print the schedule again using my word processor. The computer goes to the file with the list of members and assigns tasks to everyone.

"Creating a schedule which pleases everyone is still difficult, but now that I don't have to do it by hand it is much faster and less complicated. If someone does not like their assignment I just use my Data Base Management System (DBMS), to make the changes as requested.

"What I like best are the varied formats I produce using my printer. I can save each version of the schedule on my Toastmasters floppy disk so I don't have to keep a lot of excess papers!"

• **PRESS RELEASES**—"I type an article using a word processor and save everything on floppy disk. When it is time for another article I find that many parts of previous articles can be used again. I just make additions or deletions to the article I have on disk and print a copy of the new version!"

• **BULLETINS**—"I know that the club name, number, meeting place, time and our officers' names are important information which should be included in every club bulletin. I use my word processor to save this information on floppy disk. To add new material, I load my bulletin format and keep typing. I then output my new document at the printer. I save each bulletin as a separate file."

• **INFORMATION ABOUT SPECIAL EVENTS**—"I type in the first draft of my memo using my word processor and save my memo format as a

file on floppy disk. After members give me constructive criticism on how I can improve the memo, I make those changes and simply replace my file. To get a copy of the new memo I just send the output to the printer."

As you can see, using a microcomputer to fulfill club duties can save time and effort. Even the club treasurer's duties can be simplified, by utilizing an accounting software package to maintain club financial records.

Computer Enthusiasts Take Note

Toastmasters with a computer, are you a computer enthusiast who takes advantage of an opportunity to "show off" your system? Use your knowledge to benefit your club:

(1) Accept a position on the executive board of your club. As a club officer you will find a need to produce agendas, memorandums, letters, etc. All of these documents can later be modified to fit situations at work or activities of other organizations. You can create your library of tested materials. The evaluation of your work your fellow Toastmasters give can put you one step ahead of the person who has to write a document from scratch.

(2) Make one of your next speeches about your computer!

(3) Set up a demonstration in your home. Give members "hands-on" experience as to what a computer can do!

Learn about Computers

For members without any experience in using a computer, discover how a microcomputer is operated by visiting your local computer store. Go to the store prepared. Take a copy of a document that has been used by your Toastmasters club. By being familiar with the

Computerese Defined


- Basic** (Beginner's All-Purpose Symbolic Instruction Code)—A data processing language developed at Dartmouth College. It is widely used by microcomputers and has gained the reputation of being one of the easiest computer languages to learn.
- Blocked**—A group of words that is handled as a single unit. In word processing, a variable block specifically marks areas within a document (i.e. a form letter) that will receive data from another file (i.e. names and addresses) when the document is output.
- Computer**—A device which is able to accept data (input), and under the direction of a stored program, performs operations (processes) in the CPU and then supplies the results (output).
- CPS** (Characters Per Second)—A unit used to indicate the speed of printing devices.
- CPU** (Central Processing Unit)—The "brain" of the computer system, it controls all other parts of the system such as input/output devices. It contains storage space for data which is to be processed arithmetically or logically.
- Create**—To assign an area of a diskette for data storage.
- CRT** (Cathode Ray Tube)—A device that presents data in a visual form by means of controlled electron beams on a screen.
- Data**—Information, usually numbers, facts, letters which refer to an object, idea, condition, situation, relationship or other.
- Data Base**—A base or storehouse for data. It is an organization of files containing different records that relate to the same subject. Think of the data base as a file cabinet containing one Toastmaster member's records: his or her name, address, sponsor, speaking record, educational accomplishments.
- DBMS** (Data Base Management System)—A program written to accomplish the task of creating, accessing and maintaining a data base.
- Disk Drive**—Hardware that transmits and receives data stored on floppy disks.
- DOS** (Disk Operating System)—A set of commands that allows the CPU to access and use information stored on a floppy disk.
- Electronic Spreadsheet**—A computer program which simulates conventional pencil-and-paper business or scientific worksheets. Data is organized in a matrix of rows and columns, which allows its processing in a small amount of time.
- File**—A group of organized records.
- Floppy Disk**—Sometimes called floppy diskette, diskette or floppy. It may be spelled disk or disc. It resembles a 45 rpm record and is made of a magnetic medium to store data when the computer is turned off. It is circular, flat and flexible, and is enclosed in a protective square cover. Microcomputers usually use 5-1/4" floppies and minicomputers usually use 8" floppies.
- Input**—Information usually received by an input device such as the keyboard in a microcomputer system.
- Microcomputer**—A complete computer system (based on a microprocessor) which at minimum includes the CPU, an input device such as a keyboard and an output device such as a CRT. These single-user systems are also referred to as "personal" computers and "desktop" computers. Other accessories can be added to the system to make it more functional: i.e. a printer (to receive output) and a floppy disk drive (to store information on floppy diskette when the computer is turned off).
- Operating System**—The series of instructions that allow the CPU to perform functions.
- Output**—Output is the result of the computer's operations. A printer, a CRT or TV can be used to display computer output. Graphics terminals and drum plotters are other output devices.
- Printer**—An output device which prints hardcopy on paper. Computer printers can produce letter-quality hardcopy (just like typewriters). A dot-matrix printer makes letters out of selected dots from within a square or rectangular grid pattern of dots (matrix).
- Word Processor**—A computer program for writing, editing, revising, manipulating, formatting and printing text for letters, reports, manuscripts, etc.

document you will have some idea what to ask the salesperson when you request to see the word processor demonstrated.

This should enable you to find out how the word processor works in the store. If you find that you are comfortable working with that system, you may want to ask if the store gives a class in word processing. If not, check the schedule of a neighborhood college or continuing education program.

Word processing is one of the most useful things that a home computer can do. A class in word processing should cover the fundamental computer terms, teach you how to operate a computer and give you a "hands-on approach" where you learn how to use the machine the first day. You can usually expect to see the results of your efforts after the first class and most people know that they can use a computer by the end of the term!

If you want to find out more about computers after the word processing class, enroll in a programming class or a course covering the history of computers.

This article was written using a word processor, on a microcomputer system with 64K CPU, a QWERTY keyboard, a floppy disk drive, a 120 CPS dot-matrix printer and a color monitor. The author has used a DBMS, a word processor and an electronic spreadsheet for various Toastmaster activities and would be pleased to provide more information. Write: (SISTEMAS DE ENRIQUECIAMIENTO ACADÉMICO, S.A.), System of Educational Enrichment, Apartado 6-3132, Estafeta El Dorado, Panama, Republica de Panama. 

Toni A. Williams-Sanchez, C.D.E.
(Certified Data Educator), has served as President of Panamerican Toastmasters Club 4214-U, was a sponsor of Tropical Toastmasters Club 4948-U and is currently serving as that club's president. She is a technical consultant for the firm, Systems of Educational Enrichment, S.A.

Educational Improvements Enhance Your Future

Toastmasters International has made some exciting changes in its educational system—changes that will enhance your future by giving you, the member, more opportunities for self-development and more recognition for your achievement.

The changes were implemented last July. In case you missed earlier announcements of the new system in *TIPS* and *The Toastmaster*, the system features these improvements:

- **Two new advanced manuals.** Two new advanced manuals are now available: *Technical Presentations* and *The Professional Salesperson*. These two new manuals provide career-related communications training for perhaps the two biggest occupational groups represented within our membership—engineers and salespeople.

The new manuals bring the total of advanced manuals to nine. The other manuals are *The Entertaining Speaker*, *Speaking To Inform*, *Public Relations*, *The Discussion Leader*, *Specialty Speeches*, *Speeches By Management* and *The*

Professional Speaker.

- **A new basic manual.** The new manual features 10 speech projects. A Toastmaster who has completed any 10 projects in the old 15-project manual may submit his or her Competent Toastmaster (CTM) application to World Headquarters.

- **Reduced length-of-membership requirements for ATM and DTM recognition.** Toastmasters applying for ATM recognition must have two years continuous membership to date of application, while Toastmasters applying for DTM recognition must have four years continuous membership to date of application.

- **Two new educational awards.** The Advanced Communication and Leadership Certificate of Achievement, which was awarded to members completing three advanced manuals, has been eliminated (this means that since July 1, 1984, clubs and districts no longer receive credit for members completing three advanced manuals).

But two new awards have been added

to the recognition given Toastmasters for their educational achievements: Able Toastmaster Bronze and Able Toastmaster Silver. Thus, the new educational award progression is as follows: CTM, ATM, ATM Bronze and ATM Silver. Each of these awards is worth 400 points on the Club Management Plan.

The requirements for these four levels of educational recognition are listed in the "Toastmaster Recognition" box accompanying this article, along with the requirements for Distinguished Toastmaster (DTM) recognition, the award given for leadership achievement. The new ATM application form (1207) may be used for any of the ATM awards and is available from World Headquarters.

You're encouraged to take advantage of these new opportunities for growth and recognition the new educational system offers, and to tell other members about the changes. You'll help yourself and your fellow Toastmasters learn, achieve and create a brighter future. 🗣️

Toastmasters Recognition

CTM

CTM recognition is awarded to a member who completes the 10 speeches in the Communication and Leadership Program or any 10 speeches in the 15-speech manual.

ATM

ATM recognition is awarded to a CTM who has:

- ✓ two years continuous membership to date of application
- ✓ completed three advanced manuals
- ✓ served as club officer
- ✓ given three speeches outside the Toastmasters club.

ATM Bronze

The ATM Bronze award is given to a member who has:

- ✓ an ATM
- ✓ completed three additional advanced manuals (may not be those completed for ATM)
- ✓ coordinated and conducted two Success/Leadership modules within two years of application
- ✓ presented five speeches, seminars or workshops to non-Toastmasters groups within two years of application (excluding those listed on ATM application).

ATM Silver

The ATM Silver recognition is awarded to a Toastmaster who has:

- ✓ an ATM Bronze award
- ✓ completed three additional advanced manuals (excluding those listed on ATM and ATM Bronze applications)
- ✓ conducted a training seminar in a company or in public, OR conducted a Toastmasters training session for club or district officers within two years of application (minimum individual presentation time is 30 minutes)
- ✓ judged two Toastmasters speech contests above the club level
- ✓ delivered a major platform address to a non-Toastmasters audience of 50 or more within two years of application.

DTM

The DTM award, the highest award in Toastmasters International, is presented to an ATM, ATM Bronze or ATM Silver who has:

- ✓ maintained four years continuous membership to date of application
- ✓ coordinated at least one registered Speechcraft and one registered Youth Leadership course within two years of application
- ✓ given at least five speeches before non-Toastmasters groups for a Toastmasters speakers bureau
- ✓ served a full term as a club officer and district officer
- ✓ sponsored five new members within one year of application
- ✓ been a sponsor or mentor for a new club, or rebuilt a single-digit membership club to 20 or more members as an appointed club specialist within four years of application.

HIGH TECH (Continued from Page 11)

“factory of the future” with robots replacing human employees, United Auto Workers Union officials supported the project. As one union representative said, “This kind of thing requires less manpower, we realize that. But we realize we have to cooperate or be out of business totally.” Human workers would still be needed for tasks that require skills even sophisticated robots don’t or can’t have.

Even though large organizations like the United Auto Workers realize they

will have to adjust to change and seem willing to cooperate, some controversies are inevitable.

In the 1984 election campaign for a Florida county property appraiser, the incumbent was criticized by his opponent for using computers to assess property values. The opponent said appraisers need to see each property before making their evaluations.

Some people say that teleconferencing—communicating via a video screen—is no substitute for the warmth of a handshake or face-to-face contact. They say the vital element in communicating—what makes us uniquely human—is to

project personality and feelings in dealing with “live” audiences or person-to-person.

Sherry Turkle, in her new book, *The Second Self: Computers and the Human Spirit*, concludes, “Computers are not good or bad; they are powerful.” Choices will have to be made. If the approaching high-tech changes seem good, you can help them along. If they seem bad, you can challenge them.

Taking Ultimate Advantage

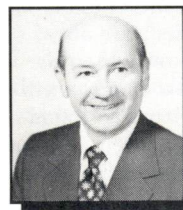
The new technologies in the next century won’t end until almost everyone everywhere can reach out and touch anyone else instantly and effortlessly through mechanical, magnetic and electronic devices. The amazing array of technological advances will undoubtedly transform offices, factories, schools, governments and homes in the years to come.

Most important will be the far-reaching effects on the nature and availability of jobs. But no matter how sophisticated technology becomes, it will never replace the human brain.

To keep today’s complex society functioning, the computer-communications high technology offers us new ways to handle information faster and more accurately. Applying technology and electronics to the solution of our economic, political and social problems, computers equip us to get more facts more quickly and reach valid conclusions sooner.

The challenge of high-tech communication will be to take full advantage of its remarkable benefits and minimize its negative impact on society. To cope with the transition and changes we will have to allocate the funds and personally train or retrain to acquire and update our technological knowledge.

How we live in the future’s electronic world and how we make out is up to us. By capitalizing on the high-tech communication changes we’ll make the world brighter and life easier. 🎤



Thomas Montalbo, DTM, a member of *Sparkling Toastmasters Club 3602-47 in St. Petersburg, Florida*, has been active in Toastmasters since 1963, is a Past Area

Governor and has received a Presidential Citation for his articles in *The Toastmaster*. A former Financial Manager for the U.S. Treasury Dept., he holds a BA degree in English and an MBA degree in management and is the author of *The Power of Eloquence*, a public-speaking book published by Prentice-Hall, 1984.

The Communicator's Role in the Future

by Freda Groner

The future is making one big demand of all of us. It is asking every person to become a communicator," says Susan Christopher, Ph.D., Director of Interact Unlimited in Newport Beach, California, a company that designs interactive learning programs for business.

Some futurists and trend analysts talk about 30-hour work-weeks and a growing, telecommuting cottage industry. They describe factories in space and offices equipped with robots that will make the coffee and answer phones.

Of such changes Christopher says, "They will probably all come to pass. I really don't know. What I am convinced of as far as the future and careers are concerned is the vital role communications will play in every field and industry.

"We're on the threshold of it right now. Our civilization has already progressed through two very different waves or trends that affect the work arena. The first was the agricultural wave which had the worker interacting with the land. Then, the manufacturing wave had the worker interacting with machinery and products."

The Information Age

"Now we're entering the most challenging and interesting wave—the informational wave which will have workers interacting with workers," she says. "That interaction with people is the key to success now and will be in the future."

Christopher claims you don't need a crystal ball to see this evolution. "Just take a look at what's happening to manufacturing," she says. "Many manufacturing firms are failing—and that trend will accelerate. Eventually, the Third World countries with their low labor costs will take over manufacturing. The people in this country will be called on for information transmittal.

"There're other signs as well. The most significant of these is our growing technology."

According to some experts, many people feel threatened by this technology as computers and automation continue changing even the most routine task. They see every change as bringing us that much closer to a world run by computers and robots.

"Technology or, more specifically, a

computer, will never replace a human being," Christopher concludes. "I know that a computer is often compared to a human brain. But the human brain is two-sided. In most people the right side is responsible for creativity, memories and feelings and the left side for logic and organization. It's the combination of the two sides that makes us effective.

"The computer is like a brain with only the left side. Where are the feelings—where's the creativity? Humans must provide that.

"Change is always scary. But I'm not worried about an automated society devoid of humanness. I agree with what John Naisbitt wrote in his book, *Megatrends*. He thinks high tech will lead to high touch.

"In other words, more computers will necessitate more closeness—more communication. This will be our number one, biggest area of change.

"Because technology will have more and more people asking 'Where do I stand?' and feeling isolated, people will turn more and more to each other.

"It's really the only solution since technology can't solve many human problems. For example, chances are technology will not be able to solve a company's problem with employee absenteeism. It will be a communicator's job to learn why that's happening or gather the information, analyze it, transmit it to management, make recommendations and maybe even implement them."

Trouble-Shooting

Christopher also thinks that it will be up to the communicator to find a problem's core, since most companies are so busy dealing with symptoms they seldom get to the source of trouble.

"Companies caught in that kind of situation are like the man with a cold who sticks a cork up his nose to keep it from running," she says. "That's a rather crude analogy, but nevertheless true because that guy isn't doing anything positive about the source of his problem—in fact, he's making it worse.

"The same is true of a company that only treats symptoms. They will have to use a communicator to get at the core."

The rapid changes our society continues undergoing will necessitate the talents of a communicator in other ways as well. Christopher says, "We see

more changes in five or ten years than our grandparents encountered in a lifetime. What works today may not be effective five years from now.

"Consequently, more businesses will begin planning farther ahead or taking the long view instead of using short-range goals. It will be a communicator's job to help people accept and be comfortable with the changes as well as understand the goals."

But it is not only technology that creates changes. Learning more about what "makes people tick" does that as well. For example, we now know that as long as people are allowed to generalize their problems they seldom feel any urgency to solve them. However, to be effective, long-range planning cannot afford to generalize problems.

"So guess who's going to be responsible for teaching people how to analyze what is bothering them and become specific—the communicator, of course," Christopher says.

New Perceptions

"There's a change in the air of how people perceive one another too," she continues. "In the past, we tended to look at everything—including each other—in terms of black-and-white, right-and-wrong, got-it-or-don't. In business and industry, this kind of thinking causes a lot of employee turnover, absenteeism and job dissatisfaction. It sets up a win/lose situation.

"We know better now and we're beginning to look at people differently—or in terms of developed or undeveloped. We base that on individual performance levels. If they're performing well then they're suited to their responsibilities and possibly ready for bigger ones.

"If they're performing poorly then they need help which means support or information—and that's more work for communicators."

Another change has to do with how we perceive problems, so we are beginning to see the other person as a mirror of ourselves. Christopher explains it this way: "If I'm mad at you about something, it's no longer good enough to say, 'I'm mad because you're being difficult.' I'm responsible for my reaction to you. There's an old saying, 'When there are two people with a prob-

(Continued on Page 24)

Toastmasters Ride the Video Wave into the Future

by Roger Langley, DTM

Toastmasters...the future...television. These are three ideas that belong together. As we reach the mid-point of the '80s, television is shifting rapidly away from being primarily a home entertainment medium to also becoming a modern business tool.

Increasingly television is playing a bigger and bigger role in the fields of training, public relations, sales, advertising, education, politics, government, manufacturing, communications, security and even religion.

Toastmasters, and all others who want to stay on top of this communications revolution, will need to learn more about how TV works and how it can be most effectively used. Consider these developments:

- Videotape has eclipsed film as the preferred visual medium for training.
- Top business executives are moving to TV to deal directly with their potential customers. Businessmen such as Lee Iacocca of Chrysler and Eastern Airlines' Frank Borman are now common sights on the tube.
- The trend is even more pronounced with executives of small businesses. Car dealers, carpet retailers, appliance store owners and many other local businesses now routinely use their own executives for TV sales pitches.
- Business teleconferences, although not yet widely used, are no longer exotic and rare.
- Cable and low-power TV stations are multiplying the number of channels so dramatically that there is more time to fill than there is programming available.

- Videotape, satellites, home video recorders, backyard microwave dishes and many other technological advances are creating new businesses and communications opportunities almost daily.

- Government is directly involved in television with everything from broadcasts of House of Representatives' meetings on C-Span to locally-produced cable news and information shows.

- Schools and educational institutions are strongly committed to instructional and educational TV activities.

The Reality of TV

Those who do not know how to use TV technology may well end up being used by it. For example, it is a common misconception to confuse what is seen

on TV with reality. Most people mistakenly believe that a TV camera is a neutral observer that merely records what takes place in front of it.

With the exception of security cameras, this is almost never the case. Even the simplest transactions on TV can involve a lot of editing and what the viewer eventually sees is only an approximation of what actually happened, even during a live telecast.

Court cases such as the General Westmoreland/"60 Minutes" trial are revealing to the general public that there is a lot more to TV than meets the viewers' eyes.

For example, it is common practice to tape a person answering a reporter's questions and then later tape the reporter asking the questions and still later put the two together in the editing room. On shows like "20/20" and "60 Minutes," the person who actually asks the questions is sometimes never seen. A low-level staffer may be sent to the actual location to interview the subject.

Later, back in the studio, TV stars such as Mike Wallace or Ed Bradley are taped asking the questions and through the wizardry of videotape editors, it looks to the viewers like the star was there when he wasn't. How close reality and what is shown on TV match up depends upon the integrity of the people controlling the editing. So it's advantageous to learn as much as you can about the medium so you can view all programs with discretion and awareness.

The implications of this go far beyond show business. When business people and TV meet, business people are at a distinct disadvantage. As TV becomes an even bigger factor in business, leaders in every walk of life must know—or have advisers who know—how this all-pervasive medium works.

Toastmasters and TV

Toastmasters in many parts of the country are already becoming involved in TV technology with activities ranging from videotaping manual speeches to the formation of TV Toastmasters clubs.

District 36 staged a one-day educational session last spring entitled *TV and Toastmasters*. The session was held in the Montgomery County (Maryland) educational TV studios and featured workshops on topics such as "How

to Get Your Club on Commercial TV," "Cable TV Productions," "How to Get on Cable TV," and "The Impact of TV on Society."

Also featured were a tour of the studio facilities and talks by two Washington, D.C. TV personalities. Past International Director Albert Friederich, DTM, told the more than 200 Toastmasters in attendance about how he had to cope with TV interviews and news reporters while traveling around the world as both a representative of Toastmasters International and the Navy League.

Two of the educational session's most popular activities were: (1) The opportunity for attendees to videotape a three-minute speech and then see it on TV, and (2) a workshop called "Forming a Cable TV Toastmasters Club."

Toastmaster Charles Worsley, DTM, was the driving force behind the TV club idea and more than 30 Toastmasters signed up to help form this new club.

Tribune United Cable TV Company is currently installing cable connections in Montgomery County and the club will use facilities provided by the company. Cable TV companies in all parts of the country provide similar public access channels which can be used by citizens and organizations to produce their own TV shows. In most communities, one or more cable channels are being set aside for educational purposes and these would also be appropriate avenues for Toastmaster TV activities.

Producing a Program

The first step is to learn how to use the equipment. This training is often provided free by the cable company or at low cost through community colleges and public adult education departments.

District 36 Toastmasters are currently undergoing this training to familiarize themselves with the cameras, lights and other tools of the TV trade.

Plans call for three levels of activities for the new TV Toastmasters club:

1. To record and broadcast a stylized Toastmasters meeting in a TV environment.
2. To videotape and broadcast Toastmasters events such as speech contests and district educational sessions.
3. To produce special programs ranging from model Speechcraft sessions to

educational, informational-type programs such as panel discussions, interview shows and debates.

According to Worsley, one of the club's goals is to meet in a TV environment. Some of the club meetings would be planning sessions to discuss projects and assign roles while others would be modeled on the traditional meeting but stylized to meet the demands of TV production.

For example, the Toastmaster-of-the-evening might function from a Johnny Carson-type set, sitting at a desk, and introduce speakers standing at a lectern.

Since even an operation as simple as this requires a minimum of two cameras—three would be better—and sophisticated lighting and direction, TV meetings would require some rehearsals or at least a walk-through. Toastmasters would not only be in front of the cameras, but they would be doing all behind-the-camera work as well. A simple half-hour show requires hours of preparation.

Some members would be interested in only seeing themselves on TV as a means of improving their platform techniques. Others would want to try the more challenging work of becoming TV producers. As Worsley envisions it, these are the members who would carry out the activities listed in objectives two and three above.

TV shows, even simple ones, require a minimum of five hours' planning for every hour of air time. Producers would be divided into teams and would design their own projects and fulfill them.

Training Tape

A typical show might be one similar to one produced by District 36 Toastmasters in cooperation with the Montgomery County Social Services Bureau and Montgomery College. The purpose was to produce a training tape entitled *Effective Public Speaking Techniques*, which would be viewed by county em-

ployees who are required to engage in public speaking.

Here is the format that was developed: Three Toastmasters, Roger Langley, Carol Jennings and Ivadale Ford, were assigned three-minute talks on speech delivery, visuals and organization, respectively. Former District 36 Governor Charles Waterman, DTM, who is also Vice President of Speak/Write, a Washington, D.C. communications consulting firm, was selected as moderator.

A simple set consisting of a raised platform, a cloth backdrop, four chairs, an end table holding a TV monitor and a lectern were arranged at the Montgomery College TV studio.

Following the opening credits, the show began with Waterman alone on the set. The camera moved in and he explained the purpose of the show. Next, the first speaker gave her talk at the lectern.

She then joined Waterman, seated, and they discussed her speech and the techniques employed. The monitor showed excerpts from her talk as the points were discussed. This sequence was repeated with two more speakers.

Then Waterman led a discussion on speaking techniques with all three panelists commenting, until the half-hour time period was used up.

This show took five pre-production meetings of about two hours each and a full day taping at the studio. In addition, each speaker had to prepare and rehearse his or her speech. Editing took another 15 hours.

Shows such as taped speech contests may seem simple matters at first, but there are a multitude of challenges with even the simplest of TV productions.

The Future

Looking into the future, Worsley sees the day when every Toastmasters district would have at least one video club.


"TV training is a must for many

Toastmasters," says Worsley. "As individuals and as an organization, we need to keep on top of the technology and we need to provide our members with the tools to operate with sophistication in this communication revolution."

Worsley also sees a need to create new training manuals or modify existing ones to include more TV applications and to provide credit for longer TV projects developed by producer teams.

When enough Toastmasters become competent with TV, the organization will be able to supply talent to serve as moderators, hosts or interviewers for community service-type programs such as introducing candidates for local political offices, moderating high school debates, hosting interviews with newsmakers or producing shows to provide a forum for local citizens to voice their ideas and concerns.

"Activities such as these would greatly enhance the prestige of Toastmasters International in the community and attract more members," Worsley says. "Toastmasters must give every member the opportunity to gain as much TV training as they need. Communicators who are not video-literate will be left behind," he insists.

There is one more reason for Toastmasters to ride the video wave into the future. It's a lot of fun! 

[Editor's Note: Special thanks to the author for producing this article on very short notice.]

Roger Langley, DTM, is a Washington, D.C., communications consultant who has written and produced TV shows and appeared on the "Today," "Mike Douglas" and "David Susskind" shows. He is a member of Monument Toastmasters Club 898-36 in Silver Springs, Maryland, and for the past two years has served as District Educational Coordinator and District Speechcraft Coordinator for District 36.

ROLE (Continued from Page 22)

lem, there are two people with a problem.'

"So if I'm not getting along then I need a new strategy. That's a real challenge—one that can certainly use the help of a good communicator."

Growing Fields

According to Christopher, most companies are just beginning to discover their need for such communications specialists. So the future is likely to bring more jobs for employee relations experts, futurists, trouble-shooters, trainers, psychologists, sociologists, mediators and other people-oriented professions.


And it's more than likely that many

brand new communications jobs will be created, with titles and duties that we can't even imagine. For example, a communicator may someday find him- or herself functioning as a "space relocation representative," helping people adjust to life on a space station.

"Communicators preparing for the future must be willing to study much more than words," Christopher says. "This is somewhat of an uncharted area. It's difficult because we're learning as we go along but it's far from impossible. I think those interested should simply learn all they can about themselves and others."

Christopher says that can be done in a number of ways—including formal study, independent reading and simple

observation. She thinks that just about any established course of study can be enhanced with classes in literature, psychology or any of the other social studies. And of course Toastmasters training is always a valuable communications tool, for today's world as well as tomorrow's.

"In a sense," she concludes, "what the future will demand is that communications experts be people experts and there are certainly a lot of ways to become those." 

Freda Groner is a writer, editor and creative writing instructor in Orange County, California. She is President of *The Write People*, a firm specializing in public relations, resume writing and editing.



TELECONFERENCES: SPACE-AGE MEETINGS

by Sam A. Marshall

A few short years ago, when the technology was possible but not practical, business people had to assume that teleconferencing would remain an occasional luxury. Potentially this communications application, which connects groups of people in various locations through phone or television networks, could have saved time and money on large, special events. But without an efficient means of transmission, it was much too costly even for the smallest meetings.

Then about five years ago the costs started coming down. Satellite relay systems reduced the costs of both telephone conference calls and two-way videoconferences by eliminating the need for expensive land lines and microwave relay stations. And ground networks of permanent meeting sites, such as the Hi-Net system which Holiday Inn has installed in many of its hotels, made such meetings more accessible and attractive.

It wasn't long at all before businesses and associations, which had previously dismissed teleconferencing as a technol-

ogy of the distant future, started meeting over the airwaves.

Teleconferencing Benefits

With or without the development of satellite links, teleconferencing would be quite desirable to the business world for a number of reasons. First and foremost, teleconferences have immediacy. They are as much "real time" as if everyone were meeting in the same room together. But because they reduce the time spent traveling to meetings, teleconferences make more efficient use of busy executives' time.

Also, they offer the choice of phone meetings or videoconferences, depending upon the size and nature of the meeting. And in the case of large meetings, considerable time and money are saved in setting up meeting sites, hotel accommodations and travel arrangements.

Coincidentally, affordable teleconferences have appeared just when it seems they are needed most. Says Georgia Mathis, President of Cincinnati Uplink, Inc., a videoconference production service, "The use of videoconferences, in particular, is growing rapidly as the

need to save money and executive time becomes increasingly important."

She goes on to point out that between 1983 and 1984 alone, the number of video meetings in the United States climbed from 250 to nearly 400. Compared against the 1982 total of 159 teleconferences, the latest total indicates that activity has more than doubled in two years.

Mathis points out that teleconferences will not replace all meetings; just the less important ones. She explains that technology simply can't replace some of the human motives for attending conferences, such as to make contacts. Also, she says that activities which take place at annual meetings, such as board meetings and awards ceremonies, are more suited to traditional conferences.

The satellite networks, which feature direct accessibility from any point in the country, are the main source of cost savings. And it is also because of their accessibility that these networks introduce flexibility into an organization's promotional strategies.

For instance, in August, 1983, the Proctor and Gamble company previewed a new soap product to business people in 22 different markets at the same time from a television studio in Cincinnati.

And in a rather classic case of product introduction, Odetics, Inc., a California-based manufacturer of robotic equipment, engineered a news conference which included two receiving points, or downlinks, in New York and Washington, D.C. Naturally, Odetics invited the press from those two markets, but also gave permission to stations in all other major markets to pick up the signal.

While corporations are the more frequent customers for teleconferencing service, associations have their success stories too. One outstanding example is the American Home Sewing Association (AHSA) which has used videoconferences to teach sewing techniques to thousands of home economics teachers.

In November, 1983, AHSA transmitted a conference to 61 receiving sites in the U.S. and Canada. From past experience with conventional workshops, the association would have expected about 2000 teachers to participate. But imagine their surprise when nearly 8000 showed up for the futuristic telecast.

Of course, like AHSA, most associations are likely to use teleconferencing on an occasional basis. But some organizations have built teleconferences solidly into their programming plans.

For instance, the American Law Institute (ALI), which has a potential market of more than 600,000 lawyers

nationwide, has been innovating its continuing education programs with electronic meetings.

In 1982, ALI presented a series of two-way video refresher classes for lawyers. Encouraged by a three-fold increase in attendance, the institute will soon break new ground for itself again by leasing its own satellite network through Comsat General of Washington, D.C.

How a Teleconference Works

How does a teleconference work? Think of it as an ordinary meeting broadcast to participants over various

Teleconference Benefits . . .

Georgia Mathis, President of Cincinnati Uplink, Inc., points out that because of their flexibility and affordability, teleconferences offer many benefits over conventional meetings. Here are just a few:

- **Save money**—Teleconferences can cost up to two-thirds less than regular meetings.
- **Save travel time**—By cutting down on travel, message and audience come closer together instantly.
- **Reduce travel-related stress.**
- **Save organizing time**—Save time in arranging lodging and meeting sites.
- **More speaker options**—Allow for including speakers who can't travel or who are hard to get.
- **Boost staff morale**—Employees are responsive to having more opportunities to participate.
- **Increase attendance**—Greater potential audience because teleconferences are more convenient and affordable.

distances. Microphones or TV cameras pick up the dialogue and activities at each meeting site. Then the electronic signals are transmitted to the other participating locations where attendees can listen to and/or watch the program. And in the case of a videoconference, a two-way hook-up allows attendees to interact too.

At any point from which a signal originates, a transmitter (uplink), sends a signal upward to the satellite (space segment). Then the satellite amplifies and relays the signal to one or more receiver

sites (downlinks).

With telephones or speaker phone systems, most business people already have the transmitter, receiver and relay system at their fingertips. But in the case of video meetings, each meeting site must have at least a downlink. And if interaction is required, then there must also be an uplink at each location.

A meeting site may be chosen for its uplink and downlink facilities. For example, Holiday Inn's Hi-Net system mentioned previously was designed especially to make such meetings convenient. Another good choice is an equipped TV studio, which can often be arranged through a videoconference production service.

And some large corporations, because of their geographic distribution, have installed private systems for both audio and video meetings. But really any location can be transformed into a teleconference site with transportable satellite dishes. The only requirement is that the site be accessible by truck.

Costs

Every type of meeting has a price tag, even teleconferences. But the costs vary, depending upon the type of teleconference you want to hold. And of course, complexity and frequency are other key factors.

For example, if you project that you want to have weekly, biweekly or monthly conference calls, the frequency might justify having a private system set up in order to cut costs.

But in the case of videoconferences, you'll have to consider additional elements which make them more expensive. So without a high level of demand (paying customers), it's not as likely that you would hold videoconferences frequently or even set up a dedicated system.

A typical two-hour videoconference with fairly simple production—two or three cameras, adequate lighting and a sound system—can run anywhere between \$70,000 to \$100,000 to produce. But assuming an attendance of 700 to 1000 people, spread over a dozen or so markets, you could charge a rather competitive price of around \$75.

A conventional meeting of the same scale, which would require transporting the people to the meeting, would cost several times that amount. So for a fraction of the cost, you can bring the meeting to the people, and maybe even make a modest profit in the bargain.

It is, perhaps, the profit aspect of teleconferencing that is most exciting for businesses and associations. Since a teleconference is so much more convenient for many people to attend, doub-

ling and tripling of attendance as mentioned earlier, is not uncommon. Therefore the potential for generating income is much greater with teleconferences than with conventional meetings or seminars.

Planning

Planning is essential in the success of any teleconference, both in terms of production and of making money. Obviously, a simple audioconference can be loosely structured, short of selecting the attendees and an agenda.

But as the objectives become more

... And Options

Since there are a number of different teleconference methods available, distinguishing one from another is important in choosing which will be the most practical for you. Essentially, there are three types which business people deal with most often. They are:

- **Audioconferencing**—This is voice only, either over outside phone lines or through in-house intercom systems. This type of teleconferencing is commonly known as a conference call.
- **Slow Scan or Freeze-Frame Video**—This form is both audio and video, but it uses static images instead of full-motion television. An image, such as a speaker's face or an illustration, remains on the screen for a chosen interval of time, say 30 seconds. Then the screen shows a new image, much like in a slide presentation.
- **Full-Motion Videoconference**—This is very much like a "live" television broadcast, with full-motion, full-color and audio. It can be either one-way transmission to multiple receiving points or it can be fully interactive among all participating meeting sites.

complex, whether it is a continuing education seminar for a general audience or a panel discussion among distinguished experts, the meeting will require more engineering of meeting sites and programming techniques to ensure its effectiveness.

For example, meeting sites should be within a two-hour drive of attendees. Certainly no site should be more than a half-a-day's drive if maximum attendance is a high priority.

Also selecting the right site is important. If your meeting sites are widespread with light attendance, then a lodging/meeting site such as Holiday

Inn's Hi-Net is economical. Or if you have sizeable attendance at a few sites, then a transportable downlink and maybe even an uplink at each site is more practical.

The Presentation

As for the presentation itself, the degree of planning is tied directly to how complex your meeting is going to be. This is not so much different from planning for a regular meeting. You still need to select topics, invite speakers and set up a sound system.

But then electronic meetings will automatically complicate your planning. Video production, especially, puts you in a whole new realm of details—projection systems, lighting, cameras and visual effects. Sometimes as much as three months' lead time may be necessary to integrate all of these new elements into your established meeting plan.

Teleconferences are not heaven-sent, as Georgia Mathis points out. Some occasionally flop but these are most often due to mediocre presentations and poor broadcast production, she says. While videoconference participants are not expecting highly polished, commercial TV-type production, there's no good reason for the audience to be bored to death either.

"Almost invariably a videoconference fails when you have people not qualified for TV, such as leftover audiovisual people, doing the broadcast," Mathis says.

In such cases, production services are ready to help you plan and produce your electronic meetings. According to Mathis, there are a number of companies around the country which offer complete "end-to-end" service—production, script, wardrobe, hotel arrangements, studio facilities and, of course, satellite time.

Many of these same services are offered "a la carte" from these companies or from companies specializing in one or two of the services, such as audio/visual production or satellite relay. If your company or organization is confident that it can handle most aspects of the meeting by itself, then you can "subcontract" just the service that you need. Otherwise, you can still count on the full-service companies to help you wire-up for a successful electronic meeting.

As satellite repair and other space-related costs begin a downward spiral, the use of teleconferencing is sure to skyrocket. Meetings of the future will make us all video stars. 📺

Sam A. Marshall is a writer and editor based in Cincinnati, Ohio.



WORLD'S LARGEST SELECTION OF MEETING AIDS & PRESENTATION SUPPLIES

- Custom 35mm Slides
- Stock Slides and Slide Sets
- Custom & Stock Overheads
- Slide Filing Systems
- Projectors & Accessories
- Light Tables & Viewers
- Video Furniture & Supplies
- Slide & Filmstrip Duplication

Hundreds of items available. Quick, expert assistance by mail or phone.

Send for a FREE 40-Page, Full-Color Catalog

Name _____

Company _____

Address _____

City _____

State _____ Zip _____ Telephone _____

**Visual Horizons, 180 Metro Park
Rochester, NY 14623-2666 (716) 424-5300**

WANT SALES LEADS?

10 To 25 Good Leads Every Day

FREE CASSETTE: This FREE, 60-minute cassette will explain how thousands of businessmen are getting more leads than they can handle with the use of our computer telemarketing system.



CBC-5000

Learn how the CBC-5000 dials, gives presentations, asks questions, records answers, and gets qualified leads — completely unattended!

(CHARTER MEMBER N.C.T.A.)

To receive a free cassette, color literature, and N.C.T.A. membership, CALL TOLL-FREE:

1-800-248-LEAD

That's 1-800-248-5323 (In Indiana: 317-877-6050)

**COMTEL BROADCASTING CORPORATION
Department TOMA
19348 Flippen Rd., Westfield, Indiana 46074**

HALL of FAME

DTMs

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

Claribel Scarbrough
Barstow 1180-F, Barstow, CA

Hugh Curley
Amyac 4460-4, Sunnyvale, CA

Nora N. Paterson
Hub City 1591-21, Nanaimo, B.C., Can

Patricia H. Fuoco
Overland 1938-21, Kamloops, B.C., Can

J. Larry Inglis
Farmland 3355-22, Kansas City, MO

Dana Edward Snyder
Poets 1024-24, Lincoln, NE

William D. Haas
Wise County 5202-25, Decatur, TX

Mike Wilson
Up Your Attitude 1970-33, Las Vegas, NV

Sheila A. Miller
Cary 3335-37, Cary, NC

John G. Borland
Moorestown Area 4887-38, Moorestown, NJ

Paul Whitmee
Hub City 2173-45, Moncton, N.B., Can

Aubrey Dean Wentworth
Tallahassee 1135-47, Tallahassee, FL

Nester C. Dizon
Bayanihan 2844-75, Manila, Philippines

ATM SILVER

Congratulations to the Toastmaster who has received the Able Toastmaster Silver certificate of achievement.

Lucille W. Lanham
High Desert 3647-33, Lancaster, CA

ATM BRONZE

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

James C. Casterline
Filibusters 1262-7, Portland, OR

H. R. Pennington Jr.
Waynesville-St. Robert 2842-8, Saint Robert, MO

David W. Caraway
Fountain City 3871-14, Columbus, GA

Gloria Anne Waterloo
Will Rogers 645-16, Tulsa, OK

Willie Prenell
Gusto Speakers 746-16, Tulsa, OK

Frank L. Slane
Tower 3544-16, Tulsa, OK

Ray J. Mulvihill
Camosun 757-21, Victoria, B.C., Can

Eileen V. Wolfe
Rivtow 4371-21, Vancouver, B.C., Can

Lucille W. Lanham
High Desert 3647-33, Lancaster, CA

Gladys M. Allison
West Rowan 2225-37, Cleveland, NC

Gene West
Western 2451-37, Charlotte, NC

Branch K. Sternal
Guilford Center 3023-37, Greensboro, NC

Renate E. Daniels
Capital Nevada 1813-39, Carson City, NV

Sharon Campbell
Graybar 1436-46, New York, NY

Joseph E. Orzano Jr.
Greenwich 3357-53, Greenwich, CT

ATMs

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

Robert Dorren
Jacobs Engineering 729-F, Pasadena, CA

David M. McFadden
Saddleback Valley 2657-F, Laguna Hills, CA

Judith F. Porter
Sunrise 132-3, Bullhead City, AZ

Pat Freeman
Greyhound Early Risers 213-3, Phoenix, AZ

Perry E. Shilling
Tempe 1715-3, Tempe, AZ

Willie E. Jones
Willie Talespinners 1853-3, Williams Air Force Base, AZ

James Robert Davis
Eyeopener 2607-3, Tucson, AZ

Joe Quintana
Eyeopener, 2607-3 Tucson, AZ

James Robert Sprague
Park Central 3527-3, Phoenix, AZ

Shannon K. McCracken
Oak Creek Orators 4459-3, Sedona, AZ

Carter Wells
Los Habladores 1952-4, Sunnyvale, CA

Mary Nell Rogers
Vanguard 2693-4, Sunnyvale, CA

Floyd E. Pederson
Memorex Speechmasters 4511-4, Santa Clara, CA

Cheryl Ilene Watkins
Tuesday Executive 4802-4, Sunnyvale, CA

Burch E. Ertle
Fireside 851-5, San Diego, CA

Sara van Ammelrooy
The Hard Hats 1394-5, San Diego, CA

Robert M. Whaling
Naval R & D 2539-5, San Diego, CA

Allen Glenn Gray
Granite City 679-6, Saint Cloud, MN

Maureen Lynn Palmer
Northwest Wind 692-6, Osseo, MN

Lois M. Finn
Antlers 725-6, Minneapolis, MN

Robert J. Koenck
Zumbro Valley 1013-6, Rochester, MN

Richard Lee Peterson
Marshall 1276-6, Marshall, MN

George Byron Thompson
Rochester Suburban 1883-6, Rochester, MN

John B. Hannay
Sunrisers 2140-6, Crystal, MN

Bill Farkes
Minnehaha 2563-6, Minneapolis, MN

Richard B. Mussler
Salem 138-7, Salem, OR

Bonnie Simmons
Lake Oswego, 605-7, Oswego, OR

George Lindsay
The Dalles 620-7, The Dalles, OR

Frits Van Gent
Gresham 783-7, Gresham, OR

Harold R. Coe
Oregonian 1226-7, Portland, OR

Larry D. Bridges
Emerald 3892-7, Eugene, OR

W. Conrad Howe
Webster Groves 461-8, St. Louis, MO

Robert E. Veatch
Uptown 538-8, Quincy, IL

Lawrence L. Masters
Monsanto 1267-8, Creve Coeur, MO

Hugh Edward Brazil
Lincoln Trails 1354-8, Mattoon, IL

Camellia E. Lewis
Southwestern Bell 3287-8, St. Louis, MO

Orville W. McLeod
Gaveliers 238-9, Spokane, WA

Josephine Feldbush
Alliance 767-10, Alliance, OH

Jerry Furey
Gaslight 3523-10, Greater Cleveland, OH

Gladys I. Kanter
Foremost 507-11, Evansville, IN

Thomas E. Bauer Jr.
Woodman 681-11, Indianapolis, IN

Jeanette L. Crawley
Daybreakers 1155-11, Indianapolis, IN

Addie Derby
Vancouver 59-21, Vancouver, B.C., Can

Helen Margaret Joslin
Saanich Peninsula 1288-21, Victoria, B.C., Can

Carlos E. da Roza
Hub City 1591-21, Nanaimo, B.C., Can

Susan A. Orcutt
Telespeakers 2328-21, Vancouver, B.C., Can

Robert T. O'Connor
The Communicators 4483-21, Victoria, B.C., Can

Alvin N. Koch
Springfield 527-22, Springfield, MO

Arthur Butler
Knorthern Knights 3808-22, Kansas City, MO

Allen Tilden
Coronado 475-23, Albuquerque, NM

Robert M. Pesola Sr.
El Paso Natural Gas 2461-23, El Paso, TX

Karen J. Saenz
Sand Duners 3792-23, Holloman AFB, NM

Alan D. Cohoon
Traffic CL Yawn Patrol 1852-24, Omaha, NE

William P. O'Neil
CB Communicators 2114-24, Council Bluffs, IA

Don Adelman
Salt Creek 2742-24, Lincoln, NE

Mary L. Hoferer
Energizers 3010-24, Omaha, NE

Frederick L. Totten
Douglas Dodgers 4976-24, Omaha, NE

G. Thomas Graves
Mid Cities 989-25, Hurst, TX

Thomas M. Foulds
Irving 3365-25, Irving, TX

K. G. Johnson
Palestine 4207-25, Palestine, TX

J. D. Gann
Sky High 4678-25, Arlington, TX

M. C. Chris Morton
Silver State 3017-26, Denver, CO

Herb Zimmerman
Loveland 4553-26, Loveland, CO

Phyllis K. Sullivan
Wind Baggers 1535-28, Farmington, MI

Paul Jomantas
Downtown Toledo 2185-28, Toledo, OH

Richard A. Potts
Warren 2260-28, Warren, MI

Michael J. Rapport
Jackson County 1871-29, Pascagoula, MS

Robert E. Roman
Park Ridge 381-30, Park Ridge, IL

Eugene B. Lehman
Arlington Heights 1087-30, Arlington Heights, IL

Lewis Norrie Dawson
Park Forest 1717-30, Park Forest, IL

Robert F. Happel
Ellsworth Park 2745-30, Downers Grove, IL

Paul D. Stackpole
Quincy 675-31, Braintree, MA

Robert F. Sanderson
Chelmsford 4031-31, Chelmsford, MA

Richard A. Skinner
Speech Invaders 4641-31, Melford, MA

William L. Rogers
Sunrisers 2205-32, Tacoma, WA

Vernon Wendell Bouton Sr.
Eyeopeners 4076-32, Tacoma, WA

Frank Freitas
San Luis Obispo 83-33, San Luis Obispo, CA

David Richey
Sandpiper 1224-33, Ventura, CA

Yash P. Wadhwa
Downtowners 1989-35, Milwaukee, WI

Lawrence L. Goetsch
Hartland 3587-35, Hartland, WI

Raymond M. Lawton
Worthington 1028-40, Columbus, OH

Carmen D'Amico
Venetian 952-47, Fort Lauderdale, FL

Rosella R. Bonham
Callipe 2821-47, Orlando, FL

Joseph G. Wallis
Hollywood 3770-47, Hollywood, FL

Joseph R. Carman
Triple Crown 4147-47, Ocala, FL

Allan F. Toor
Quad City 4830-47, Ft. Lauderdale, FL

Fred D. Cox
9100 4953-47, Miami, FL

James A. Hymer
Tennessee Valley 960-48, Huntsville, AL

Annie Graham
Pacific Voices 3841-49, Hickman Air Force Base, HI

Judith L. (Kairys) Ghormley
Lockheed Vocal Locals 5507-52, Burbank, CA

Hamid H. Sani
S.F. Vly. Board/Realtors 342-52, Encino, CA

John Napier
Youbetwecan 3672-52, Woodland Hills, CA

Anil A. Mody
C-E Speak Easies 4745-53, Windsor, CT

Michael J. Tomlianovich
State Farm Windjammers 995-54, Bloomington, IL

Thomas C. Maas
Lincoln-Douglas 1196-54, Canton, IL

Thomas E. Carter
Easy Risers 109-56, Houston, TX

William Jeffery Riggs
Vet-Set 1548-56, Houston, TX

Ervan N. Chew
Post Oak Persuaders 4037-56, Houston, TX

H. Dwain Lovett
1960 North Houston 2659-56, Houston, TX

Harry E. Fosdick
Napa 2024-57, Napa, CA

Robert G. Wannamaker
Orangeburg 3888-58, Orangeburg, SC

Gerald P. Motl
Seven AM 3391-58, Columbia, SC

June M. Johnstone
Peterborough 3427-60, Peterborough, Ont., Can

Edward E. Flagg
Midland 2399-62, Midland, MI

T. K. Subramanian
Midland 2399-62, Midland, MI

Melvin G. Simpson
Breakfast 3581-62, Muskegon, MI

Linda M. Williams
Tuesday Toasters 3004-63, Kingsport, TN

Lawrence Michael Peyton
Burns "Pride of Canada" 2030-64, Winnipeg, Man., Can

Donald D. Toews
Carillon 3406-64, Steinbach, Man., Can

Frank C. Woodruff
Fulton 1515-65, Fulton, NY

Steven Allen Vetter
Naval Supply Center 2541-66, Norfolk, VA

Jill E. Street
GSU Baton Rouge 4897-68, Baton Rouge, LA

Dorothy Ellen Egan
API Brisbane 900-69, Brisbane, Qld., Aust

Andrew Rankin
Alpha 1764-69, Brisbane, Qld., Aust

Joseph William Anderson
Sandgate 3721-69, Sandgate, Qld., Aust

Winifred M. Bristow
DC 3761-69, Brisbane, Qld., Aust

Kenneth Douglas
Woden Valley 494-70, Canberra, A.C.T., Aust

Mary Regina Cooper
Bennelong 3289-70, Sydney, N.S.W., Aust

David Walker
Blacktown City 3378-70, Blacktown, N.S.W., Aust

Jacob F. Blackburn
Grosvenor Square 4141-71, London, England

June Baker
Taupo 2441-72, Taupo, NZ

Peter Robert Bramsen
Naracoorte 3395-73, Naracoorte, S.A.

Marion Patricia Barnes
Sandgroper 3432-73, Belmont, W.A.

Robert John Owers
Glen Waverley 3807-73, Mount Waverley, Vic., Aust

James F. Pollard
Glen Waverley 3807-73, Mount Waverley, Vic., Aust

Sam Levinrad
Cis-Johannesburg TMC 1150-74, Johannesburg, RSA

Eric W. Pope-Simmonds
Durban 1406-74, Durban, RSA

Thomas William Horne
Algoa 2457-74, Port Elizabeth, RSA

Frances E. Chalifour
Great Land 3069-U, Anchorage, AK

Philip F. Power
Grand Falls 3477-U, Grand Falls, Newfoundland

Vincent J. Doran
Anchor 3882-U, Anchorage, AK

NEW CLUBS

5688-3 Eye Speak
Phoenix, AZ—Mon., 4 p.m., Syntex Ophthalmics, 1100 E. Bell Rd. (482-4048).

4417-4 Pos-Tel Masters
San Jose, CA—Tues., 7:30 p.m., U.S. Postal Service (PEDC), 1750 Meridian Ave. (291-7780).

4658-4 Tandem
Cupertino, CA—Wed., noon, Tandem Computers, Inc., 19333 Vallco Parkway (725-7208).

1112-5 City of San Diego National Management Association
San Diego, CA—1st & 3rd Tues., noon, San Diego City Operations Building, 1222 1st Ave., Property Conference Room (236-6075).

1019-7 Beyond Basics
Portland, OR—Second Thursday of each month, 6:30 p.m.; location varies (226-0202).

5690-11 Saint Mary's "Post Toasties"
Notre Dame, IN—Wed., 6:30 p.m., LeMans Boardroom, Saint Mary's College (284-5122).

3980-16 Unique
Hominy, OK—Wed., 6 p.m., Conner Correctional Center, Box 220.

4126-21 Inter-Tribal Talking Circle
Kamloops, B.C., Can—Thurs., 7 p.m., Interior Indian Friendship Society, 225 Tranquille Rd. (376-1296).

3710-22 Chillicothe
Chillicothe, MO—1st & 3rd Tues., 7:30 p.m., Chillicothe State Bank Bldg. (646-4002).

629-25 Sonic Boomers
Fort Worth, TX—Wed., 12:05 p.m., General Dynamics Corp. P.O. Box 748 (763-3308).

774-25 Falcon
Fort Worth, TX—Tues., 11:05 a.m., General Dynamics, P.O. Box 749 (777-5057).

2366-25 Quicksilver
Fort Worth, TX—Thurs., 12:05 p.m., General Dynamics Corp., P.O. Box 748 (763-1028).

5686-25 InterFirst Money Masters
Fort Worth, TX—Wed., 7:15 a.m., InterFirst Bank Fort Worth, One Burnett Plaza (390-6161, x 6623).

5691-26 StorageTalk
Longmont, CO—Basic information not yet available.

5689-28 Hi Nooners
Centerline, MI—Mon., noon, General Dynamics, 25999 Lawrence Ave. (497-7518).

689-29 West Florida Regional Medical Center
Pensacola, FL—Wed., noon, West Florida Regional Center, 8383 N. Davis Highway (478-4460, x 4199).

1943-30 Goldberg Geiser & Co. Ltd.
Chicago, IL—1st & 3rd Wed., 6 p.m., Goldberg Geiser & Co. Ltd., 20 N. Wacker (332-0800).

5696-31 Hanover New England
Worcester, MA—Thurs., 5 p.m., Hanover Insurance Company, 1400 Mechanics Bank Tower (756-5775).

5695-35 Consolidated Speakers
Wisconsin Rapids, WI—2nd & 4th Tues., 4:30 p.m., Consolidated Papers, Inc., RB Bldg., P.O. Box 50 (422-3323).

520-36 Real Estaters
Merrifield, VA—Mon., bi-weekly, 9:30 p.m., Northern Virginia Board of Realtors, 8411 Arlington Blvd. (560-7350).

5683-38 Travenol
Marion, NC—2nd & 4th Tues., 4:30 p.m., Travenol Laboratories, Highway 221 North (756-4151).

3367-39 Great Western
Reno, NV—Thurs., 7:30 a.m., Peppermill Inn, 2707 S. Virginia St. (329-6503).

3146-42 Fun Speakers
Edmonton, Alta., Can—Mon., 7:15 p.m., Faculty Club, University of Alberta, Saskatchewan Dr. & 116 St. (436-9755).

4210-56 Laredo H.E.B.
Laredo, TX—2nd & 4th Tues., 2 p.m., Western Choice Restaurant, IH (724-1128).

3905-57 Santa Rosa CPL
Santa Rosa, CA—1st & 3rd Mon., 7:30 p.m., Burbank Center, 50 Mark W. Springs Rd. (528-6200).

5692-60 Elmira Town Criers
Elmira, Ont., Can—Mon., 7:30 p.m., Woolwich Township Council Chamber, 69 Arthur St. South.

5687-63 Twilight Toasters
Kingsport, TN—Thurs., 7 p.m., Dobyans Bennett High School (349-6446).

5685-70 Bucketts Way
Gloucester, N.S.W., Aust—1st & 3rd Mon., 7:30 p.m., Gloucester Bowling Club (58-1108).

4592-72 Apple
Hastings, NZ—Tues., 12:15 p.m., The Hastings Club, Market Street, South (778174).

5693-72 Advanced
Auckland, NZ—1st Wed. each month, 7 p.m., South Pacific Hotel, Corner of Queen & Customs Street (799-131).

5684-74 Diamond City
Kimberley, South Africa—1st & 3rd Mon., 7:30 p.m., Kimberley Club, Dutoitspan Road (32484).

4483-U Wuerzburg Bavarian
Wuerzburg, West Germany—Tues., 11:45 a.m., Wuerzburg Officers' Club, Leighton Barracks-Rottendorfer Strasse (8894-807).

5694-U Veracruz
Veracruz, Veracruz, Mexico—Tues., 8 p.m., Ejecutivos de Vtas. y Mercadt., FCO, Canal No. 327 (32-32-30).

ANNIVERSARIES

45 Years

Pendleton 154-9, Pendleton, OR

40 Years

Carondelet 286-8, St. Louis, MO

Brandon 293-64, Brandon, Man., Can

35 Years

Midland 776-6, Minneapolis, MN

Northwestern 766-28, Southfield, MI

Allis-Chalmers 189-35, West Allis, WI

30 Years

Tempe 1715-3, Tempe, AZ

Metropolitan 1696-6, St. Paul, MN

Totem Pole 610-7, Vancouver, WA

Hettinger 1705-20, Hettinger, ND

Capital 1684-43, Jackson, MS

Greener Pastures 1716-56, Pasadena, TX

Port Credit 1474-60, Mississauga, Ont., Can

Coffee County 1719-63, Manchester, TN

25 Years

Massachusetts Bay 3038-31, Winthrop, MA

Castle 3056-36, Washington, D.C.

Raconteurs 3075-39, Rancho Cordova, CA

Scarborough 3090-60, Scarborough, Ont., Can

Limestone City 3045-61, Kingston, Ont., Can

Eblana 3103-71, Dublin, Ireland

Elgoa 2457-74, Port Elizabeth, R.S.A.

20 Years

Safford 3020-3, Safford, AZ

Lutheran Brotherhood, 1767-6, Minneapolis, MN

Richardson Noon 2146-25, Richardson, TX

Avco 3831-63, Nashville, TN

Lafayette 2678-68, Lafayette, LA

Christianchurch 1866-72, Christianchurch, NZ

15 Years

Top O Morning 2061-19, Sioux City, IA

West Adams Speak Easy 1222-28, Detroit, MI

Yawn Patrol 3306-62, Lansing, MI

Ku-Ring-Gai 1091-70, Sydney, N.S.W., Aust

10 Years

Early Words 433-3, Phoenix, AZ

West County 2905-8, Ballwin, MO

Kerr-McGee Noon Express 907-16, Oklahoma City, OK

Litwin 2109-22, Wichita, KS

Berhcerc 1630-36, Fort Belvoir, VA

Calif. Highway Patrol 1031-39, Sacramento, CA
Rocky Mountain 2730-42, Calgary, Alta., Can
Sandoz 2371-46, East Hanover, NJ
Air-Jet 2714-53, East Hartford, CT
Blarney 3579-71, Cork City, Ireland

TOASTMASTERS INTERNATIONAL'S CONFERENCE/CONVENTION CALENDAR

1985 REGIONAL CONFERENCES

REGION I June 28-29
Hyatt Airport
Oakland, Calif.

REGION II JUNE 21-22
Irvine Marriott
Irvine, Calif.

REGION III JUNE 28-29
Marriott Austin
Austin, Texas

REGION IV JUNE 14-15
Howard Johnson's
Rapid City, S. Dakota

REGION V JUNE 7-8
Excelsior Hotel
Little Rock, Ark.

REGION VI JUNE 21-22
Holiday Inn
Middleburg Heights, Ohio

REGION VII JUNE 14-15
Stouffer's Valley Forge
Valley Forge, Penn.

REGION VIII JUNE 7-8
Princess Hotel
Freeport/Lucaya
Grand Bahama Island

1985 INTERNATIONAL CONVENTION

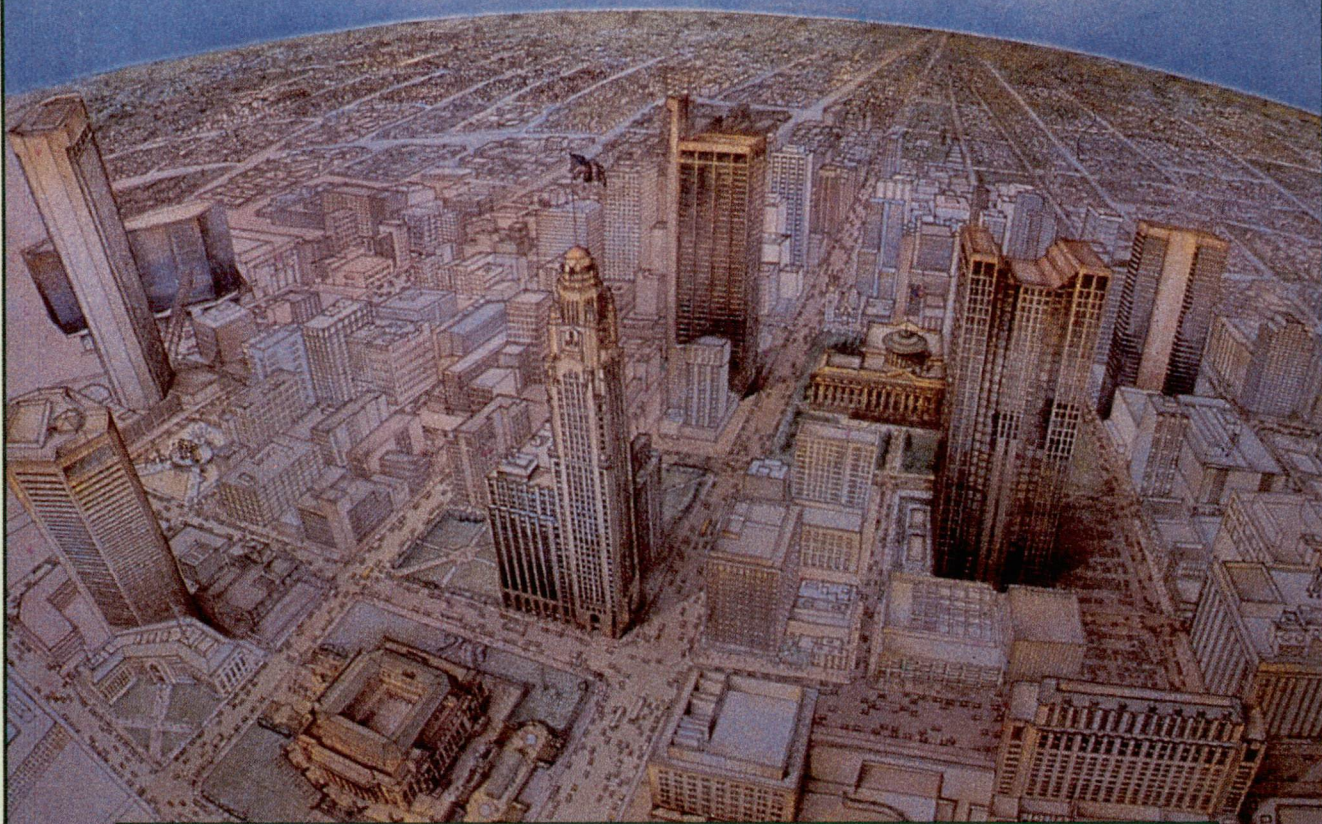
HYATT REGENCY-OHIO CENTER
AUG. 20-24
Columbus, Ohio

1986 INTERNATIONAL CONVENTION

MGM GRAND HOTEL
AUG. 26-30
Reno, Nevada

Discover Your Future In Columbus

...At the 1985 Toastmasters International Convention



Great Speakers:

- Dr. Alan Cymberg
- Dale O. Ferrier
- Mike Frank
- Dr. Nina Harris
- Dr. Charles Dygert
- Roy Fenstermaker
- Dr. Steve Boyd
and Golden Gavel recipient
- Marva Collins

Our Facility:

- Hyatt Regency at Ohio Center
- Magnificent modern luxury hotel
- Shopping mall with dozens of shops and restaurants
- Indoor pool
- Atrium lobby bar

The City:

- Museums
- Parks
- Shopping
- Ohio State Fair (for early arrivals)
- A clean, attractive, enjoyable city on the move

The Programs:

- How to Motivate
- Humor
- Listening
- Parliamentary Procedure
- Technical Speaking
- Evaluation
- "What Every Club Officer Ought to Know"
- Competitive Speaking
- Communication Showcase
- Accredited Speaker Finals

The Excitement:

- Proxy Prowl Party
- Golden Gavel Luncheon
- Down Home Country Fair
- President's Dinner Dance
- World Championship of Public Speaking

A Great Airfare Deal:

- Call Trans World Airlines at (800) 325-4033 - In Missouri (800) 392-1673, In St. Louis 291-5589. Tell them you're from Toastmasters and our code number is 99-11504. Ask about their convention fare and other low promotional fares that may be available.

Discover Yourself in Columbus, Ohio:

August 20-24, 1985

Hyatt Regency Hotel at Ohio Center
Columbus, Ohio, U.S.A.