

January 1987

THE TOASTMASTER

New Year, New You?



VIEWPOINT

TI OFFICERS AND DIRECTORS

Mirror, Mirror...

"Mirror, mirror on the wall, who's the fairest of them all?" At one time or another, we've all heard this plea of a fairy tale character and may recall that the mirror spoke to her saying, "You are the fairest of them all."



But how about this version? "Mirror, mirror on the wall, are we the best club of them all?" What would be the answer? I hope the answer would be, "You are the best of them all."

In your efforts to be the best club you can be, let me suggest that a periodic mirror check—that is, an inward look at your club's operations and accomplishments—can be very useful. And, there is no better time to plan for mirror checks than at the beginning of a new year. This is the time of year when club officers review the Club Management Plan, set goals for the club, survey member needs and, in general, enthusiastically prepare for a successful new year.

The individual member's mirror check should reflect that personal goals are being fulfilled, the Communication and

Leadership manuals are being used, meeting attendance is regular, other members are being helped to grow and the individual member is having fun.

What should be the basis for a club mirror check? Club officers may wish to use the Club Management Plan or devise their own checklist. I suggest using the "Eight Guidelines for a Successful Club" as a basis. The guidelines have been published in *Tips*, *The Toastmaster* and the Club Management Handbook. I think they are worth repeating here: 1) Responsible, effective leadership; 2) Well-planned and finely executed programs; 3) High emphasis on achievement; 4) Dynamic and enjoyable meetings; 5) Positive support and recognition; 6) Membership strength; 7) High involvement; 8) Energy and enthusiasm.

The goal is for the mirror to give a positive reflection for each of the eight guidelines. If clubs are to be forums where members are achieving their goals and having fun doing it, then I urge club officers and members to plan for periodic mirror checks to evaluate the level of their success.

It is only natural that at the beginning of a new year our spirits are high and we are anxious to do more and better things than in the year just passed. Toastmasters International achieved record growth in the past year and we all share in the pride of accomplishing that milestone. Our members continue to be highly motivated in achieving personal and organizational goals.

Our great spirit has propelled us into this new year as a stronger organization. If we are to extend our potential for even greater achievements in 1987, then it is vital that the spirit be kept alive in our clubs and in our members. I ask you to extend the spirit of friendship to others by inviting them to join in and enjoy the benefits of Toastmasters, benefits we so dearly cherish.

There is no better way to KEEP THE SPIRIT ALIVE and to begin a new year than that. On behalf of our Board of Directors and the World Headquarters management team, I wish you a happy and prosperous New Year!

A handwritten signature in black ink, reading "Theodore C. Wood".

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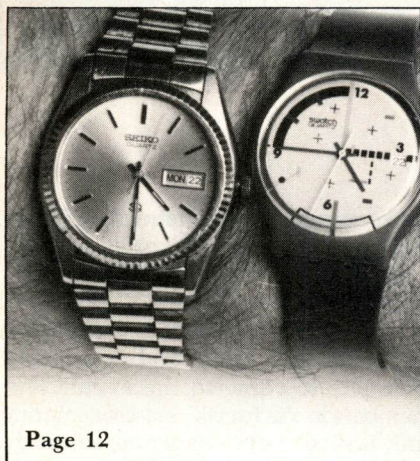
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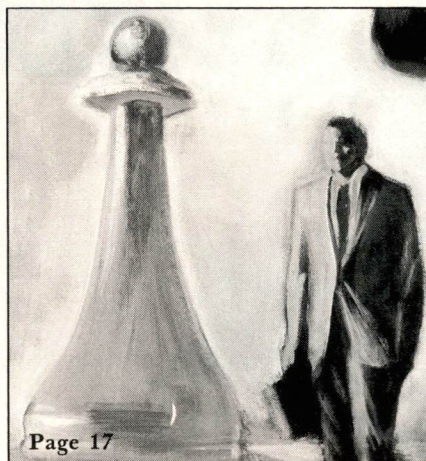
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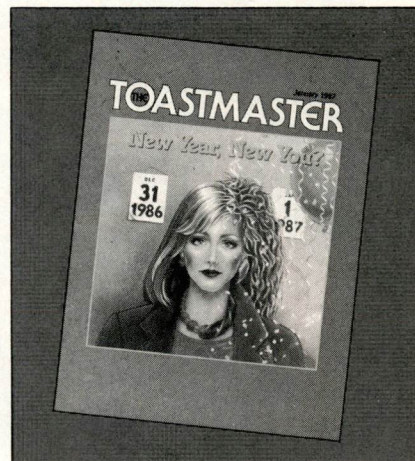
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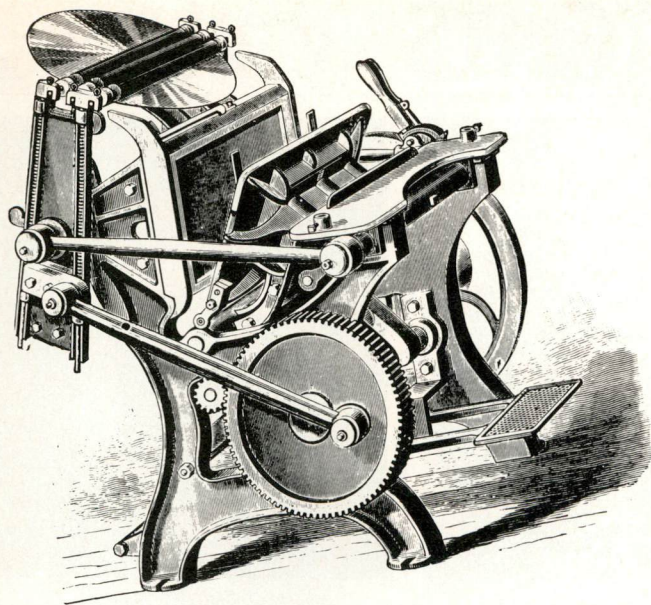
COVER

This is the time of year most people reflect and set new goals: 'New Year's Resolutions.' In honor of the new year, in this issue we'll show you how to take that tradition a few strides further to create *lasting* change in your life. *Cover illustration by Vera Milosavich.*

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Hot off t

Communicate with the Club's Communicator

by Joel David Welty

Your club newsletter is a communications tool for everyone in the club. Regardless of which club responsibility is yours, you can find the newsletter useful in meeting that responsibility—and enjoy the bonus of sharpening your communication skills. Here are some ways to communicate with the newsletter editor.

The membership chair can utilize the newsletter to muster support from all club members. At your next meeting, distribute 3" x 5" cards on which is typed: "To the Editor: Please send the next four issues of the newsletter to: (name)____, (address)____. I will invite this prospective member to a meeting soon as my guest. Signed:_____."

Urge your members to fill in the blanks with the name and address of an acquaintance who would make a good member. If a member can't think of a prospect at the moment, urge that member to carry the card until a name does come to mind.

Once cards have been returned to the editor, he or she can make mailing labels from them. Besides the prospective member's name and address, each label should also specify: "Courtesy of (contact member's name)_____."

The editor then returns the cards to the membership chair, who can phone each of these prospects a couple of weeks later. The prospects will already know a great deal about your club from having read your newsletter.

Encourage Attendance

When absent members read your club newsletter, does it make them understand what an enjoyable meeting they missed? Sure, editors are alert to the entertaining aspects of their stories, but they aren't likely to catch all the story possibilities without help from other members.

When an idea for an appealing story—one that would capture the attention of absent members—occurs to you, write about it and pass it on to your editor.

And when an event deserves a special effort to attract members' interest, publish a telephone tree in your newsletter. A telephone tree is simply a diagram in four columns. From left to right, list members and their phone numbers in columns by how active they are.

The first column on the left lists your most enthusiastic, most consistently active members. Draw two lines from each of their names to two names on the right, in a second column listing fairly reliable members.

From each of the second-column names now draw two lines leading to a list of names and phone numbers forming a third column of still less active members.

Similarly, draw two lines from each of the third-column names to names and phone numbers in a fourth column, where inactive members are listed. There should be two of these for each of the third-column members to call—

until you run out of nonattending members.

With the telephone tree, print these instructions: "Each member is asked to phone the two members to the right of his or her own name and urge those members to come to the event. The members in the fourth, inactive column aren't asked to phone anyone, although they are urged to come to the program."

When that newsletter is delivered, phones will begin ringing all over town!

Printing a participation chart in your newsletter also helps build attendance. List members' names on the left and type meeting dates across the top of the page. Place a code under each date, showing how that member participated at each meeting: 'Ch' for chairing a meeting, 'TM' for serving as Toastmaster, 'TT' for Table Topics Master, 'S' for speaker and so forth.

A glance at the chart shows who's taking responsibility—and thus benefiting the most from your club.

Coordinate Events

Do you have a speech contest to run? A joint meeting among several clubs? As chair of the event, you would naturally use the newsletter to inform, interest and motivate those you want to participate. Don't give your editor merely a bare-bones agenda. Regard the announcement of your event as a challenge in communication.

Write an announcement that will catch readers' attention, arouse their interest in your program, help them visualize themselves participating—and then ask for their commitment. A slogan can help fix the coming event in readers' minds and is also effective if you follow up with a telephone campaign.

Hand your editor your skillfully organized announcement on a neatly typed or printed sheet of paper; don't depend upon verbal communication of the information alone.

A special event can be a perfect occasion to attract members from local clubs. Visitations are most important

Continued on page 6, column 1

he Press!

Why should your club have a newsletter? The most popular answer is: so that members who skipped meetings can find out what they missed.

But conveying information isn't the only reason to go to the trouble of publishing a bulletin. Your newsletter is a potent management tool. As today's corporate communications executives have discovered, orally transmitted information isn't enough.

Like a corporate communications program, your club bulletin can work to make your club stronger, more cohesive, more vibrant. But to achieve that demands six characteristics. The first is, of course, that your bulletin must be informational. It also must be historical, educational, entertaining, reinforcing and tradition-building.

Let's delve into each characteristic and discover how you—as club bulletin editor—can develop it in your newsletter.

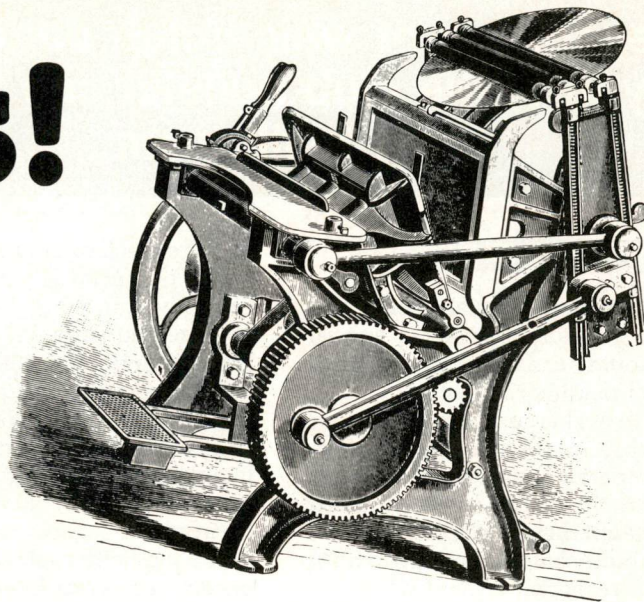
Inform

Obviously your newsletter needs to contain notices of meeting assignments and themes, advertisements of upcoming district conferences and contests and special club activities. But don't forget to also include descriptions of new rules and procedures, suggestions for performing various jobs, changes to your club member roster (addresses and phone numbers of new members in particular), profiles of officers and how they function and invitations to club social events.

To gather information, line up your sources—attend board meetings, ask active members to call you with new developments. 'Network' frequently with other members—remember, you are now responsible for being your club's news broker!

Provide Historical Record

Report in your bulletin specifically what happened and who participated in club events. Highlights of club parties, contests and educational programs will make readers want to attend next time. You can also print a list of guests in at-



Editors: Put Your Bulletin in the Top Ten

by Nancy Hancock

tendance and send them each a copy—people love to see their names in print, and this recognition can make them feel part of your club.

To get historical information into your bulletin, you'll need to attend every event yourself—or, better yet, assign a reporter. You'll be amazed at how many members will rise to the challenge when asked to produce one short article. After all, they're members of Toastmasters because they want to improve their communication skills, and this includes writing skills.

You and your reporters are the club's eyes and ears, so select the most interesting details about which to write.

Educate

Think about any problems your club may be having. Has there been a rash of 'whitewash' evaluations lately? Have introductions of speakers become sloppy? Figure out a solution and write about it. Be positive, don't mention any names and make concrete suggestions.

For example, don't say, "Too many of you are giving bland evaluations." Rather, suggest, "Many of us could give better evaluations if we would pick out at least one aspect of the speech that could be improved."

You can also generate articles (or ask your educational vice president to do so) on topics such as how to perform various jobs better, speechmaking tips and the role of club officers. Explain

Toastmasters' programs. New members always have questions about such things as what's required to earn CTM, ATM and DTM status. Veteran members can always refresh their knowledge.

If your club is debating about whether to hold a Speechcraft or Youth Leadership program, present an objective explanation of the project; maybe include a discussion of pros and cons. The newsletter can provide a forum for members' views.

And of course, as newsletter editor, you can help the club executive committee inform members about any policy or program changes that World Headquarters generates.

For example, when the Basic Communication and Leadership manual was revised from 15 projects to 10, club newsletters around the globe helped explain the change to their members.

Read widely, and share tidbits of what you come across with your bulletin readers. Write or solicit stories on grammar, speech etiquette, parliamentary procedure and voice control. This is your chance to be creative!

Entertain

Experts in adult education maintain that people learn best when they're having fun. So perk up your newsletter with jokes, cartoons and humorous quotes. Collect these, or put out an appeal to members for them. Showcase

Continued on page 6, column 2

Regardless of which club duties are yours, the club bulletin can help you fulfill them.

COMMUNICATE *cont. from pg. 4*

when clubs hold special events and contests. Anyone chairing a special event should send announcements to editors of neighboring clubs.

If you're in charge of events for your area, division or district, provide effectively prepared announcements to all editors of the clubs involved. Each editor should regularly receive special event announcements coming in from various directions.

Meeting Toastmasters from other clubs is an especially satisfying part of Toastmastering. But ask any Toastmaster and you'll likely hear the admission: "I don't visit other clubs as often as I'd like." Promote visitations by printing a schedule of nearby clubs and their meeting places and times.

Recognition

When a club program is completed successfully, use the newsletter to express appreciation and praise.

When a new member is inducted into your club, run a photo of the induction proceedings, some comments on the new member's background and a word of welcome. You're glad that person joined; say so. And by knowing something about the new member, other club members will more readily make that new Toastmaster feel welcome.

Fellowship within the club can be cultivated even when you don't have a particular 'excuse.' Pick a member randomly and run his or her photo with a hundred-word report on some laudatory characteristic you've noticed. Help your members know one another better and you'll build the kind of atmosphere which encourages leadership training and communication-skills learning.

Whenever you become aware of a reason to draw attention to a club member in your newsletter, inform your editor. The editor can't know everything about everybody; your help is appreciated!

Send your newsletter to the people in charge of sponsoring corporations, churches or other organizations. They'll appreciate your keeping in touch, especially when they see the achievements of their own people being recognized.

When the newsletter includes a report

on the speech of a guest speaker, send a copy of that issue to the speaker. It's not only courteous, but it clinches a good relationship with a person who could benefit your club in the future.

Send copies of your newsletter to local community college teachers of English, leadership and speech. They'll likely send you their adult students from time to time, or become members themselves.

The publicity chair should add a reporter from your local newspaper to your club newsletter's mailing list. No, don't expect that reporter to use a story out of every issue. But when the reporter does write a piece about your club, he or she will have background information to use in explaining your purpose and history.

Official News

Are official reports necessarily dull? Robert Benchley's "Treasurer's Report" has become a humor classic. Unlike Benchley, you do have serious information you need to get across. But like Benchley, you can communicate most effectively with wit and dramatic appeal. Give your editor a report displaying your skills as a communicator.

It would be useful to all members for the club to evaluate the printed officers' reports from time to time.

For an editor, happiness is ending every club meeting with a handful of paper. Some sheets may contain addresses of prospective members, some may be eloquent announcements or lively official reports, some are tips about meritorious members, others are ways to gain publicity for the club or to reinterest inactive members.

All these sheets of paper can add up to a club newsletter with impact—a printed reflection of members' communication skills, enthusiasm and imagination. 🍓

Joel David Welty, a frequent contributor to *The Toastmaster*, is author of *Welty's Book of Procedures for Meetings, Boards, Committees and Officers*, 270 pages, available from 5902 S. Carter Rd., Freeland, MI 48623-9309.

BULLETIN *cont. from pg. 5*

members' talents: Print cartoons from

members who are visually creative; feature quips from those with rare wit.

Remember, don't print copyrighted cartoons or illustrations. A good source of copyright-free pictures is the *Dover Pictorial Archive Series*. They'll send you their catalog without charge—write Dover Publications, Inc., 180 Varick Street, New York, New York 10014. It lists dozens of inexpensive paperback books filled with old etchings, decorative banners and amusing woodcuts which make for great humor.

Reinforce

People perform better when they're praised for what they do right rather than when they're criticized for what they do wrong. So in your club bulletin, celebrate members' achievements. Report who won best speaker or best Table Topics; thank the host or hostess who provided refreshments; announce committee members and describe their accomplishments.

If a member has struggled with a certain manual project for weeks and finally completes it, celebrate the victory in the bulletin! Look for small things to commend people for—what appears insignificant can mean a lot to an individual.

Every club needs doers, and recognition is one of the surest ways to get people to do more. Your bulletin is one of the most powerful recognition devices your club has. Rule: Whenever anyone does anything valuable for the club, mention it in the newsletter!

Shower praise on standout officers. Write major features on people who complete their CTM, ATM or DTM. List everyone who attends District conferences. If a contestant from your club wins a speech contest, make it your headline. If you're having trouble getting new members, thank people who bring guests.

One caution: Religiously check the spelling of names—there's nothing more discouraging than to see your name in print and then, on the way to show the article to your boss or your mother, notice your name misspelled!

Build Tradition

The most successful companies, according to the best-selling book, *In Search of Excellence*, have a cult and culture all their own. This is true also of voluntary organizations, including Toastmasters.

Our top clubs have a sort of collective superiority complex; members feel as though they're part of an elite group. And the best clubs develop special rites and traditions that say, "We're special. We're different. We belong to a dynam-

New Members: One of Your Bulletin's Missions

As you can see on the back cover of this issue (and in the January/February *TIPS*), Toastmasters' 1987 Annual Membership Program 'Mission: POSSIBLE!' begins this month. Every club bulletin (and district bulletin, for that matter) should devote some space to this program.

By taking copy directly from the magazine or *TIPS*, or by developing your own variations of the idea, your bulletin will serve as the foundation for your club's membership-building efforts. Include an update in each issue of those club members who have sponsored new members, and keep a running tab of the number of new members brought in by each sponsor. Your members deserve that recognition, and more, for contributing to the success of your club.

Who knows? Your club could produce the next President's Sponsor Award winner!

ic, unique organization."

Your club bulletin can play a major role in establishing traditions and cultivating that distinctive group consciousness.

As editor, you can encourage this by such strategies as coining words or phrases. For example, when officers of North Coast Toastmasters 4356-5 of Del Mar, California, came up with a new weekly job of monitoring speakers' voice projection, the bulletin editor coined the term "Volumeter" to describe the new function. This 'in' term has endured as a distinctive feature of the club.

You can be the first to identify new club procedures and 'finalize' them by putting them in print. You can write up parties lavishly. You can use 'buzz words'—for example, in one San Diego, California club a speaker stumbled over the word 'plethora,' and for months afterward 'plethora' was an in-joke, both in meetings and in the club newsletter.

Most importantly, you can write about people in your newsletter as though they're part of a valued team. Instead of saying, "Our club Halloween meeting October 28 was lots of fun and 20 members and spouses attended," spice it up: "Witchy Bev Jones and ghostly John Smith were the driving forces behind our wickedly delightful Halloween meeting October 28, at which Peter Johnson officiated as a terrifying but highly informative dracula."

In other words, make specific reference to individual achievements and contributions, and show how these benefited the group as a whole. Your imagination can add color and flair to the most mundane item.

Weave To Thrive

By deliberately weaving these six characteristics into each and every issue

of your newsletter, you can ensure that it will support your club policies and goals and serve an active role in making your club thrive.

By being informational, the newsletter provides a source of cohesion for all members; by being historical, it makes club activities tangible for readers and helps foster greater future participation; by being educational, it underscores the club's mission of personal development for each member. By being entertaining, the bulletin lends a sense of

fun and humor to club activities; by being reinforcing, it acts powerfully to support and encourage major club objectives such as good management, involvement of all members, CTM completion and attendance at educational functions; and finally, by being tradition-building, it helps further club growth and continuity.

Happy editing! 🎤

Editor's Note: Check with your club president for the Top Ten Bulletin Awards flyer which was sent from World Headquarters in the Club Officer Mailing this fall. It details official entry requirements for the contest. Deadline for the 1986-87 contest is April 24, 1987.

Nancy Hancock, a five-year member of North Coast Club 4356-5, has served as club newsletter editor for three terms and in 1983 received the Top Ten Club Bulletin Award from Toastmasters International. She has taught a newsletter editing course for her District's officer training program. A Director of Communications and Marketing for University of California Extension, San Diego, and editor-in-chief of their quarterly catalog, *Explore*, Hancock is currently on leave to earn her MBA at Stanford University in Palo Alto, California.

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New Year,



This is the time of year most people reflect and set new goals: 'New Year's Resolutions.' But you can initiate a 'New You Resolution.'

by Bob Gorby, DTM

You would like to be a success, wouldn't you? Of course you would! But what is success? Let me define success as 'the achievement of one's personal goals.'

Two corollaries follow from this definition:

- 1) Only *you* can define what, for you, success means.
- 2) If you have no goals, you cannot be a success.

So it seems that to set out on the road to success, one needs to define achievable goals. Five actions can help you set more meaningful and attainable goals: fantacize, itemize, organize, prioritize and realize.

The result of this process is to know yourself better, to have a clearer sense of direction and to get the most out of a life that is too short to waste and potentially too wonderful for words.

Fantacize

It costs *nothing* to dream. Let your imagination run wild. Assume you had unlimited resources (time, money, energy, contacts, etc.) and could do anything you can imagine; what would you want to do? Window shopping is a very popular pastime, and it costs nothing. Daydreams count, too.

Broaden your fantasy horizons by expanding your creative thinking. Libraries and bookstores carry many books on the subject, and colleges offer classes designed to help you turn on your creative power. (Check the November 1985

issue of *The Toastmaster*—a whole issue devoted to the subject; it also lists good resources.)

Itemize

Once you've got the creative ideas flowing, *write your ideas down on paper!* Take a piece of paper, title it 'Goal Log,' date it and fold it to fit into your purse or wallet. When the paper fills up with your dreams, date it again and put it in a manilla folder to keep for future reference. Never discard it—there's a big part of *you* on that piece of paper.

Then get a fresh piece of paper to replace the one you just filed. Note a starting date on it, for fun give it a new title (like Directions, Considerata or Lifeplot), fold it and again keep it in your purse or wallet to record new goals.

I've even started a file for my five-year-old son. It will be fun to review his folder with him when he's considering his own life plans. Maybe my ideas will spark some of his own.

There are two general methods for recording your goals:

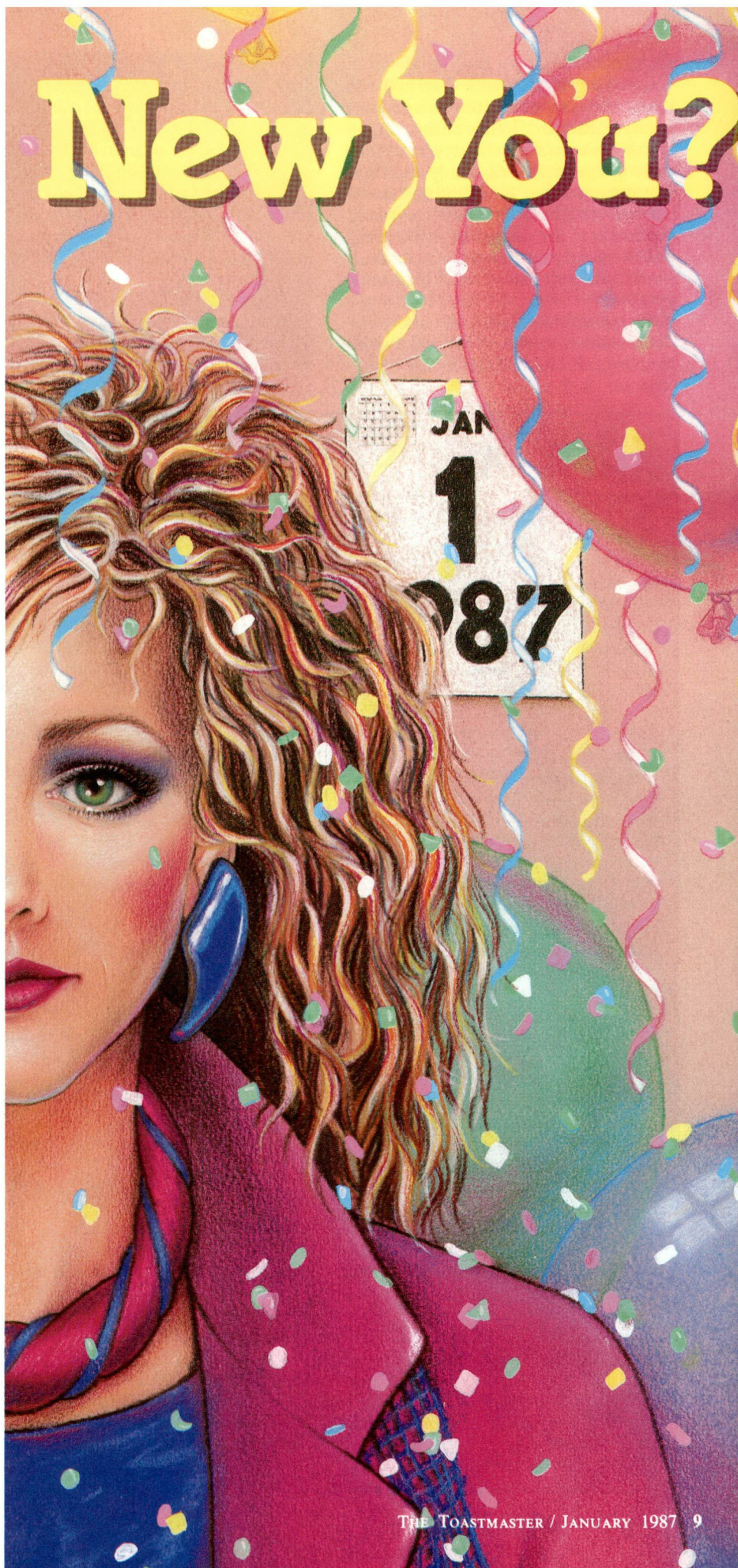
1) All at one sitting. Set some time aside to think through your planned lifestyle, your dream house, your ideal day, your fantasy vacation. Some people do so only annually (they call it 'New Year's resolutions'), but there's no reason you can't try this monthly or even weekly or daily.

Let the ideas flow, and encourage rather than censure your imagination. You'll eventually find a strong sense of self emerging, which will grow with time as you repeat this exercise.

2) As they occur to you. While reading the newspaper one morning, I came across a story about someone who sailed across the Pacific Ocean in a 16-foot boat. I asked myself, would I like to do that? No, but I would consider risking my life on some of the famous white-water rafting trips available. So off runs my imagination! Other people's adventures can offer jumping-off points for your own ideas.

When asked how much creative thinking he'd done during his life, an aged Albert Einstein thought for a moment and replied, "About three seconds." So don't expect to be inspired every day. But don't lose those tantalizing flashes of desire that brighten the day-to-day routine, either—be sure to jot them down.

Illustration by Vera Milosavich



Organize

Consider dividing your Goal Log into categories meaningful to you and your lifestyle. Richard Bolles, author of *The Three Boxes of Life*, divides goals into three categories: Work, Study and Play. He suggests that a satisfying mix of these throughout one's life is vastly preferable to the classic but sterile treadmill of "Study until you get a job, then work until you retire, then play until you die."

I began using a Goal Log to help me decide how to spend my splurge money in college. If I had \$200 burning a hole

in my pocket, I would check over my 'Wish List' to ensure that buying a \$200 stereo would not deprive me of a \$40 scuba set, \$60 worth of karate lessons, a week-long vacation in Mexico or \$20 to earn interest in the bank.

This helped me weigh what I wanted most, by providing all the information necessary to reach a decision that was best for me (and not for some fast-talking salesperson).

Today my Goal Log is broken down into many categories including Material Possessions, Lifestyle, the Future, Media and Creativity.

I keep a separate 'Lifestyle' folder, into which I place articles or notes about unusual lifestyles others have tasted, chosen or died defending. When life seems glum, a glance into this file often puts things into proper perspective.

My 'Future' goals include some 40 one-year-long sabbaticals I can justify to myself (although not yet to my boss!) and some 100 vocations/avocations for when I retire (from chef to chess player to docent at a local museum—preferably the Smithsonian!).

My 'Media' goals include books I'd like to read, movies I'd like to see, re-

Give Birth to Your Creativity

by Dorrine Turecamo

Controlled passion is the real essence of creativity, the point at which you get out on the edge of what your mind can comprehend. It's the mental equivalent of climbing mountains, sailing uncharted waters or dogsledding to Alaska.

But through memories of past failures, the complacency of success, the overconfidence of pride, the narrowness of prejudice or the claustrophobia of self-imposed perceptions, we impose limitations upon ourselves.

Every time we are willing to stretch beyond these limits, a dramatic breakthrough occurs—what *The Soul of a New Machine* author Tracy Kidder calls "flying upside down." The large risks this may entail are not for the timid, but life without risk is like a pot of overcooked pasta. Creativity can flavor your goals and nurture you for success.

The Creative Urge

Whether you're a computer designer, a manager or a writer, electrical thought charges are constantly interchanging, mostly in silence and in private. The creative person can't escape them. Wherever you are, you're receiving plans, forming metaphors, meeting deadlines, feeling pressures. When the inspiration hits, it's impossible to sit still.

Kidder describes the sensation as being nervous, edgy. You want to run away from it, but it pulls you back with intensity. You pour another cup of coffee, pace around your desk, stroll down the hall, back to your chair and out again. (A stand-up desk is a great idea.)

You crave distractions, and yet you don't. A phone call or a conversation will instantly destroy the magic. "Sometimes it's so powerful it's scary,"

says Kidder. "And it takes guts to stay with it. It's like running into the center of the fire. And if the fire starts to cool, you're lost."

Or, as Rollo May puts it, the creative moment is "like a diver, poised on the springboard. It's waiting for the birthing process to begin to move, in its own organic time. And when it happens, past, present and future form a new Gestalt."

When someone once asked management expert Peter Drucker what skills he could study to become a better manager, Drucker replied, "Learn to play the violin."

What can you do to become more creative? First of all, go with your own creativity. Don't fight it. If you have a sense of mission, are right-brained and an evening person, you may already have three advantages. If you enjoy your work, new ideas will evolve naturally.

If not, psyche yourself up with lively colors where you work, post a joke of the week—anything that will make you smile and feel good inside. Some need to hear quiet music in the background. Others crave a feeling of more space. When we're too anxious or feel boxed in, we don't think clearly. Then we make poor decisions.

At the same time, Freud, Newton, Dickens, Einstein, van Gogh and other examples of creative minds lead us to believe that being too comfortable or healthy is not conducive to the creative process.

This is not a contradiction of the enjoyment theory. Obviously, most things that are exhilarating are not particularly restful. Receptivity is not to be confused with passivity. The nudge to great thoughts could come from that little something that irritates us or causes our adrenalin to rise.

A steady dose of conformity won't provoke ideas. How similar are the value systems of the people around you? How many new magazines or controversial books have you explored in the last few months?

Often, solutions to our own problems can be found in problems others have solved in totally unrelated areas. The searching and dreaming never abate. As Wernher von Braun said, "Basic research is what I'm doing when I don't know what I'm doing."

Give It Time

Like humor, you can't force creativity. It must come in its own time. After the initial inspiration, take care to withhold judgment as you gather information and go through the gestation period. Just because something didn't work in the past doesn't mean it won't work in the future. And just because something *did* work in the past doesn't mean it should remain. Nothing fails like success.

All that is necessary to be creative, according to psychotherapist Abraham Maslow, is not to be afraid of making mistakes or of appearing naive. Keep your flair for the ridiculous alive. Don't block out silly ideas. Question the obvious. It's when you think there's only one answer to a question that you stop looking.

Nothing is more dangerous than a lone idea, warns Silicon Valley guru Roger von Oech, Ph.D. "Look for the second right answer," he says. "If you let your mind exceed its limits, don't be surprised if the answer hits you like a whack on the side of the head." ■

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cordings I'd like to listen to and even books I'd like to write! This brings me to one of my 'Creativity' goals: I'm compiling a book of quotations.

After a preliminary market analysis, I discovered that a man named Bartlett had cornered the market on famous quotations many years ago. Therefore I resolved to find a new market niche for myself. Be on the lookout in the next 20 years for the long-awaited publication of *Gorby's Obscure Quotations*.

Prioritize

You can't do everything you might want to. If you can, you don't want to do enough.

Easily-attainable goals give one a sense of accomplishment once achieved. If my wife asks me to bring home a carton of milk on my way home and I do, I think, "Gosh, what an uncommonly effective individual I am!"

But really challenging goals expand one's capacities. I never feel quite so satisfied as when I set some lofty goal I haven't the slightest hope of achieving, work doggedly toward it anyway and amaze myself when I come surprisingly close to attaining it. A yard short of winning the Super Bowl is still a tremendous achievement.

Update and revise your goals periodically. Some do it annually, as I've mentioned, at New Year's. I review mine about every six months, but only when I'm in the mood. I want it to continue to be the source of pleasure and self-discovery it has been for me through the years.

Collecting baseball cards is no longer the consuming goal it was when I was in fifth grade. However, hanging on to them has been the most successful investment decision I've yet made!

Once you've prioritized your goals (within the categories you've listed), deliberate over which are most important to you and allocate your resources accordingly. I've rarely taken great pleasure in pursuing a goal I thought would please someone else. But for those goals I perceive as essential to me, I command a high attainment rate.

Be selective: Of the many goals I set, I normally achieve about one-third of those to which I give high priority. But, you say, isn't that frustrating? No. I get a lot done, never have an excuse for boredom and when I take it easy, it feels absolutely delicious (did you ever enjoy doing dishes so much as during finals week at college?)!

Realize

Vividly imagine the consequences of pursuing and attaining a goal (for ex-

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can help
you chart the
most enjoyable
and fulfilling
journeys of
your life.**

ample, your dream house). Then ask yourself, "Am I willing to commit the resources of time, effort and money it will take to accomplish this goal?"

If the answer is yes, then don't think anything can stop you. If the answer is no, then that goal is not for you, and your path to success follows another route.

Two criteria to consider in your decision are risk versus gain and effort versus reward. For instance, John DeLorean made some investments he later wished he'd not made; the risk failed to justify the gain.

And few indeed are the individuals I've talked to who would seriously like to become President of the United States (I can count them on one finger), because the perceived reward does not in many people's view justify the required effort.

This step provides the motivation for success. It also provides motivation for breaking bad habits: You won't succeed unless you're convinced the rewards far exceed the inconvenience of reprogramming your response.

Although it's arguably a different topic, there's a subsequent step to this goal-setting process. A few remarks about the payoff step (personalize) are in order.

Personalize

Brainstorm several alternate plans for reaching your most important goals. Many paths lead from Departure Point to Arrival Point. As you contemplate achieving a goal, be sure you select a plan that suits you and your lifestyle, your attitudes and your highest aspirations.

If along the way the plan requires modification to ensure the enjoyableness or attainability of the quest, by all means make the necessary changes! You need not justify such changes to anyone but yourself.

Establish and maintain a support community—for example, club members. Tell them how you feel about your goal and keep them informed about how you're progressing. Many times they will help you along when the going gets tough, or else help you realize when the goal ceases to be what you really want.

How have others accomplished their goals? Will you follow the path that 98 percent of them trod, or will you chance to hear about how one of the two percent 'fell into it' in a way that suits you?

Basketball star Julius Erving attained his Ph.D. in a manner that not only suited him, but also brought joy to millions of sports fans and made him a living legend. Learn as much as you can about the goal you're pursuing.

Finally, log what you consider your most satisfying, enriching or ennobling successes into what will become your 'Success Reservoir.' Study this log on those days or weeks when nothing goes right; when everything you try turns to dust; when you feel that you must be the most dimwitted, incompetent creature ever to walk the face of the earth.

You will quickly realize that, at certain times in your life, under certain conditions, performing certain tasks, you've proven to be an exceptionally competent, clever, determined and successful individual; and that no matter what you may say or do thereafter, no one can ever take those victories away from you.

My Success Reservoir is what gives me the strength to go on whenever the world seems against me and treats me as though I were an idiot (as, indeed, I often must appear!).

This, then, is the method I use to get creative goal-setting juices flowing. Try it for a few months and see how it suits you. After that time, consider modifying my method to better apply to your purposes, your goals, your lifestyle and your highest aspirations.

Use this method as the initial point of departure for charting the most enjoyable, fulfilling and memorable journeys of your life—with my blessings! Remember, only you can define success for yourself. Fantacize, itemize, organize, prioritize and then realize the real you. 🍌

Bob Gorby, DTM, a Toastmaster for over 10 years, is a member of EDSC 4250-1 and LAX Toastmasters 4847-1, and has served as District One Administrative Lieutenant Governor. He's a staff engineer for the Hughes Aircraft Company, where he analyzes orbital sensor performance.



Time Foolery

by Elvin L. Aycock, ATM

Although you're only given a certain amount of time in this world, with some stretching you can fool Father Time and gain a bit more.

Did you have plenty of time to research, write and practice your last manual speech? Or did you at the last minute throw something together because there just wasn't enough time in the day? What about the training courses your company has been encouraging you to complete, or even the new best seller you bought three months ago but haven't found time to read? Like most of us, you want to get these projects completed but just don't have the time to do so.

If you are one of the many motivated individuals searching for more time, then let's look together at how you can add an extra hour to your day. This extra hour will be additional productive time, not merely time managed more wisely. By using this new hour every day you'll begin to reap the benefits of drastically improving your communication skills, with the bonus of seeing your career accelerate to new heights.

The Secret

I discovered this secret in 1982, after I decided to participate in the District 29 Parliamentary Procedure Contest. I had two problems: First, I knew nothing about *Robert's Rules of Order*; and second, I had no free time to study and learn them. With my family, consulting business, church and social activities, I was extremely busy.

My days were entirely full, but because I wanted to learn more about conducting meetings, I had committed myself to participate in the annual parliamentary procedure contest.

I made the commitment in October,

and the month soon passed without my even beginning to study. Then November came and went and so did December. At the end of December I knew I was in trouble. It was now only four weeks before the club contest.

The solution to my problem came when I remembered some very good advice I'd heard professional speaker Charlie Jarvis give. He suggested getting up earlier than your normal schedule dictates and using this time to study and work toward your desired goal.

I remember setting my alarm back with great skepticism. I felt I would be too sleepy to accomplish the task of memorizing and learning meeting procedures. But to my surprise, I found I was very alert. My mind was fresh, so I could absorb more than I ever imagined.

The early morning was so quiet and peaceful; I was able to concentrate on the subject matter. In those early morning hours I learned the basics of *Robert's Rules of Order* in just four weeks—and ended up winning the club contest. One week later I won the Area contest, and two weeks later I placed second in the District 29 contest.

Joe Gandolfo also applied these principles to reach the top of his career in the insurance business. In his book, *How To Make Big Money Selling*, he explains how he used this system to become the highest paid salesman in the life insurance business. He started at the bottom, selling insurance to college students. Today he is the number one agent in the world.

Gandolfo says, "I get up two hours earlier than most salespeople who get

up at seven, so I increase my six-day work week by 12 hours. At the same time, if I add an extra two hours at the end of each day, I'm putting in an extra 24 hours each week.

"Based on the typical eight-hour day, I'm putting in an extra three days a week; or during a 50-week year, an extra 150 days! Now, there's no way I'm not going to be more productive than the person who won't work like that!"

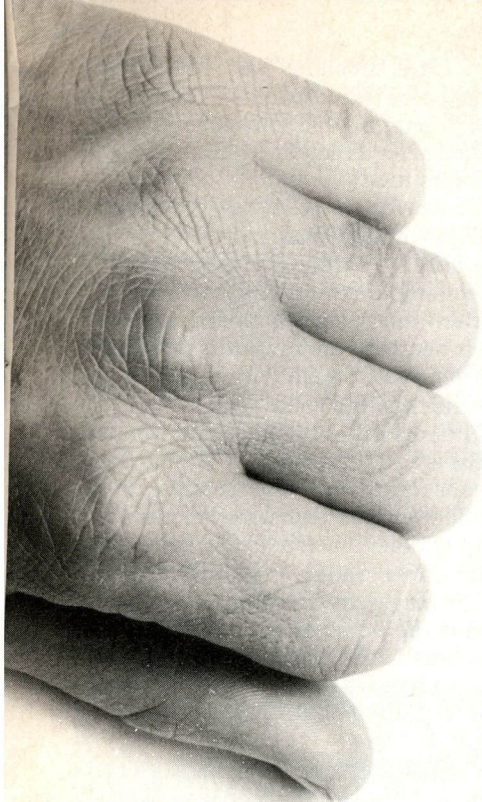
You Can Too

I know what's going through your mind. You're thinking, "Now hold on one cotton-picking minute. That may work for Charlie Jarvis or Joe Gandolfo, but it will never work for me. I have to have my sleep; I'm a night person and besides, I would fall asleep on the job the next day."

Well, I've got news for you! You can do it! By following four simple steps and using your desire to accomplish your objectives, you'll be able to get up a little earlier each morning and be amazed at how much you can accomplish. Here are the time-expanding steps:

1) Determine the number of hours you currently sleep. You have to know where you are before you can figure out how to get where you're going. Most people tend to rationalize that they're getting very little sleep, or at least not enough.

For two weeks don't change anything about your sleep routine and keep a log of the time you go to bed and the time you wake each morning. You'll probably find you're sleeping more hours than you thought.



Also make notes of how you feel during the day. This will make you aware of exactly how you function with your usual amount of sleep. You'll discover which nights you sleep soundly and feel fantastic the next day.

You'll also become aware of those nights when your sleep isn't restful and you feel sluggish the following day. Your usual amount of sleep does not guarantee alertness and energy the next day. There are more factors affecting how well you feel than just the number of hours you sleep.

2) Set goals. How much additional time do you desire, and what do you want to accomplish with your time? Without a clearly defined goal, the chances of success are small. A goal firmly fixed in your mind will motivate you to get up on those mornings when it would be easier to stay in bed.

You may decide the amount of extra time you want is 30 minutes, an hour or even two hours. You decide. Next, determine what you want to accomplish during this time. Do you want to develop your speaking skills, learn parliamentary procedure, complete your company's short course or work on that advanced degree you started last year?

Maybe you'd like to use the extra time to plan your day, study, exercise or read that book that's collecting dust. Define your goal clearly, write it down and keep reviewing it until you've accomplished it. Visualize taking a big red pen and marking the goal off your list once you've completed it.

3) The first three weeks, set your clock back 30 minutes earlier than usual. Even if your goal is to gain two additional hours each day it's important to begin in small increments of time, allowing your body to adjust to a new schedule. In three weeks your body's internal clock should have adjusted to your new routine.

At the beginning of the fourth week, set your clock back an additional 15 minutes. Now you are getting up 45 minutes earlier than before. Again allow three weeks for your system to adjust to the additional 15 minutes.

At the end of the sixth week, set your clock back another 15 minutes. You now have an additional hour to work toward becoming all that you can be.

4) Don't push yourself. If you need more than three weeks for your system to adjust, then take the additional time necessary before going on to the next step. The objective is gradual reduction of sleep time, with each new step giving the body and mind ample time to adjust to moderate and gradual changes.

At first you may find you're a little sleepy during the day, but this is normal. Don't become discouraged. Keep trying until it becomes a natural part of your daily habit. Once you reach a certain point in your sleep reduction program, you may find that setting the clock back in 10-minute rather than 15-minute increments works better for you.

Also, don't push yourself when you are sick or have been under exceptional stress. If you need additional sleep during these times, go ahead and sleep more until you recover or you've gotten through the tense times.

Helpful Hints

Since we now know basically how to accomplish our objective of sleeping less, let's look at how to have quality sleep time. Regardless of the number of hours in bed, restful sleep is vital to optimal performance.

All of us have experienced those nights when we've slept our normal amount yet awakened feeling like we hardly closed our eyes. We also remember those nights when we slept much less than our normal amount yet woke up feeling refreshed and rested.

Dr. Morris Fishbein, former head of the American Medical Association, wrote, "Three hours of quiet, undisturbed sleep may be more refreshing than eight hours of tossing about while the mind fusses and frets."

Maintain a regular sleep schedule. The human body adjusts to regular schedules, including sleep patterns. A set time to get to bed and a set time to

arise enhance the quality of sleep. Maintain this schedule even during the weekend, when possible.

Daily exercise is an excellent aid to restful sleep. Exercise in the early evening hours at the end of a hectic day helps relax the mind as well as the body. Not only are the muscles of the body toned by exercise, but the mind is given an opportunity to unwind. Moderate exercise is often better than strenuous exercise.

Maintain a comfortable bedroom temperature. Restful and undisturbed sleep will elude you in a hot or extremely cold bedroom. The discomfort will cause you to wake up more often, decreasing your deep sleep time.

Keep your bedroom free of outside light and noise. You will sleep more soundly when free of sudden noises or any light that may flash through an uncovered window.

Nine Extra Weeks

Let's look at what you accomplish by getting up earlier: One hour each day provides seven additional hours each week, 30 extra hours each month and 365 extra hours in one year. Compared to the standard 40-hour work week, you will gain over nine weeks each year.

In 10 years you will have increased your productive time by over 90 weeks, or almost two years. Should you elect to further decrease your sleep time by a total of two hours each day, you can gain over 18 weeks (as compared to the standard 40-hour work week) of valuable time in one year.

Do you sincerely desire, like Charlie Jarvis, to become an excellent speaker with a message that will reach thousands of people or, like Joe Gandolfo, to rise to the top of your profession? Making extra time can give you an edge over the competition.

Unfortunately, few people are willing to put forth this kind of effort. Since you are willing to work for a better you and to give this idea a try, you face rewards that only a few in life ever gain. We reap what we sow.

So plant some seeds of self-improvement each morning and watch yourself blossom into a new you. At the end of a year, you will be amazed at what you have accomplished. 🍀

Elvin L. Aycok, ATM, a member of Sandy Springs Toastmasters 3133-14 in Atlanta, Georgia, has served in all club offices and as Area Lieutenant Governor and Area Governor. A home builder in Atlanta, he graduated from Mississippi State University, is a professional engineer and a registered land surveyor.



Get Personal!

by Robert E. Cates, ATM

We all crave attention. You can use this simple fact of life to create a virtual whirlwind of positivity in your club—one that draws members in and keeps them active.



'Can I finish my Basic Manual before the club folds?" This is the nagging fear that lingers in the minds of far too many beginning Toastmasters today.

Those who travel and visit clubs know all too well that many clubs teeter on the brink of barely having enough active members to make the club viable. Far too many sergeants-at-arms have their hearts in their mouths waiting to see if enough members will show up for the meeting to 'make.'

The real pity here is that these concerns are all unnecessary. We have the means right within our existing Toastmasters clubs to revitalize that membership and get it active again, and more important, to keep it growing.

The magic key to making all this happen is *the personal touch*. I know, at first blush this seems too simple a solution to handle such a major problem. But it really is a gold mine if we will apply it.

Gold nuggets are discovered in simple things. Although it's been said so often it has become cliched, the most interesting thing you can say to people is their own name. We are all ego-centered. When someone joins a new group the ego can be shaky, because the act of meeting new people evokes its own version of stage fright.

Add to this the self-consciousness people feel because they don't think they speak well in public. The result is that all new Toastmasters have personal growth goals they'd like other members of the club to address as soon as possible. This includes their educational needs as well.

We must concern ourselves with how to supplement Toastmasters' excellent educational programs and relate them to the individual member's needs. The answer is to take an active personal interest in each member's growth as a speaker.

'The personal touch' will work to everyone's benefit, but it will only succeed if the concern is genuine. People respond only to expressions of personal interest they feel are sincere.

A Greeting Committee

Make this a goal in your club. To begin, station a greeting committee at the door. Instead of just the sergeant-at-arms welcoming new guests, why not have several members in turn shake each new arrival's hand and repeat his or her name?

To enlarge on this idea, a telephone committee is a good way to establish personal contact. One club I belonged to had a dinner meeting at which two

entrees were served and members were called days before the meeting to see which they preferred. It always helps if calls to members and guests can serve a purpose other than merely to remind them of the meeting.

The telephone committee is a good first assignment for new members, as it not only gets them involved in club activities quickly but also teaches them the other members' names.

Another regular tool you'll need to give your club the proper personal touch is a good club bulletin. Now, I'm not talking about the bulletin which is composed of dry lists of coming events and District goals. While some of these matters may merit mention, the good club bulletin must have reader appeal. (For more detailed information on producing club bulletins, see the articles on pages four and five of this issue.)

Clubs which take an active interest in members' growth never seem to have membership problems.

The bulletin should compliment, inspire and encourage club members to greater participation in the Toastmasters program. Such a bulletin focuses on members' accomplishments.

For example, one member of my club presented an outstanding Table Topic which didn't win the award and, except for a mention in the club bulletin the next week, might have been soon forgotten. That mention spurred the member—and maybe others as well—on to greater efforts in the club.

Additional tools to help personalize the program should be sought by each club. One club I belonged to had a member who watched at each meeting for behavior to compliment. Later that week he anonymously sent notes of congratulation on telegram-like stationery to members whose performances he'd admired.

These short messages served as boosts to members' confidence and reminded members that someone in the club had paid careful attention to their efforts.

Additional means of personalizing Toastmasters abound and are only

limited by the imagination. The key to making any of them work lies in recognizing the need for them—the *how* will then surface with each particular idea.

Membership Builder

Not only will this approach work wonders with each member's enthusiasm for the program, but it is a sure-fire membership builder as well. New members and guests can quickly sense the warmth and caring which emanate from a 'get personal' club. It's a rare quality for a club to exhibit, and many people will want to become part of it.

Clubs with low membership seldom employ any of these personalizing techniques. The result is a dying club still going through the motions. Clubs which take an active interest in members' growth and development, on the other hand, never seem to have membership problems.

I've often heard members from small clubs say, "There's so few of us that we all know each other too well." Even in such a situation, it's still nice to be noticed; to have one's well-turned phrase recalled or be reminded that at least one joke was really funny.

The truth is you can never know your fellow members too well to continue doing the things which will vitalize your club and keep it growing. Being personally concerned and working to make each member feel that concern will breathe new life into the organization.

Why not try it? The costs are minimal; you can start a personalizing program for nothing and then build as you see results. The only real expense will be for some paper and postage, mostly for the club bulletin.

The investment really is in influencing members to adopt the program and to get involved on a personal basis.

The benefits are everywhere. Of course, members who receive such attention as coverage in the bulletin are encouraged to continue developing as Toastmasters, but the members who took the time to notice them find they have enlarged their horizons as well—they feel good because they made others feel good.

Before you know it, your club will be caught in a virtual whirlwind of positivity from which members won't want to escape—one which will draw others in from the community. 🎤

Robert E. Cates, ATM, charter member of the Electric Toasters 4640-23 and currently President of the Hobbs Toastmasters 537-23, has been a Toastmaster for 25 years. He is a former professor of Journalism and Mass Communications.

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GOALS HABITS

Actors in an old cigarette commercial proudly announced, "I'd rather fight than switch." Many people take this message with them into their interpersonal relationships wherever they go. These combative people never overlook a chance to start a fight, one-up a colleague, get into an argument or disagree with a family member. They seem to thrive on conflict.

How many times have you caught someone making an error, mistake or oversight? Have you ever overreacted to misstatements made by a family member, friend, neighbor or coworker?

What do you do when somebody does something you disagree with? Do you call it to the person's attention? Do you do so in a way that is sensitive to egos and feelings? Do you treat the person with kindness, concern, caring and respect? Or do you merely blurt out, "Gotcha!"?

"Gotcha!" may be an appropriate exclamation when you've thrown out a runner on a close play or are lifting your child for a big hug after a brief romp. It can be fun to shout when calling out a friend's name in a game of hide and seek or when capturing an opponent's queen in a game of chess.

The trouble is that Gotcha can become so satisfying to play that some people find it impossible to give it up. They play Gotcha everywhere they go. Why do people get hooked on this potentially destructive game? Because Gotcha gives players a momentary feeling of physical, psychological or intellectual superiority. It makes them feel like winners.

We all get a chance to play Gotcha at one time or another. You might have played it the last time you caught your wife, child or coworker in a mistake or when you found your neighbor doing something contrary to your values.

Gotcha can be played whenever one individual is in a position to take unfair advantage of another. Perhaps you played Gotcha the last time you were threatened by someone's performance at work or in your Toastmasters club.

A Destructive Game

Noreen Olson is a member of a high performing group in the Personnel Department of a computer manufacturer. She consistently tries new approaches to resolve old problems. As a result she makes the traditionalists in the Personnel Department uncomfortable. When they become uncomfortable, the 'old guard' thoroughly inspect, analyze and discuss together each action Olson takes.

Their examination isn't the problem; the way they report their findings is.

Gotcha!

Some people thrive on conflict. They conduct their relationships like nasty chess games. . . they lie in wait for the next move and take unfair advantage of others.

by David K. Lindo, Ph.D.

Their motivation is to discredit Olson. These champions of tradition raise their collective voice in opposition to every modernization plan, change of strategy and improvement idea Olson proposes. They complain every time any "the way we've always done it" group norm is violated. They claim that Olson is disruptive.

Whenever Olson fails to consult with them, misses a group meeting or doesn't attend a social event she becomes a target. The critics never miss a chance to play Gotcha. Is there anything Olson can do to stop this game? Probably not.

But who really loses? Everyone does. Olson loses her enthusiasm, the traditionalists lose a source of ideas, the company loses productivity and progress possibilities. Result: Olson takes her bright ideas and enthusiasm to a new company.

A Gotcha environment can be created by reorganization of a company too. The Engineering Division of a large east coast manufacturer was redesigned in such a way that several departments with overlapping boundaries were created. The people in these departments were now required to compete for human and financial resources. Management had pitted departments against one another.

The result was that a lot of Gotchas were indulged in by work groups. Finger pointing, criticism and devil's advocacy flourished; employees withheld information; and each group refused to give anyone outside their group credit for good ideas or good work. The bottom line was a battlefield where workers refused to cooperate. They felt they could

not work together.

The work environment festered with hostility, ill will and destructive competition. The individual department members got locked into a Hatfield-McCoy-type blood feud.

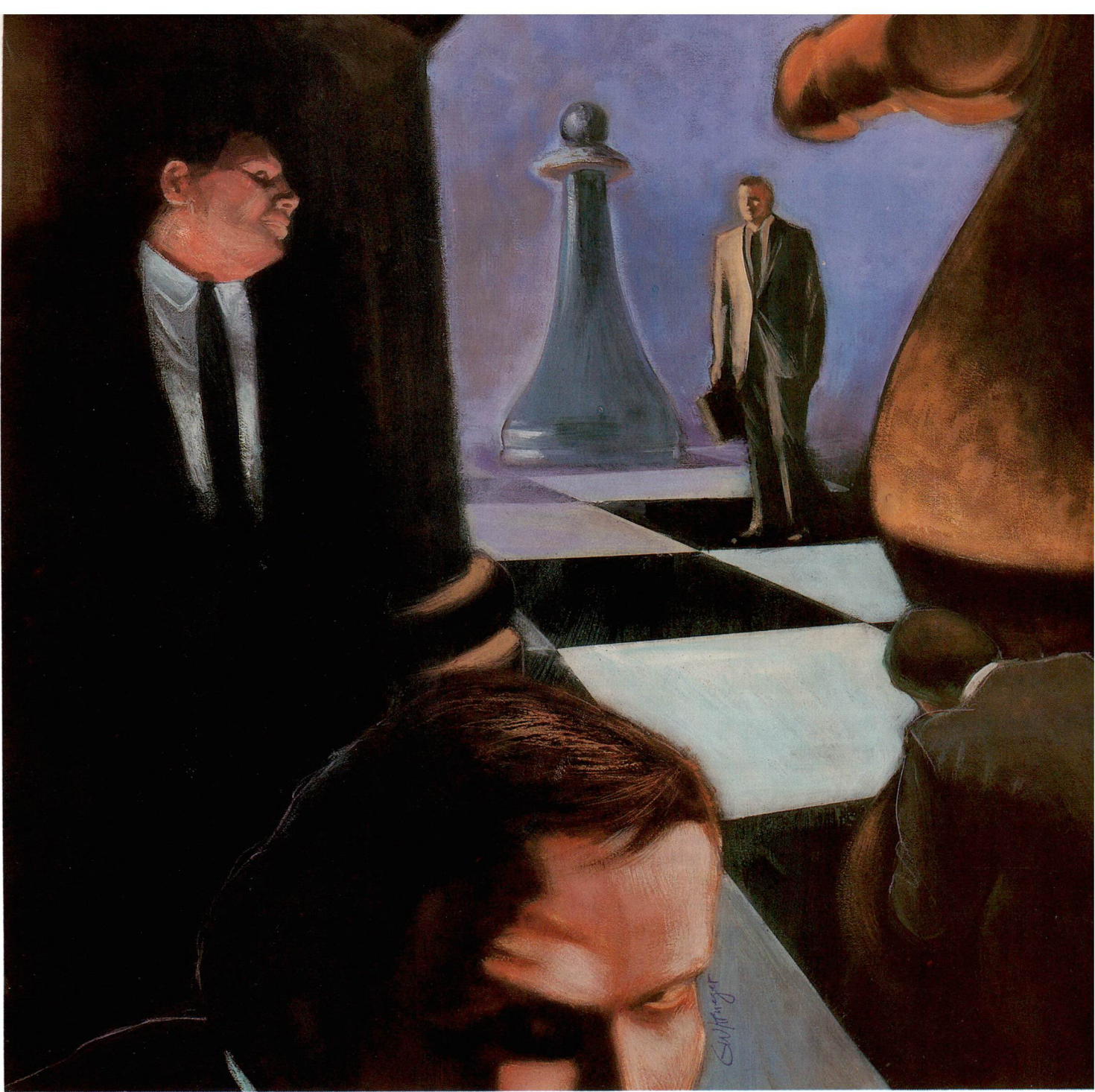
The cost of not working together was substantial. Lack of cooperation resulted in substantial rework, missed schedules, wrong actions and poor quality decisions. Time was lost because even routine decisions had to be delegated upward for resolution. In this case everyone involved became a victim of Gotcha.

The Rewards

Do you inadvertently recognize and reward people who play Gotcha? How do you respond to complaints by one person about another? Do you insist that the complainer meet with the other party and resolve their differences? Or do you subconsciously tabulate complaints until you feel compelled to declare one of them the winner?

Wouldn't it make more sense to suggest to the persons caught up in Gotcha activities to stop? As a parent, friend, fellow club member or coworker, isn't it in your best interests to refuse to allow Gotcha players to play their game?

Ray Johnson comes home from work ready to conduct an inspection. Instead of cheerfully greeting his wife and two children, he methodically inspects the premises for clean-up jobs that either weren't done, or weren't done to his satisfaction. Every time he discovers an offense he angrily calls out the name of the guilty party. When the individual appears, Ray plays a home version of



Gotcha.

When confronted about his approach, he explains that all he was trying to do was teach his children how to be responsible. Unfortunately, all he succeeded in doing was upsetting them and damaging their egos. In the end he became the victim of his own game—he lost the respect of his family.

Successful people don't play Gotcha. When they find mistakes, they handle communication in an altogether different manner. They are sensitive to the needs of individuals to be recognized and rewarded for their effort. Successful people publicly state their support of other

individuals. They give constructive, helpful suggestions.

They avoid putting a peer, subordinate or fellow worker on report until face to face communication has failed. They volunteer to help others resolve problems, share information that will benefit others and support the work efforts of others.

In addition, successful people provide criticisms without getting infuriated, blustering or becoming aggressive. They cushion their remarks with preambles such as, "I generally agree with what you say," "I agree with most of what you've said," "I didn't quite under-

stand your approach," and "It's hard to improve on what you've done, but could I make a suggestion?"

Successful people try to find the best in what they see and hear and integrate this into their programs, processes and priorities. They try to understand the other person's point of view, objections and alternate solutions. As a result they are respected for their knowledge, sensitivity and willingness to support colleagues, family and friends.

The Symptoms

Is Gotcha infecting your environment? Potential symptoms include: jealousy,

personal antagonism between group members, little communication between department supervisors or club officers, uneven allocation of resources, lack of frankness, use of hidden agendas and encouragement of those who find others' faults, with penalties to the victims such as withholding information or 'cheap-shot' humor.

Unfortunately, merely listing symptoms doesn't mean that anyone will admit a problem exists or share in responsibility for it. A game of Gotcha can drift along producing no winners until someone decides it's time to do something about it.

The someone can be a club officer, a concerned supervisor, a caring employee or family member. Whoever it is, they put themselves at considerable personal risk. The risk is that all the Gotcha players will gang up on the 'party pooper.'

For that reason it takes a brave person to not only cease playing but to appeal to others in the group to stop too. Try to enlist the support of another player who doesn't seem to be as caught up in the game and who might be willing to help you persuade others.

If you are an individual who is disturbed by Gotcha and wants to stop playing the game, five actions can help you

succeed. First, take time to completely define the problem. Brainstorm a list of reasons you feel help perpetuate the game.

Second, create a list of reasons why the game should stop. Third, call the players together and express your concerns. Fourth, present the lists you have brainstormed and ask for additions.

Finally, discuss each entry to give everyone present a chance to understand the purpose of the meeting, why you feel it is time to take corrective action and how you can collectively and individually help produce a cure for Gotcha.

As a result of your meeting you may get group members to agree that everyone will: 1) start making constructive, helpful comments to each other, 2) avoid putting each other on report, 3) volunteer to help each other solve problems and correct errors and 4) handle conflicts and criticisms without blustering or getting defensive.

The payoff is the creation of a cooperative, supportive work group, club or family whose members trust and respect each other.

No Winners of the Game

There are no real winners in the game of Gotcha. People who play at home

bruise egos, create defensive feelings, disrupt the family environment, produce fear and anger, get little cooperation and make it tough for anyone to enjoy life. People who play at work increase tension, produce excess pressure, foster redundant efforts and seem to find problems with everything.

People who play Gotcha in the club can shatter the supportive atmosphere that is the foundation of Toastmasters.

Successful people don't play games with each other. If you find yourself caught in a game of Gotcha, stop it. Confront the other player. Tell him you won't play, that you are out of the game.

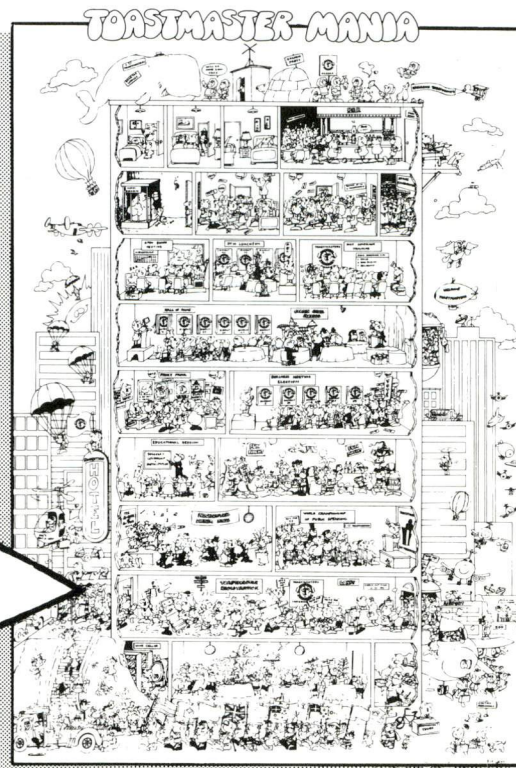
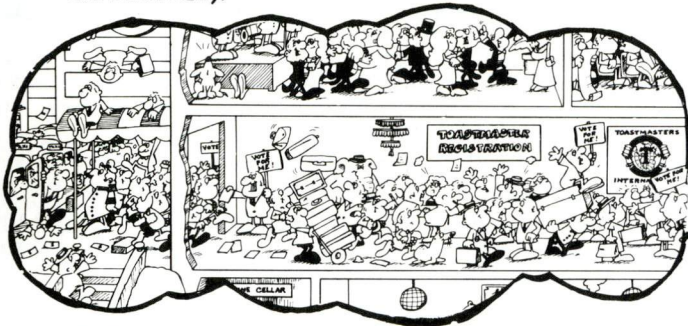
Then stick with your decision. You may find that your action allows the other person to stop too. Which is great, because that's the only way you both can win.

David K. Lindo, Ph.D., president of LAD Enterprises in Burnsville, Minnesota, is an educator, consultant and author on subjects of management interest. Dr. Lindo holds professional accreditation as Certified Management Accountant (NAA), Certified Administrative Manager (AMS), Certified Manager (NMA) and Certified Professional Contract Manager (NCMA).

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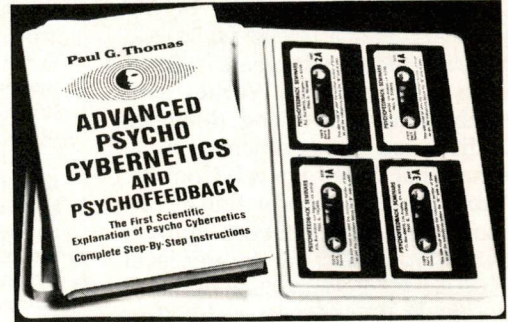
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"THIS PROGRAM IS A MUST FOR ALL WHO SERIOUSLY WANT TO ACHIEVE THEIR POTENTIAL"

TED BARTEK, EDITOR-in-CHIEF, HUMAN POTENTIAL MAGAZINE

PSYCHO CYBERNETICS

PSYCHO CYBERNETICS is the study, by comparison, which has been made into the way in which computers, the brain and human mind works, and the related methods of control.

The comparative study shows that the part of our brain which functions at the unconscious level, the so-called sub-conscious, is a biocomputer, functioning by exactly the same principles as a mechanical computer. (1) By having an Input and an Output. (2) By having stored information and instructions, its program. Obviously, there is a different program in every biocomputer. But that, and only that, is what gives us our unique individuality.

PSYCHOFEEBACK

PSYCHOFEEBACK, a mind/brain mechanism, is man's ONLY means of governing and controlling his actions by BOTH reinserting into the biocomputer the results of past experience (as with orthodox feedback mechanisms) AND, WITH THE IMAGINATION, by inserting the results of PRESENT experience.

Is there a difference between biofeedback and psychofeedback? Yes, there is. Biofeedback requires the use of mechanical devices for its implementation, psychofeedback does not. It proves the overwhelming importance of imagination to our goal seeking activities.

It is **IMPOSSIBLE** to achieve ANY goal without using psychofeedback. From the simplest of goals such as putting one foot in front of the other to walk or lifting a glass to the mouth to drink. But because our biocomputer cannot tell the difference between a real and an imagined experience, we do not have to have had the experience to use psychofeedback.

You will prove this for yourself by using a small kit you will receive.

You have probably read many self-improvement books which say you must have

a positive attitude, you must be self-reliant, etc. What no program has done before is tell you **HOW** you can do this, with very little effort on your part, so that it happens automatically. Carrying out the simple instructions, you will discover you have a power you never thought possible. The power to have direct access to your biocomputer enabling you to be sure the best possible program is contained therein. You will release this power by learning to use another mind/brain mechanism — Reticular Activating System Control or RASCON.

You will discover why the way the right half of your brain functions is so very important to you. For the first time, the right hemisphere brain research is explained as it applies to our everyday activities.

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He teaches you to use psychofeedback and put a better program into your biocomputer in 4 easy steps. This is the purpose of the "A" sides of the cassettes. The "B" sides contain exercises which will get your right hemisphere working harmoniously with the left hemisphere.

"Paul Thomas has done everything which Dr. Maxwell Maltz did not do in his Psycho-Cybernetics. And I speak with the authority of one who had previously used the Maltz book as a motivational tool since it appeared in 1960."

Mitch Resnick, President,
Dictograph Security Systems.

What do you really want out of life?

Surely you want to enjoy greater career success, don't you?

Don't you want increased personal growth? Develop a more dynamic personality? Greater productivity, concentration and self-discipline? Eliminate frustrations, depressions and procrastination? Become more imaginative and energetic? Even, perhaps, lose unsightly weight?

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If you desire greater success in your life... if you want to become more decisive... more creative... more productive... genuinely enthusiastic... more positive in your approach to daily living... you must have this program.

It will show you the **EASY WAY** to initiate positive action in your life. Positive action that will mean great success for you immediately and turn your dreams into realities.

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UPDATE

Beat a Path to the World Championship

As a member of a Toastmasters club, you are invited to participate in Toastmasters International's World Championship of Public Speaking. (Members of undistricted clubs participate in the International Taped Speech Contest.)

Your club will be conducting its contest soon. The winner of your club contest will then compete at the area level.

Higher levels of competition culminate in the finals at the International Convention in Chicago, Illinois, USA, on August 29, 1987.

If you're planning to compete in the contest, or if you're on the contest committee at any level, you should be familiar with the following contest rules. Read them carefully and, of course, follow them. By doing so, you'll ensure a fair contest and an enjoyable event for everyone!

APPLICABILITY

These rules, unless otherwise noted, apply to all Toastmasters speech contests which select contestants for the annual International Speech Contest, which is conducted in English only. These rules may not be supplanted or modified, and no exceptions may be made.

SELECTION SEQUENCE

A. Club, Area, District. Each club in good standing may select its club speech contest winner to compete in the area contest. An alternate should also be selected. The area speech contest winner (and alternate) then proceeds to the division (if applicable) and district contests. NOTE: The district contest chairman informs World Headquarters of the name and address of the winner and alternate in the district contest. Information concerning the regional contest is then mailed to the winner and alternate.

B. Region, International. Each region shall select a winner and an alternate. The contest chairman, usually the first-year International Director, informs World Headquarters of the name and address of the winner and alternate in the regional contest. Information concerning the International Speech Contest is then mailed to the winner and alternate. Eight speakers, one from each region, compete in the International Contest.

Note: Districts outside North America have a selection sequence different from that described here. If you are a member of one of these districts, contact your district governor for information on the selection process.

ELIGIBILITY

A. To be eligible to compete at any level of the International Speech Contest, an individual must:

1. Have been an active Toastmaster in good

standing of a club in good standing since the previous July 1.

2. Have completed at least six projects in the Communication and Leadership manual.

B. Only one kind of exception may be made to the requirements listed above. A charter member of a club chartered since the previous July 1 is eligible to compete. (The club must be officially chartered prior to the area contest.)

C. The following are ineligible for competition in any contest: incumbent international officers and directors; district officers (governor, any lieutenant governor, area governor, secretary or treasurer) whose terms expire June 30; international officer and director candidates; immediate past district governors; district officers or announced candidates for the term beginning the upcoming July 1.

D. Past first place international winners are not eligible.

E. A Toastmaster who is a member in more than one club and meets all other eligibility requirements may compete in each club contest in which he or she is a member in good standing. However, should he or she win more than one, he/she can represent only one of them at any level beyond the club. No Toastmaster can compete in more than one area contest—even if the two areas are in different divisions or different districts.

microphone be non-directional. The selection and use of a microphone is optional for each contestant.

3. All equipment will be available for contestants to practice prior to the contest. Each contestant is responsible for arranging his or her preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced by the Toastmaster.

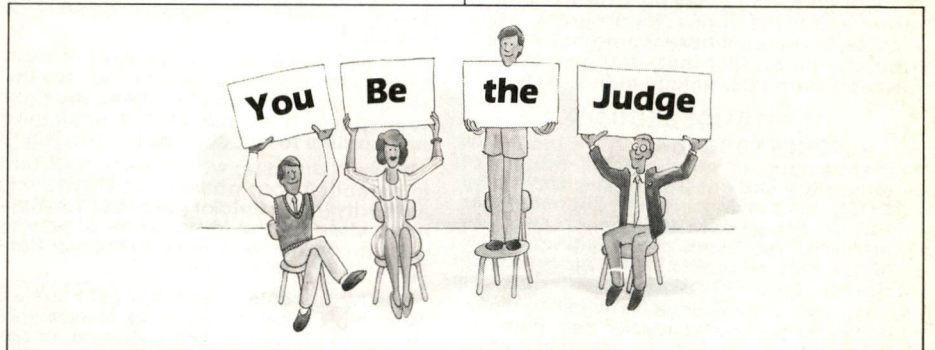
D. Every participant must present an entirely new and different speech for the regional and for the international contest than he or she has given that same year. Up to and including the district contests, contestants may use the same speech, but are not required to do so.

E. The successful contestant at each district shall present a detailed outline of his or her district winning talk to the chief judge of the regional contest. Successful contestants at the region will prepare and mail to World Headquarters an outline of their district and regional winning talks, which will be given to the chief judge at the international contest.

TIMING OF THE SPEECHES

A. A speaker will be disqualified from the contest if he or she speaks under four minutes, 30 seconds, or over seven minutes, 30 seconds.

B. The timers shall be seated in such a posi-



SPEECH SUBJECT AND PREPARATION

A. Subject for the prepared speech shall be selected by the participant.

B. Participants must prepare their own five- to seven-minute speeches, which must be substantially original, and certified as such in writing to the chief judge by the contestants prior to the presentation of the speeches (on form #1183, Speaker's Certification of Speech Originality). Any quoted material must be so identified during the speech presentation.

C. All contestants will speak from the same platform or area designated by the contest chairman with prior knowledge of all the judges and all the contestants. The contestants may speak from any position within the designated area and are not limited to standing at the lectern/podium.

1. A lectern/podium will be available. However, the use of the lectern/podium is optional.

2. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone should be made available, if possible. It is suggested that the fixed-mounted

tion that warning signals will be clearly visible to the speakers, but not obvious to the audience. The green and amber warning signals will remain on for one minute each.

C. Upon being introduced, the contestant shall proceed directly to the speaking position. The contestant shall make no attempt to communicate with the audience via sound or action prior to uttering the first word of the speech, at which point timing and judging shall begin.

Should a contestant engage in definite verbal or nonverbal communication with the audience (including the playing of music or other sound effects, a staged act by another person, etc.) prior to reaching the speaking position and uttering the first word of the speech, the timer should activate the timing device at that point. If this results in the speech going over-time, the contestant will be disqualified.

D. Timers shall warn the speaker with a green light after he or she has spoken for five

Continued on page 28

No matter how many beginning Toastmasters may be convinced that a person can die of fright, neither the *Injury Fact Book* nor the United States National Safety Council's *Accident Fact Book* has recorded a single instance of public speaking as a cause of injury or death in the United States. However, both books record horrifying numbers of injuries at home and on the road.

In 1981 alone, 21,000 people died in home accidents in the U.S., and over 24 million people were seriously injured. Traffic accidents injure between four and five million people per year, causing approximately 45,000 deaths. Other countries have similarly depressing statistics. So novice speakers, take heart—you are safer at the lectern than almost any other place!

The catch is, you have to *get* there safely. This article will help you succeed in surviving your experience to and from the lectern, uninjured. It will not provide information on every possible hazard; nor are the precautions offered the only or the best to take under every circumstance.

There's no guarantee that if you do everything I suggest you will not be injured, although the odds will be considerably more on your side. If you want more guidance, organizations that provide safety information are listed in the accompanying box.

At Home

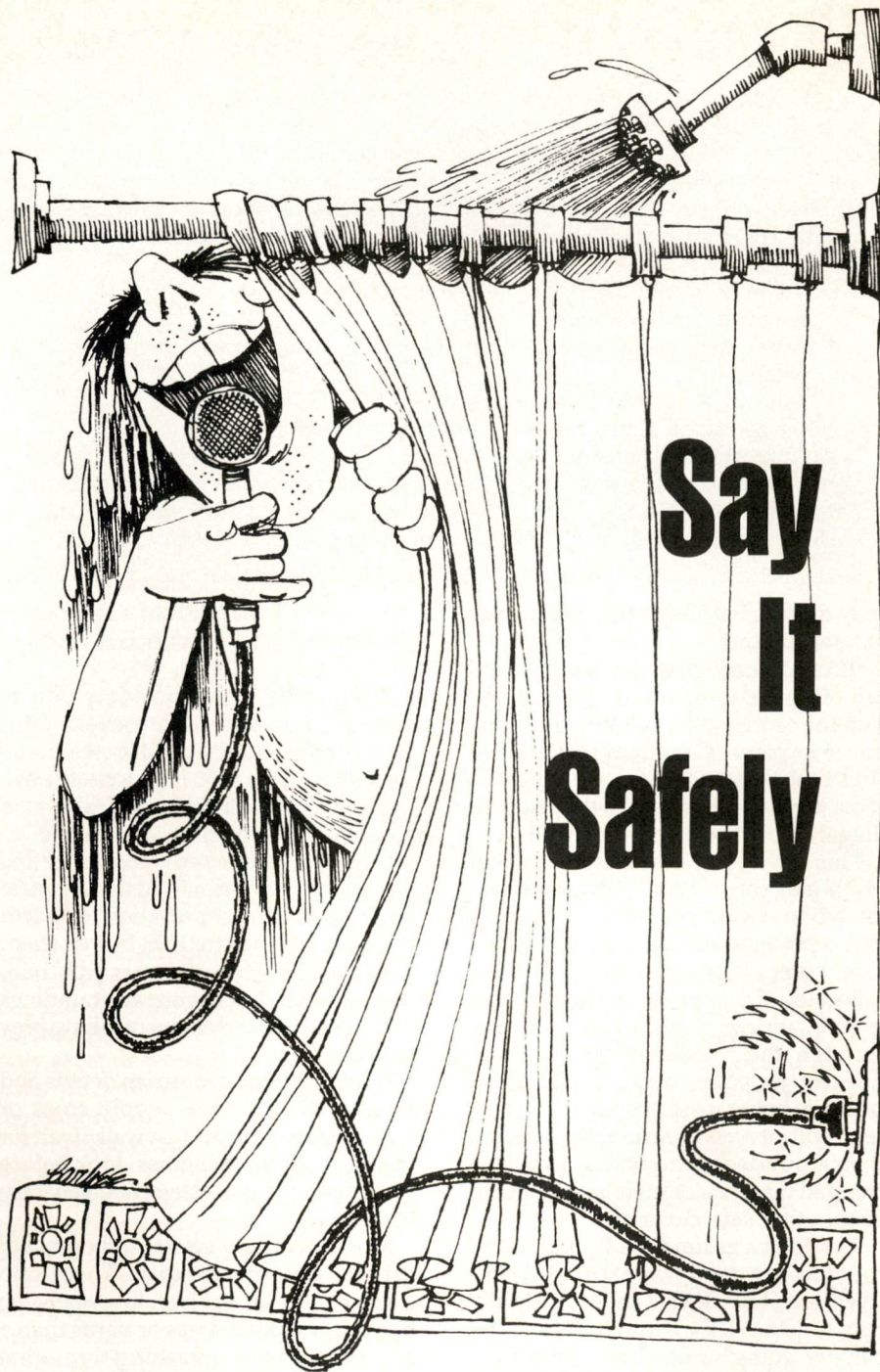
Speaking safety starts at home, when you're getting ready for a presentation. More accidents are likely to occur at such times, when you're feeling stressed or rushed. So first, remember to relax and allow yourself plenty of time to get ready to go. Then you can take some logistical precautions.

The two rooms in the home where people are injured most often are the kitchen and bathroom. The most dangerous hazards in these rooms arise from wet surfaces and electricity.

When you're getting a snack in the kitchen before your speech, don't spill liquid on the floor without wiping it up immediately. Don't walk in stocking feet on a slippery floor either. Wear shoes or house slippers to prevent falls.

In the bathroom, be especially wary of slipping and falling in the bathtub or shower. Falls here can be fatal, or at least very serious, and are not uncommon.

In order to prevent such falls, use one of the various products that stop and hold a sliding foot. There are all kinds and colors of stick-ons and rubber bathmats with suction cups on the bottom.



by Sharon Lynn Campbell, ATM

If you're replacing your tub, order one with the new nonskid bottom.

Consider installing grab bars, too, to give your hands something to grasp onto if you begin to fall.

Another convenience of modern homes, electricity, needs to be handled with care. Accidental electrocution in the bathroom is distressingly frequent. One problem is that people overlook the hazards, and do things such as use an electric hairdryer in the tub.

Other fatalities have resulted from plugged-in appliances that fall into bath water, such as telephone receivers, and people reaching over to adjust TV antennas or radio dials while still in the tub.

Electrical hazards lurk in kitchens too. Appliances with three-pronged plugs which aren't properly used can prove fatal. Never, under any circumstances, use an appliance with the third prong cut off, one that's plugged into an ungrounded adapter or one that has

It's That Old Adage...

Better safe than sorry! In any event, from club meetings to district conferences, speech contests and training sessions, all the way to the International Convention, the safety of everyone involved cannot be taken too lightly. Every get-together should have at least one person designated as a 'safety officer.' This role could be filled by a club officer such as the Sergeant-at-Arms for small events, or a special safety officer can be appointed specifically for larger functions.

Some of the more important safety aspects to check are:

- Are aisles wide enough for easy access?
- Have adequate provisions been made for handicapped members and guests?
- Have all obstructions been cleared?
- Are all raised platforms and portable furniture secure?

An important resource for running safe and successful conferences, speech contests and training seminars is the new Toastmasters Meeting Handbook, "Put on a Good Show," available from the Supply Catalog, code 220.

Don't let carelessness ruin your event. Make safety a priority!

only the two flat blades plugged into an extension cord.

(If used at all, the wire tail or metal tab of the adapter should be screwed into the center screw holding the outlet cover in place. Canadian readers will find that these adapters are illegal in most parts of Canada, and they may be illegal in other countries as well.)

This advice applies to any electrical visual aids you employ during your presentation. Using properly functioning three-pronged plugs is one of the best safety precautions you can take. Why?

Because if a short circuit should occur in the wiring, the current will run through the appliance or visual aid directly to your touch. If the third prong is being used properly, the current will proceed harmlessly through this (grounded) third prong, to be discharged into (inaccessible) plumbing or some other safe channel.

Installing a ground fault circuit interrupter is one good way to prevent electrocution. This device almost instantly cuts off electricity when it detects the current going somewhere other than through the proper wires. Ask an electrician about obtaining circuit interrupters, particularly for the kitchen, bathroom and laundry room.

Getting Set To Go

Begin your grooming and other preparations for the talk early enough that last-minute hitches can be dealt with calmly. That way you'll have time to sew on that button, fix that hem or deal with whatever else happens without running late.

Of course you have a good idea of what to wear to the presentation to look professional, but how about comfort

and safety? Don't add to edgy nerves by wearing tight, constrictive clothing or shoes.

The proper shoes not only add to comfort, but also help prevent falls. Women particularly need to make sure their shoes aren't too high for safe navigation, are equipped with non-skid soles and are sturdily constructed.

Once you're dressed comfortably and are ready to go, don't rush. If you're taking public transportation, you risk falling if you run for that bus or train. Avoid walking between cars on a train, and pay attention to your surroundings to diminish your chances of falling prey to crime.

Over half of all pedestrian deaths and injuries occur when people cross or enter streets. So don't jaywalk; wait for the light before you cross, look before you step out into the street and generally be alert.

Most of you, however, will probably drive to your presentation. There's no excuse today for not buckling seatbelts. Better a wrinkled dress or pants than a ruined face from smashing through a windshield.

And of course you'll drive carefully, without speeding, because you've allowed plenty of time to get there. If for some reason you do end up running late, avoid the temptation to speed! Find a phone, call the program director to assure him or her that you'll be there soon and then drive there safely.

Once You Arrive

One of the first things you should always do when you enter a public building is note where fire exits are located. This means more than just looking for signs—count the number of doors between you and the fire exits, or pace

the distance. If a fire occurs, you may have to direct the audience, and all of you may end up traveling the distance in the dark, crouching.

Of course, never use elevators in case of fire. Many elevators are activated by heat-sensitive detectors and unfortunately, in case of a fire, the elevator is drawn straight to the floor with the fire.

If you'll be speaking in a high-rise building, contact the U.S. National Safety Council, local firefighters or the public library for information on surviving a fire in this particular setting.

While you're looking for fire exits, note other possible problem areas. Are there any protruding electrical outlets on the floor? Is the floor very slippery? Do you see any torn carpet edges you could trip over? How about electrical cords stretching across traffic areas?

Is the lectern solid or flimsy? Is there any low-hanging fixture you might bump your head on? Does the microphone, projector or other electrical equipment have correctly installed three-prong plugs?

Try to imagine how various objects and conditions in the room could cause injury. You may not be able to do much about some of them, but do tape down any carpet edges or wires you might trip over. Make sure that a microphone, projector or any other electrical device is properly grounded (this is where it pays to arrive at least an hour before your presentation).

Once you feel comfortable with the room, go ahead and arrange your notes and visual aids. If you must mount something on a wall, or otherwise need to reach above your head, bring along a folding stepstool. Never stand on a chair with wheels to hang or mount something. Folding stepstools only cost \$25 to \$40—much cheaper than a visit to the emergency room after a fall!

Organize for Safety

When setting up visual aids, avoid creating hazards for audience members as well. Again, tape down exposed wires or cords if they lie within traffic areas.

Another danger could hit your pocket-book hard. Don't take along your own projector or any other electrical item that's not grounded. Aside from the danger to yourself, you also risk an expensive lawsuit if someone else gets hurt because of your faulty equipment.

If you'll be speaking from a podium (that area raised some distance from the floor on which you and the lectern, if any, are standing) make sure lighting allows you to see the podium boundaries. Even people with such renown

as conductor Leonard Bernstein have fallen off podiums, so be careful!

There's no guarantee that you'd be as lucky as Bernstein and escape with nothing worse than a very red face. Falls are the number one accidental killer in the U.S., resulting in at least 13,000 deaths per year.

Another possible danger exists from alcoholic beverages. If the speech is to take place after dinner, you'll probably be offered a drink or two before the meal. It may be tempting, but say no to more than one glass. Alcohol is never an aid to public speaking—at the minimum it can dry your throat.

One little-known hazard of alcohol is that it increases your chances of choking. Cut your food into small bits, and chew well before swallowing to avoid this problem. If someone else starts choking, come to their aid.

Take a good first-aid course, including training in cardio-pulmonary resuscitation (CPR), and you'll know what to do—even if you are the one who's choking.

Safe Speaking

If you've taken the previously mentioned precautions, once you're at the lectern, you shouldn't have anything to worry about other than delivering your message successfully.

But what if there is a problem during your talk? What do you do if someone in the audience has a heart attack or epileptic seizure? What do you do if the lights suddenly go out, a smoke detector goes off or you get word that a tornado is approaching? How will you handle it?

That all depends on what kind of person you are. Do you remain calm, or at least functional, during emergencies? Or do you fall to pieces at the first sign of trouble?

If you know you don't handle emergencies well, then plan to relinquish control of the meeting immediately to someone else (it's not necessary that the person be an officer of the hosting organization or a hotel representative, just that they appear able to deal with the current emergency). Then get off the stage or otherwise out of the public eye; panic is contagious and even fatal.

If, however, you know you can cope with emergencies and maintain your composure, then help resolve the emergency situation. You'll have a much better idea of what to do if you take that first-aid course, study CPR and research how to act in the event of natural disasters such as tornados, hurricanes, earthquakes or flooding.

If a fire breaks out or smoke detector

Safety Sources

This is a very brief list of sources of safety information in the United States and Canada. Wherever you live, local safety and government agencies, including fire departments and Red Cross offices, can answer your questions regarding hazards, emergencies and natural disasters.

Many hospitals offer free first-aid classes and other safety information. Local libraries also have plenty of books on the subject.

- National Fire Protection Association
460 Atlantic Avenue
Boston, MA 02210
1-800-344-3555
- National Safety Council
444 North Michigan Avenue
Chicago, IL 60611
1-800-621-7615
- U.S. Consumer Product Safety Commission (CPSC)
Washington, D.C. 20207
Continental U.S.: 1-800-638-8326
Maryland: 1-800-492-8326
Alaska, Hawaii, Puerto Rico, Virgin Islands: 1-800-638-8333
For deaf readers, nationwide: TTY 1-800-638-8270
For deaf readers, Maryland only: TTY 1-800-492-8104
- National Highway Traffic Safety Administration (NHTSA)
Department of Transportation
400 7th Street, S.W.
Washington, D.C. 20590
1-800-424-9393
- Canada Safety Council
1765 St. Laurent Boulevard
Ottawa, Ontario, Canada K16 3V4
613-521-6881

goes off, calmly direct audience members out of the building via the exits you noted earlier. Never gamble that a smoke alarm is faulty. You may have only seconds to escape after the signal goes off before a fire engulfs your meeting room.

A medical emergency calls for directing a specific person to summon help. If you neglect to do so, you'll waste precious time till someone finally decides to take the initiative.

If you aren't versed in first aid, ask for volunteers who are or who have a medical background to help make the victim as comfortable as possible. Then urge the rest of the audience out of the room to give the victim some privacy and allow enough room for the emergency crew.

An epileptic seizure generally calls for protecting the victim from hurting himself or herself (by falling or banging into walls or furniture) until the seizure is over. An ambulance is unnecessary in most of these cases; but it's always better to call paramedics anyway, since you can't be absolutely certain about the type or extent of the seizure.

If someone has been badly shocked by faulty electrical equipment, don't touch the live wire nor the victim. Use some non-metallic, dry item to remove the live

wire from the victim's hand. Then give the victim first aid, if needed.

In a case in New Hampshire, an ungrounded microphone shorted out, shocking the featured vocalist. Three other people proceeded to touch the hot microphone, all of whom also suffered shock. Luckily in this case, no one was seriously injured. There could just as easily have been four deaths.

Be Prepared

By now you may be thinking, "Well, thanks a lot. All I need is to have more things to worry about when I go to give a presentation. I get nervous enough just having to remember my speech!" That was not the intent of this article.

Rather, it was to free your mind from worry about how you might handle hazards or emergencies. Toastmasters are always prepared, and by using foresight, you'll be prepared to overcome any possible accidents or emergencies.

Not only will you survive your presentation safely, but you may help your audience survive it, too—literally! ♣

Sharon Lynn Campbell, ATM, is a member of Graybar Club 1436-46 in New York City. She's a Certified Safety Professional.

EMERGENC

by Burton Schindler

Emergencies can happen anytime, even during your speech. At no other time are your words, tone and gestures of such life and death importance.

The note is hurriedly shoved onto your lectern by someone from backstage. A frown of annoyance creases your brow. What a time for an interruption! The speech is going well; the audience is right there with you. But a quick glance at the note and the words rush toward you: "FIRE BACKSTAGE."

Suddenly the speech you prepared is forgotten. Your hands, which only a moment ago skillfully emphasized your key points, now clutch the edges of the lectern. You glance in front of you at the audience, then backwards beyond the curtain. Someone backstage is gesturing wildly.

Meanwhile, the audience is watching you closely, becoming uneasy. You must say something—now!

On another occasion you are approaching the climax of your presentation. The major points have all been carefully marshalled, one by one, to fortify your message. The time is near for the carefully rehearsed windup. The audience is energizing you with its concentrated attention.

Then, from the corner of your eye, you spot a man seated in the front row.



He's clutching his chest. Suddenly, he slumps to the floor. In a flurry of movement, people from the audience gather around the stricken victim. Murmurs intensify into noisy chatter. You must say something—now!

Be Prepared

At no other time are words and the way they're said so critical as when a speaker must handle an emergency. This can test the speaker's skill most keenly. In a very few moments, the voice, gestures and tone all become matters of extreme importance. No time for mistakes now.

Resist your natural impulse to shout, "Fire!" and run for the nearest exit. Never look wildly around a room, calling, "Is there a doctor in the house?" Like it or not *you* are in command; what you say and do next can have life or death consequences.

This is the moment when that hallowed slogan of the Boy Scouts, "Be Pre-

pared," takes on major significance. Emergencies happen. While they may not all be as critical as those described above, each calls for prompt and pre-planned action.

The operative word here is 'preplanned.' Even minor glitches can snowball into serious problems if left unchecked. The most sophisticated audience can suddenly turn into a rampaging mob if sufficiently threatened. Even seemingly minor events such as the sudden loss of lighting in a hall can trigger disaster.

Be prepared to take immediate charge of the situation. Know in advance what you'll do and say. This means that a speaker must actually imagine the possibility of emergencies and decide which steps to take, making sure to rehearse appropriate words and gestures. These moments of preparation will provide the speaker with vital assurance when emergencies do arise.

Admittedly, each situation is unique. The list of events, major and minor,

Y SPEAKING

which can cause problems for the speaker is practically endless. These range from the crisis of a fire in the hall to the annoyance of a slide projector tipping over.

Part of the Routine

But since accidents do happen, some veterans of the lectern are convinced they're a regular part of the routine. Therefore they prepare ahead of time to handle such situations.

While each emergency is different, necessitating a unique response, there are enough parallels that you can prepare a general strategy in advance. Fortunately, two things prove effective regardless of the seriousness of the event, and it is upon these you can build your plan of action. They are 'calm' and 'a smile.' How can you remain calm and smile when you suspect a fire's raging backstage?

Yet calmness is of primary importance. And the smile makes it happen. Somehow the presence of danger is rapidly communicated to a crowd. Merely a higher vocal pitch as you speak will cue an audience in to trouble.

The moment audience members begin whispering in agitation to their neighbors is the moment panic can start. Don't let it reach that point. As the person at the lectern, you have authority—use it.

One crucial point to remember, especially in a danger situation, is: *do not* announce the specific cause of the emergency. Don't even specify that there is an emergency. Keep your message general, make sure your voice and gestures are calm. Use a light touch and avoid being forceful. Your sole purpose is to clear out the hall quickly and with the least amount of confusion.

Don't try to obtain more information from backstage concerning the size and location of the fire. A fire can spread rapidly. If it turns out later the report was an exaggeration, just be grateful!

Say It with a Smile

Try these phrases before your mirror and then repeat them with a smile (re-

member, *you* know there is a fire backstage, but you don't want anyone else to find out... not just yet, anyway):

"Well, folks, it looks like the management has a problem, and they've asked us to move out of the hall for a couple of minutes." Sure, that's folksy and maybe not your style, but people react more calmly when the message is in an 'easy listening' mode.

You may have been delivering a high-powered speech on the need to overhaul our foreign policy, but that forceful technique won't be appropriate now. Your present purpose is to get people moving in an orderly way.

You don't want audience members taking the time to stop and pick up their coats and belongings either... "Certainly, you can leave your things right where they are. We'll be back in just a couple of minutes. Oh, this doesn't mean you're going to get away without listening to the rest of my speech, by the way!"

You can wait for a more relaxed time to worry about the possible legal problems that may develop from telling the audience to leave their belongings behind. If someone sues because he or she lost a briefcase, a lawsuit would look ridiculous since your motivation was to save the person's life.

Keep your smile bright but don't blaze with a big grin, especially if your speech up to this point has been comparatively serious. Just smile easily... and start heading for the exit yourself. Don't stop to answer questions and don't hurry.

Of course, you know precisely where all exits are located, because just as you automatically check for fire exits when you register in a hotel, you reviewed exits in the hall where your speech is scheduled. If this isn't already a habit, make it one.

In the Event of Illness

In the previous example of the man collapsing onto the floor, a somewhat different method is necessary. Fires and bomb threats require a pre-thought-out plan to get people moving. Your pur-

pose in this case, however, is to keep them in their seats. This is the time to supply the audience with precise information. And although a smile may not be appropriate, a calm voice is still vital.

If yours is a medical conference and the hall is full of practitioners, much of your problem is already solved. But of course every audience is not so conveniently populated! You first need, then, to ask for trained help for the stricken person.

Inform the audience in a calm and straightforward manner that a person is ill and ask if anyone can provide aid. Explain where the victim is seated. For example, say, "Ladies and gentlemen, we have a man (woman) in need of help in the front row. Is anyone here able to give first aid?"

Remember, you are not trying to limit the aid to that of a medical doctor. Thousands of people have learned CPR (cardio-pulmonary resuscitation) and other first aid skills to help victims. You have a good chance of locating such a person from your audience.

So don't eliminate offers of skilled help which might be discouraged by asking specifically for a medical doctor. Even though trained, many people are reluctant to rush forward, even less so if you request a medical professional. Their tendency will be to wait for a physician to make the first move. If none are available, the delay could cost a life.

Request that everyone remain in their seats, because you want to keep the aisles clear for those coming to the victim's aid. Of course nearby audience members can help loosen the victim's tie or collar and try to make him or her more comfortable. If no prompt response for aid materializes, you'll have to take a series of nearly simultaneous actions.

Get Professional Help

Ask one of the meeting's organizers to call for paramedics, using a nearby phone. Ask another to have hotel or meeting hall personnel make a similar call. This measure gives you at least two chances the call will be made cor-

rectly, and that at least one of them will get through.

Continue to request the audience to remain seated. Remind them that the victim is being helped and that paramedics will be on the scene in a few moments. Your audience needs reassurance. Stay at the lectern; avoid the temptation to wander over toward the stricken person.

Keep the audience's focus on you as much as possible. Every moment will seem interminable—for you, for the audience and most likely, for the victim. Yet, fortunately, this waiting period is usually mercifully brief.

Many meeting facilities are close to paramedic help, and many others have trained medical personnel on call. It helps to check this out beforehand, or be sure that the meeting's sponsors have done so. Large hotels often have staff members trained to provide CPR and Heimlich Maneuver aid.

This latter intervention, for choking, is more often needed in dining rooms, so it can become important for a luncheon speaking engagement.

Again, preparedness pays off. A few questions asked before the speech begins can prove invaluable when the need arises.

Mighty Nuisance

Fortunately for the speaker, such major problems are rare. Usually, the emergency can be downgraded to a nuisance. The knocked-over slide projector which cascades slides under chairs and down aisles is the more typical event.

Another common mischance is the loss of microphone power. This triggers another annoyance: alternate booming and fading as the harried speaker fiddles with buttons or switches, pleading over and over, "Can you hear me out there?" As the audience alternately answers "yes" or shakes their heads, hope for an effective presentation often disappears.

These emergencies also require advance planning. Probably few so-called 'unexpected events' occur with more frequency than the failure of a microphone or problems with a projector. Just because they are so frequent is reason enough to prepare to handle them in advance.

The dead microphone requires the aid of a knowledgeable technician. Know where that elusive individual can be found during your speech. If it is impossible to have him or her actually standing by, know how to call for assistance quickly.

In the meantime, while someone else

Even seemingly minor events like the sudden loss of light in a room can trigger disaster.

is searching for the technician, go on with your speech. Sure, make a brief tongue-in-cheek reference such as, "I guess we didn't pay the electric bill this month," then move ahead with confidence.

Actually, such a distraction can sometimes benefit the speaker. The audience will be forced to make a concerted effort to listen carefully, since the miracle of electronics is no longer part of the act. Suddenly you've been thrust into the time-honored public speaking league of Lincoln, Douglas and Cicero.

You won't need to shout. Enunciate and raise the volume only slightly. Let the audience do some of the work! Once the technician arrives and begins repairing the microphone, ignore him or her. Move away from the lectern if possible, and keep the audience's attention focused on what you are saying, not on the repair job.

Test of Poise

The unsteady or toppled slide projector (or its ubiquitous counterpart, the overhead projector) presents a genuine test of poise. Upside-down slides, burned-out bulbs, wires suddenly wrenched from their sockets by the restless feet of audience members—these are the curse of the circuit speaker.

For the burned-out bulb, only advance planning can help: having an extra bulb handy, and someone to put it in place while you continue to speak. If your slides end up in colorful profusion all over the floor, chances are the audience won't be willing to hang around while you carefully pick them up and put them back in order. Forget these slides.

If they're an integral part of your speech, you have only one recourse: Ask the audience to take a short break while you regroup. Give them an early coffee break, for example. Then recruit one or two people to help gather and rearrange the slides.

The cost for a duplicate set of slides, already fitted in order in a tray, is trivial compared to the problem of trying to

play 'pick-up-sticks' in the midst of a speech.

And having a duplicate set will come in handy should airport personnel accidentally send the case with your tray of slides off to New Zealand when you're scheduled in Canada. So take a duplicate set with you on the plane in a piece of carry-on luggage.

Emergencies come in many guises. Perhaps the event affects only one person in the room, the speaker. His notes get misplaced. Her stomach starts to growl. For a moment, think back to all the meetings, seminars and speeches you've heard. Now, think of all the problems that developed. How did the speakers handle them?

Remember the time when a flustered seminar presenter knocked a glass of water over onto his notes? How about that petite woman who kept trying to adjust the microphone lower while she spoke, until it finally fell right onto the platform? Or that tall fellow who spent almost his entire speech trying to keep the microphone from slipping down to the height of his belt buckle?


The audience probably found these situations amusing. However, for the speakers they were emergencies which only preplanning would have avoided.

Plan To Take Control

Keep water glasses off the lectern. Arrange for the microphone to be adjusted before you're introduced, preferably by a technician.

An emergency is whatever dramatically affects the presentation in a negative or distracting manner. Just as you keep a fire extinguisher on hand, 'just in case,' keep a prepared plan of action in your mental portfolio to handle unexpected events while you're at the lectern.

Test your responses ahead of time. Say the words out loud that you may have to say in an emergency someday. Once spoken they become familiar, and will come readily to the tongue when you're under the greatest of stress.

Visualize possible disasters, the dangerous to the ridiculous, and plan how you will handle each of them 'just in case.' By doing so, you will find that when the emergency actually happens you'll indeed take control of the situation. 

Burton Schindler is a journalist, freelance business writer and public relations practitioner with numerous stints as an MC and seminar leader. A magazine feature writer, he is soon to publish a PR handbook for small business owners.

There Will Be an EDUCATION SHOWDOWN in "Your Kind of Town" in 1987!!!



Toastmasters International's 56th Annual Convention
will be held at the Hyatt Regency Hotel
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AUGUST 25-29, 1987
(Please note these new dates!)

Start an
"On to Chicago"
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your club now!

JOIN IN THE FUN!!

CHICAGO

- Explore more than 20 museums—including Chicago's number one tourist attraction—the Museum of Science and Industry.
- Visit art galleries—there's over 30 galleries, with the internationally famous Art Institute of Chicago heading the list.
- See the world's largest indoor aquarium—the John G. Shedd Aquarium.
- Find fun and recreation on nearby Lake Michigan—beaches, jogging, cruises and more.
- Know that jazz and the blues grew up here and can be sampled by you in places all over Chicago.
- Watch the Cubs or White Sox play—baseball history has been made in famous Wrigley Field and Comiskey Park.
- Go to the top of the tallest building on the planet, the Sears Tower.
- Discover the Lincoln and Brookfield Zoos.
- Take your pick from over 60 theaters offering live entertainment.

THE EVENTS

- See and hear Wayne Dyer, author of *Your Erroneous Zones* and recipient of the 1987 Golden Gavel Award.
- Listen to dynamic speakers including Joe Larson; Herb True, Ph.D.; Carl Huffman and Bill Hayden.
- Experience stimulating sessions on personal growth, club development and professional success.
- Learn what it takes to become a professional speaker.
- Party at the Proxy Prowl.
- Enjoy the Roaring '20s Fun Night.
- Be there for Toastmasters International's exciting Hall of Fame.
- Dance and dine in elegance at the gala President's Dinner Dance.
- Participate in the election of your International Officers and Directors.
- Witness the World Championship of Public Speaking.

THE HYATT REGENCY

- Unsurpassed convention facilities—one of the biggest in the midwest and perfect for a great convention.
- Illinois Center—the Hyatt Regency is part of an 83-acre complex loaded with shops, reasonably priced restaurants and numerous fast food outlets.
- First-class guest room accommodations.
- A multistory atrium lobby where you can be entranced by a string quartet or sip a refreshing drink near a cascading waterfall.
- Chicago's Magnificent Mile—you're minutes away from museums, landmark attractions and night spots which make Chicago a "toddlin' town."
- Easy airport access—a direct shuttle is available from O'Hare Airport to the Hyatt Regency.
- Concierge Service can help you arrange theater tickets, dinner reservations or individual sightseeing tours.

Make plans to be at this exciting Convention!

CHAMPIONSHIP *Cont. from page 20*

minutes. An amber light will be turned on after six minutes. A red light will be turned on after seven minutes and will remain on until the conclusion of the speech.

PROTESTS

A. Protests will be limited to judges and contestants. Any protest will be lodged with the chief judge and/or contest chairman prior to the announcement of the winner and alternate(s). The contest chairman shall notify the contestant of a disqualification regarding originality prior to that announcement before the meeting at which the contest took place is adjourned.

B. Before a contestant can be disqualified on the basis of originality, a majority of the judges

must concur in the decision.

C. All decisions of the judges are final.

INTERNATIONAL AND FRENCH TAPED SPEECH CONTESTS

A. Members of undistricted clubs are invited to participate in the International Taped Speech Contest. Tapes must be in English. French speaking members of any Toastmasters club have the option of entering the French Taped Speech Contest. An individual may enter the annual International Speech Contest or the French Taped Speech Contest, but not both.

B. The Toastmasters International Speech Contest Rules are to be followed as far as they are applicable. Naturally there is no area, division, district or regional competition, nor is there any travel allowances.

C. The tape shall be made using the following procedures:

1. Use fresh tape and record at 7½ IPS speed, or on a cassette, before a live audience.

2. Time the speech carefully to comply with the Speech Contest Rules.

3. Clearly mark tape and container with participant's name and club number.

D. Tapes for the International and French Taped Speech Contests must be received at World Headquarters by June 1 to be eligible for competition.

Additional copies of the 1987 International Speech Contest Rulebook (Code 1171) are available from World Headquarters. Consult your club's 1987 Supply Catalog for prices and order information.



In Honor of Two Decades—Senior Order Clerk Connie Kull receives a plaque from Executive Director Terry McCann to commemorate her 20th anniversary at World Headquarters.

Connie Kull Marks 20 Years at WHQ

World Headquarters employee Connie Kull has been honored for her 20 years of service with Toastmasters.

Connie, Senior Clerk for the Order Department, began her career at Toastmasters right after high school, working with new clubs in the Membership Department. After taking time off to raise a family, Connie later returned to the Membership Department to handle correspondence with new and prospective clubs.

In subsequent years Connie transferred to the Finance Department, where she began working with members' orders. Her current responsibilities as Senior Order Clerk include overseeing order processing, including engraving of trophies and plaques, and dealing

with outside vendors. She ensures the five-day turnaround of an average of 500 orders per week.

Connie feels privileged to have witnessed Toastmasters' growth from "humble beginnings" to an organization which has gained worldwide recognition. "I enjoy working for a group dedicated to helping people become more self-confident," she says.

In all her years at World Headquarters, Connie most cherishes the opportunity she had to know Dr. Ralph Smedley, Toastmasters' founder. "He was the kindest man I ever met," she reminisces. "He was never too busy to talk to anyone."

She credits staff members at Headquarters with encouraging and standing by her through difficult periods in her life. "It's been like a family here," she says.

Don't Move without Us!

Let's suppose you've just won a lottery (I knew that would get your attention), and have decided to retire early and move into a nice, peaceful home in the country. Yet you hesitate, because you're not sure how you can transfer your Toastmasters membership. Fear not, future millionaires, for transferring your membership is as easy as one-two-three:

1. Make sure dues for the current period are paid in your present club before you move.

2. Call or write World Headquarters for a list of clubs and contacts in your new area.

3. Once you find a convenient club, simply have the club submit a completed Membership Application (Form 400) with you listed as a Transfer Member. Since you've already paid dues in your former club, you're not required to pay semiannual dues until the following period, when your name will automatically appear on the roster of your new club.

If you did not pay semiannual dues to your former club before you moved, you may do so in your new club upon submitting the Form 400.

So whether you win a lottery or your job just takes you to a new locale, keeping up your membership in Toastmasters is a sure way to strike it rich!

A Fall in Autumn

In "Clubs Televisive Table Topics," an article in the November issue of *The Toastmaster*, Austin, Texas Toastmasters clubs were inadvertently specified as being in District 44. No, District boundaries have not changed—Austin, Texas, is still a part of District 56. We apologize for any confusion this may have caused.

HALL of FAME

DTMs

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

Juanita M. Skillman, Imperial 2610-F, Norwalk, CA
Marie Antonette Boice, International City 1377-1, Long Beach, CA
Alfred George Harris, III, Chinatown 2296-4, San Francisco, CA
Kelley Weber, Happy Toasters 5222-8, St. Louis, MO
Robert J. Keller, Pleasant Valley 2317-15, Boise, ID
Kenneth E. Mitchell, Graduates 4884-16, Oklahoma City, OK
Keith L. Patterson, Flyers and Floaters 5467-16, Oklahoma City, OK
Beatrice S. Kolchin, Harford County 1914-18, Bel Air, MD
Jeane Irene LaLonde, Meridian 4681-32, Lacey, WA
Marshall Stephen Jones, County 4622-33, Merced, CA
Lionel W. Valley, Hooker Oak 662-39, Chico, CA
Kris Richins, A-R 1481-39, Fair Oaks, CA
Dave Almond, Downtowners 294-42, Edmonton, Alta., Can
Robert James Larson, Sundown 4834-43, Vicksburg, MD
Daniel K. Bird, Danville 1785-57, Danville, CA
Robert E. Martin, U.C. Berkeley-Speakeasy 2927-57, Berkeley, CA
Robert B. Blackmer, Harpeth View 3376-63, Nashville, TN
Ronald McDowell, Ingleburn 4213-70, Ingleburn, N.S.W., Aust
James Arthur Hughes, St. Martins 6198-74, Port Elizabeth, RSA

Anaheim, CA
John McCoy, International City 1377-1, Long Beach, CA
Robert C. Innes, Century City 2681-1, Los Angeles, CA
David P. Spaeth, Tang Tonguelers 5803-18, Baltimore, MD
Dorothy O. Chapman, Free Speakers 2630-26, Rocky Ford, CO
Laurel Stone, DTM, Green Bay 1350-35 Green Bay, WI
Hubert "Butch" Barney, Northwestern 2946-37, Winston-Salem, NC
Marcia Taylor Barney, Northwestern 2946-37, Winston-Salem, NC
George A. Reed, Fulton 1515-65, Fulton, NY

ATM Bronze

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

Christina E. McShane, Mune-men 2732-2, Everett, WA
Linda M. Tilmont, Successmasters 4401-2, Seattle, WA
Frank E. Parzych, Progressive Speakers 4405-5, El Cajon, CA
Connie Harris, Prineville 4458-7, Prineville, OR
Camellia E. Lewis, Southwestern Bell 3287-8, St. Louis, MO
Charles E. Thompson, Ada 1971-16, Ada, OK
Marc Sullivan, Wind Baggers 1535-28, Farmington, MI
Roger W. Tilbrook, Argonne 128-30, Argonne, IL
Betty Burgan, Harmon-izers 1910-33, Las Vegas, NV
Melanie Dobosh, Windjammers 2628-33, Las Vegas, NV
Jake Christopherson, Reedsburg Area 2780-35, Reedsburg, WI
Gwen Gion, Plainview 763-44, Plainview, TX
Marie I. Swingley, Tampa 1810-47, Tampa, FL
Elisabeth B. Burke, HRS 1986-47, Tallahassee, FL
Joyce Peterson, Annexeers 6346-52, Los Angeles, CA
Ernest W. Caine, San Leandro 452-57, San Leandro, CA

William Kennedy, Main Street 1407-62, St. Joseph, MI

ATMs

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

Egon H. Werk, Koffee N Toastmasters 105-F, Redlands, CA
Robert Metje, Spokesmens 179-F, Huntington Beach, CA
Barbara Dilly Davidson, Mission Viejo 691-F, Mission Viejo, CA
Jane Gawronski, Foothills 1475-F, Claremont, CA
Linda J. Marquez, Rancho 3828-F, Bellflower, CA
Rene Ramirez, Peninsula 174-1, Rolling Hills Estates, CA
Jack Martincavage, International City, 1377-1, Long Beach, CA
Robert Atwood, Mattel Toys 5379-1, Hawthorne, CA
Brian W. Fullerton, Speakeasy 3997-2, Seattle, WA
David Ethan Berry, Monterey Peninsula 934-4, Monterey, CA
M. Lorraine Burton, High Spirit of TM 4368-4, San Mateo, CA
Stephen Savitzky, XY-Lence 4848-4, Campbell, CA
Norman L. Sossaman, San Pedro Squares 4860-4, San Jose, CA
Peter Espinosa Michel, Adelante 5232-4, San Jose, CA
Edna Thiel, Chula Vista 108-5, Chula Vista, CA
Terry Freeman, Centre City 643-5, San Diego, CA
Jack Lehbere, Escondido 1546-5, Escondido, CA
Roberta G. Bartholdi, Mankato 175-6, Mankato, MN
Edward Larson, Richfield Legion 232-6, Richfield, MN
Mary Ouska, Vikings 591-6, St. Paul, MN
James David Miller, Toro Prose 5369-6, Bloomington, MN
Gary F. Bradford, The Dalles 620-7, The Dalles, OR
James Randal Hoaglin, Hillsboro 881-7, Hillsboro, OR
Elliott K. Snedecor, Southeast 4999-7, Portland, OR
Marcia Brown, Rogue Valley 5633-7, Medford, OR
Corliss J. "Corky" Arnone, Waynesville-St. Robert 2842-8, St. Robert, MO
Charla Rodgers, Collinsville 4129-8, Collinsville, IL
Anna M. Pennington, Evening 5573-8, Fort Leonard Wood, MO
Michael E. Howell, Blue Mountain 618-9, Walla Walla, WA
Kenneth J. Colby, Murat Shrine 1211-11, Indianapolis, IN
Merrell J. Fischer, Spokesmen 1599-11, Fort Wayne, IN
Irvin Druckrey, Carmel 2182-11, Carmel, IN
Helen M. Holmes, Pin 2332-11, Plainfield, IN
Michael P. Burns, Savannah 705-14, Savannah, GA
Michael E. Cook, Rome 1844-14, Rome, GA
Gretchen Ruth Norling, Dogwood 1901-14, Atlanta, GA
Liska A. Wetherington, Valdosta 2906-14, Valdosta, GA
Gene H. Wadman, Hercules 1252-15, Magna, UT
Marilyn H. Snyder, TNT 3738-15, Salt Lake City, UT
Don R. Amidan, Hill-climbers 4846-15, Hill A.F.B., UT
Patricia J. Peterson, Hill-climbers 4846-15, Hills A.F.B., UT
Thomas R. Costello, Conoma 454-16, Oklahoma City, OK
Beulah Lessley, Claremore Community 806-16, Claremore, OK
Mary S. Camfield, Tinker 1362-16, Midwest City, OK
Lorri Metz, Gilcrease 1384-16, Tulsa, OK
Paul E. Gustafson, Technical Talkers 1691-16, Bartlesville, OK
Clara Haas, WE Speakers 2216-16, Oklahoma City, OK
J.D. Stone, WE Speakers 2216-16, Oklahoma City, OK
Betty J. Tolle (Weese), OKC Speaking Singles 4906-16, Oklahoma City, OK
Marvin Johnson, Challenger 5301-16, Lexington, OK
Donna J. Milburn, Shawnee 5477-16, Shawnee, OK

ATM Silver

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

Samuel Stanley Eiferman, Indian Professionals 6366-F,

Emlyn M. Miller, Downtowners 3663-25, Dallas, TX
Ted Hoffman, Afterburners 6191-25, Fort Worth, TX
Les Jensen, Pueblo 795-26, Pueblo, CO
Joy Schmidt, Northwestern 766-28, Southfield, MI
Bernard S. Kameneer, Schaumburg Area 3241-30, Des Plaines, IL
Judy Herlt, Talk of the Town 4041-30, Waukegan, IL
Paul M. Rahilly, Massachusetts Bay 3038-31, Winthrop, MA
Harold W. Slach, Puget Sound Naval Shipyard 1174-32, Bremerton, WA
Patrick Taylor Stevens, Ventura 24-33, Ventura, CA
Roger Harkness, Mineral King 887-33, Visalia, CA
Shirley Swayne, Golden Tongued 4452-33, Bakersfield, CA
Betty J. Keating, Appleton 1331-35, Appleton, WI
Jeffrey Lynn Medley, Annandale 3122-36, Annandale, VA
Bruce P. McCoy, Nat Greene 1386-37, Greensboro, NC
Gerald J. Ratchford, IBM Sub Club 3238-37, Charlotte, NC
Helen A. Oxman, Philadelphia First 541-38, Philadelphia, PA
Robert H. Schmidt, Town and Gown 3337-39, Davis, CA
Albert W. Knically, Zanesville 257-40, Zanesville, OH
Darrel G. Hopper, Megacity 553-40, Dayton-Kettering, OH
Gaither B. Purnell, Accuray 1008-40, Columbus, OH
Sam Rosen, Hilliard 4158-40, Hilliard, OH
Alan D. Vick, Lakelanders 4002-42, Slave Lake, Alta. Can
Charles J. Newling, Vicksburg 2052-43, Vicksburg, MS
John H. Talbot, III, Pine Bluff 3284-43, Pine Bluff, AR
Betty K. White, Starkville 5469-43, Starkville, MS
David Bartage, Buckeye 6046-43, Memphis, TN
A.W. Livingstone, Amarillo 211-44, Amarillo, TX
Palma T. Taylor, Andrews 680-44, Andrews, TX
L. James Robinson, Plainview 763-44, Plainview, TX

Ima Dora Haile, Plainview 763-44, Plainview, TX
Rudy Diaz, Eddie Rickenbacker 1295-47, Miami, FL
Sherman Andy Stevens, First Bahamas Branch 1600-47, Nassau, Bahamas
Nora E. Ramariz, Suncoast 1667-47, Tampa, FL
Thane W. Cornell, Sperry 4698-47, Clearwater, FL
Frances S. Kerr, Amelia Island 5568-47, Fernandina Beach, FL
Pamela K. Little, Hi-noon 3963-48, Huntsville, AL
Margot G. Seat, Communicators 4562-48, Huntsville, AL
Fred Halper, Successmasters 3352-52, Canoga Park, CA
Francis J. Mulcahy, CE 1333-53, Windsor, CT
Mark Swiconek, Bristol 3153-53, Bristol, CT
George I. Kauzlarich, Lincoln-Douglas 1196-54, Canton, IL
Peter J. Taraboletti, Lincoln-Douglas 1196-54, Canton, IL
Robert E. Denton, Elgin Orators 5135-54, Elgin, IL
Anne H. Daniel, 1090 North Houston 2659-56, Houston, TX
Lee Cross, Sabor 4058-56, San Antonio, TX
Priscilla T. Jarvis, The Austin Club 4256-56, Austin, TX
Josephine Young, Concord Community 4896-57, Concord, CA
W. Thomas Kelley, Daybreak 1005-58, Charleston, SC
Estelle L. Muse, Kalmia 1239-58, Aiken, SC
Dolly Ark-Sey, Vehicle City 4120-62, Flint, MI
Robert Tankersley, Nashville Elec. Service 4253-63, Nashville, TX
Louis N. Jones, Olean 4191-65, Olean, NY
Arthur Dingwall Gorrie, API Brisbane 900-69, Brisbane, Qld., Aust
David Hine, Twin Towns 3000-69, Tweed Heads, N.S.W., Aust
Hank Kist, Keira 3558-70, Wollongong, N.S.W., Aust
Bette Wood, Quirindi 4531-70, Quirindi, N.S.W., Aust
Margaret Favell, Speak-easy 2498-72, Dunedin, NZ
Warwick J. Bennett, Upper Hutt 2782-72, Upper Hutt, NZ

Ian David Mitchell, Blenheim 4518-72, Blenheim, NZ
William Ross Marks, Johnsonville 4775-72, Johnsonville, Wellington, NZ
Norman James Young, Foveaux 4978-72, Invercargill, Southland, NZ
Jerald A. Koltun, Paideia 4194-U, Guadalajara, Jalisco, Mex
Mario Garrolini, Prestige 5808-U, Taipei, Taiwan

6405-24 Physicians Mutual Insurance Company
 Omaha, NE—every other Tues., 7 p.m., Physicians Mutual Insurance Co., 115 S. 42nd St. (559-8900).
6413-24 Weoma A.T.&T.
 Omaha, NE—2nd & 4th Thurs., 4:05 p.m., A.T.&T., 120th "I" St. (691-3617).
6415-25 Soft Talk
 Dallas, TX—Wed., noon, National FSI, Inc., 2777 Stemmons Fwy., Ste. 700 (689-3200).
6397-26 Razor City
 Gillette, WY—Thurs., 6:30 a.m., Central Services Bldg., Campbell County School Dist., 1000 W. 8th (682-5171).
6416-28 Windsor
 Windsor, Ont., Can—Mon., 5:45 p.m., Miland Restaurant, 1520 Tecumseh Rd. E. (256-9553).
6408-31 Boston College
 Chestnut Hill, MA—Mon., noon, Boston College, Fulton Hall, Rm. 100 (783-2561).
6409-33 Hi Desert
 Boron, CA—Wed., 6:15 p.m., Federal Prison Camp Visiting Rm., P.O. Box 500, Hwy. 395 (762-5161).
6414-36 Tri-Agency Plus
 Washington, D.C.—2nd & 4th Thurs., noon, World Bank, 1818 H St. N.W. (254-7303).
6396-40 TASC
 Fairborn, OH—Tues., 11:30 a.m., The Analytic Sciences Corp., 3040 Presidential Dr. (426-1040).
6420-40 Coshocton
 Coshocton, OH—Mon., 12:05 p.m., Shaw-Barton Conference Rm., 545 Walnut St. (622-9455).
6395-42 Singles
 Edmonton, Alta., Can—Tues., 7:30 p.m., Principal Plaza, 10303 Jasper Ave.
6407-42 Walter Scott Nooners
 Regina, Sask., Can—Thurs., noon, Walter Scott Bldg., 3085 Albert St., Rm. 3085 (584-9281).
6422-44 Toast of the Town Toastmasters T.V.
 Plainview, TX—1st & 3rd Mon., 7 p.m., Wayland Baptist University, Harrel Art Wing (293-2829).
6400-47 Barnett
 Bradenton, FL—Thurs., 7:30 a.m., Barnett Bank Marketing Offices, 604 - 43rd St. W. (755-8889).
6418-47 Bethune-Cookman

New Clubs

710-1 Leading Edge
 Long Beach, CA—Tues., noon, Douglas Aircraft, 3855 Lakewood Blvd., Bldg. 36, Exec. Meeting Rm. (593-6315).
2336-1 USC El Centro
 Los Angeles, CA—Fri., noon, El Centro Chicano, 817 W. 34th St. (743-5374).
6404-2 Providence
 Everett, WA—Fri., noon, Providence Hospital, 916 Pacific (258-7539).
6424-3 Omega
 Phoenix, AZ—Thurs., 7 p.m., Best Western St. Francis Hotel, 4321 N. Central (285-9149).
6402-4 Trendsetters
 San Francisco, CA—Tues., 12:30 p.m., Golden Gate University, 536 Mission St., #521 (442-7000, ext. 7608).
6398-5 B.I.A.
 San Diego, CA—Fri., 7 a.m., BIA Bldg., 6336 Greenwich Dr., Ste. A (566-8300).
6417-5 Rose Canyon Toasters
 San Diego, CA—Thurs., 11:45 a.m., San Diego Data Processing, 5975 Santa Fe St. (236-5972).
6403-6 Rochester AVTI
 Rochester, MN—Thurs., 1 p.m., Rochester AVTI, 1926 S.E. 2nd St. (285-8620).
6421-7 Columbian
 St. Helens, OR—Fri., noon, Village Inn, 535 S. Columbia River Hwy. (397-6268).
6410-9 Tree Talkers
 Selah, WA—Tues., noon, Tree Top, Inc., 220 E. 2nd (697-7251).
6399-21 Lincoln
 Port Coquitlam, B.C., Can—Tues., 7:30 p.m., Lincoln Centre, Rm. 131 - 3000 Lincoln Ave. (931-9011).

College

Daytona Beach, FL—Mon., 6 p.m., Carl S. Swisher Library, East Conference Rm., Bethune-Cookman Clg., 640 - 2nd Ave. (255-1401, ext. 465 or 283).

6423-47 T L C

Ocala, FL—Mon., 7:30 p.m., Village Inn Restaurant, 1617 E. Silver Springs Blvd.

6401-56 Stentors

Austin, TX—Wed., 7:30 a.m., 411 Reagan State Office Bldg., 15th & Congress (463-5776).

6427-56 Trinity Hill

San Antonio, TX—Tues., 7 p.m., Trinity University, 715 Stadium Dr. (658-7668).

6426-58 Baptist Medical Center Columbia

Columbia, SC—Fri., 12:30 p.m., Baptist Medical Center Columbia, Taylor at Marion St. (771-5330).

6425-61 BNR/NT

Ottawa, Ont., Can—Thurs., 4:30 p.m., Bell Northern Research, Carling Lab 3, Carling & Moodie (726-3754).

6411-63 BSSB

Nashville, TN—1st & 3rd Mon., 7 a.m., Baptist Sunday School Board, 127 - 9th Ave. N., MSN 137 (251-2631).

6406-70 Twilight

Canberra, A.C.T., Aust—every 2nd Tues., 5:30 p.m., Woden RSL Bowling Club, Irving St.-Phillip (82 5237).

6419-70 Dynamic Dora Creek
Dora Creek, N.S.W, Aust—Thurs., 7 p.m., Dora Creek Workers Club, Minnie St. (73 3272).

6412-U First City

Ketchikan, AK—Tues., 6:30 a.m., Charlie's Restaurant, 208 Front St. (225-5709).

Anniversaries

45 Years

Amarillo 211-14, Amarillo, TX

40 Years

Wenell 435-6, Minneapolis, MN

Columbia Communicators

440-9, Richland, WA
Towne 443-10, Canton, OH
Asheville 436-37, Asheville, NC

Greensboro 439-37, Greensboro, NC

Assiniboine 419-64, Winnipeg, Man., Can

35 Years

Wesley 1022-16, Oklahoma City, OK

Town & Country 402-20, Alexandria, MN

Capitol 422-32, Olympia, WA

Madison 173-35, Madison, WI

Great North Stockton 64-39, Stockton, CA

30 Years

Caesar Rodney 2297-18, Wilmington, DE

Lewiston & Auburn 1741-45, Lewiston, ME

St. Petersburg 2284-47, St. Petersburg, FL

Mason-Dixon 2186-48, Huntsville, AL

Econchati 2313-48, Montgomery, AL

Camden 2247-58, Camden, SC

Podium 2303-60, Toronto, Ont., Can

Fireside 2281-65, Rochester, NY

25 Years

Los Gallos de la Bahia 3400-4, Sunnyvale, CA

Ellsworth Park 2745-30, Downer's Grove, IL

Keynoters 3390-35, Madison, WI

Launceston 2751-73, Launceston, Tas., Aust

20 Years

Innovators 3431-53, East Hartford, CT

15 Years

Thunderbird 325-3, Glendale, AZ

American States Ins. 2691-11,

Indianapolis, IN

Giant 968-36, Greenbelt, MD
Goddard 3496-36, Greenbelt, MD

Arlington 892-47, Jacksonville, FL

Chester 366-58, Chester, SC

Bay of Quinte 2057-60, Trenton Canadian Forces Base, Ont., Can

Whangarei 1666-72, Whangarei, NZ

10 Years

I-5 3091-7, Vancouver, WA

Torchlighters 2942-16, Tulsa, OK

Toast O Town 2094-19, Sioux City, IA

Minutemen 2871-22, White-man A.F.B., MO

Farmland 3355-22, Kansas City, MO

Greater Tyler 393-25, Tyler, TX

Farmers Insurance Grp. 1445-26, Colorado Springs, CO

Dynamics Research Corp. 3638-31, Wilmington, MA

Communicators 2012-33, Las Vegas, NV

Early Risers 2448-42, Saskatoon, Sask., Can

Vallejo 1200-57, Vallejo, CA

Brockport Canalside 1136-65, Brockport, NY

Times-World 1146-66, Roanoke, VA

TOASTMASTERS INTERNATIONAL'S CONFERENCE/CONVENTION CALENDAR

1987 REGIONAL CONFERENCES

REGION I June 12-13

North Shore Resort
Coeur d'Alene, Idaho
Contact: Juanita Hamilton, DTM
210 Underwood
Kennewick, Washington 99336

REGION II JUNE 5-6

Sheraton Plaza La Reina
Los Angeles, California
Contact: Ann Cousins, DTM
760 W. Lomita Blvd. #178
Harbor City, California 90710

REGION III JUNE 12-13

Holiday Inn Civic Center
Lubbock, Texas
Contact: Jim Story, DTM
3118 43rd Street
Lubbock, Texas 79413

REGION IV JUNE 26-27

The Westin Hotel
Winnipeg, Manitoba
Contact: Ed Tackaberry, DTM
4-80 Strauss Drive
Winnipeg, Manitoba, Canada R3J 3S6

REGION V JUNE 19-20

Continental Regency Hotel
Peoria, Illinois
Contact: Eldon Heitzman, DTM
725 W. Westwood Drive
Peoria, Illinois 61614

REGION VI JUNE 5-6

Sheraton/Convention Centre
Hamilton, Ontario
Contact: Peter J. Crabtree, DTM
1305 Cambridge Drive
Oakville, Ontario, Canada L6J 1S2

REGION VII JUNE 26-27

Baltimore Hilton Inn
Baltimore, Maryland
Contact: Theodor Berenthein, DTM
1328 Deanwood Rd.
Baltimore, Maryland 21234

REGION VIII JUNE 19-20

Holiday Inn
Portsmouth, Virginia
Contact: Larry Prickett, DTM
9740 Alfree Road
Richmond, Virginia 23237

1987 INTERNATIONAL CONVENTION

HYATT REGENCY
AUG. 25-29
Chicago, Illinois

1988 INTERNATIONAL CONVENTION

Washington Hilton
AUG. 16-20
Washington, D.C.

mission:POSSIBLE!

TOASTMASTERS INTERNATIONAL

✓ CARRY OUT THE MISSION

Your mission, should you choose to accept it, is to bring new members into your club and expose them to the benefits that Toastmasters provides. Help aSPYring members become aware of the Toastmasters programs. At the same time, you will be assisting your club in its quest to keep membership at charter strength (20 members), thereby achieving maximum effectiveness.

✓ HELP OTHERS BREAK THE CODE IN SEARCH OF BETTER COMMUNICATION AND LEADERSHIP SKILLS

Here's what you can do to build membership in your club:

- Invite at least one guest per month to attend a meeting. Greet all guests with enthusiasm, make them feel welcome and, above all, ask them to join.
- Conduct a Speechcraft or Success/Leadership program, and offer to serve as coach/mentor for a new member.
- Write an article on Toastmasters for your company publication, and publicize in local newspapers.
- Ask radio or television stations to air a Toastmasters Public Service Announcement.
- Spread the word about Toastmasters to everyone you come into contact with.

✓ DON'T KEEP TOASTMASTERS A SECRET!

Your reward for succeeding in your mission:

- Toastmasters Membership Building Pin... for sponsoring 5 new members.
- Pocket-size Evaluation Guide Folder... for adding 10 new members.
- CHOICE OF Toastmasters Necktie, Ladies Ascot Scarf, or Perpetual Wood Calendar... for bringing in 15 members.

In addition, the number-one membership builder for 1987 will receive the President's Sponsor award and nine runners-up will be the recipients of President's Circle awards at the Hall of Fame ceremonies during the 1988 International Convention in Washington, D.C.

MISSION REQUIREMENTS

1. This membership program begins January 1, 1987 and ends December 31, 1987.
2. All Toastmasters are eligible and encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Membership (Form 400) along with your home club number. Please print or type information so that it is legible. **No additions or changes may be made to applications once they are submitted to World Headquarters.**
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join during the calendar year 1987. The application must be received at World Headquarters no later than December 31, 1987.
6. Awards will be sent automatically upon qualification.
7. "President's Sponsor" and "President's Circle" Awards will be presented at the 1988 International Convention in Washington, D.C. However, they do not include transportation or other expenses. If the recipient is not in attendance, the presentation will be made to the District Governor.
8. Custom duties (or taxes on awards) are the responsibility of the recipients.

200 N. GRAND AVENUE • SANTA ANA, CALIFORNIA 92711 • (714) 542-6793