

# THE TOASTMASTER

JANUARY 1993

**New  
U  
Year**

NEW PERSPECTIVES  
NEW HABITS  
NEW CLUBS  
NEW ATTITUDES  
NEW SYNERGY  
NEW ORGANIZATION  
NEW SCHEDULE

**New  
U  
You!**





## viewpoint

# EDUCATION IS OUR BUSINESS

*"Education is our business."*  
RALPH SMEDLEY

Most people think of Education as formal schooling – classes, textbooks, lectures and grades. In Toastmasters, we don't have classes, textbooks or lectures, nor do we receive grades. But we do provide an opportunity for members to learn communication skills. Instead of receiving classroom instruction, however, learning occurs within the club. Instead of listening to lectures, members give speeches. We don't have textbooks; we have manuals. And our grades come in the form of evaluations.

Our founder, Dr. Smedley, did not like the idea of formal schooling in speaking. He thought "members should work out their problems, and then exchange their experiences, helping each other by pointing out better ways [in speech presentations]." During its first few years of existence, our organization did not even have manuals. Ultimately, however, members wanted more formal guidance, so Dr. Smedley developed the

Basic Manual, a series of speech projects. Each lesson focused on a specific speaking skill, such as organization or vocal variety. Then members who completed the manual wanted to learn more advanced speaking skills. This led to the 15-project Advanced Manual. Today, the Advanced Communication and Leadership Program is comprised of 12 manuals, each with five speech projects, covering a variety of subjects – public relations, technical presentations, sales, professional speaking, etc. The Board of Directors and the World Headquarters staff continually update these materials to meet members' needs.

Education is our business, even though our education takes place in a club and not a classroom. We must make sure the club provides plenty of opportunities to learn. Every meeting should be well-planned, the program filled with manual speeches. This is the club's primary mission – to help members develop effective communication skills. If every member works diligently preparing, practicing and presenting each project speech, we will develop dynamic clubs whose members are skilled in the art of communication.

Since our educational program is self-paced and self-directed, we can learn and advance as we choose. But sometimes family and work responsibilities can deter us. Without pressure from others, it is easy to let months pass without giving a manual speech. I know several members who have been working in the basic Communication and Leadership Program manual for more than three years! To receive maximum benefit from Toastmasters, we must challenge ourselves and take Dr. Smedley's advice. He said: "Plan to complete one project a month [and] take plenty of time for study... Perseverance and faithful effort will produce results. Your good results will in proportion to the work you invest."

I ask you to present one manual speech to your club each month. Put effort into each lesson, and the results will be proportionate to your effort. Your education is your most important business.

BENNIE E. BOUGH, DTM  
International President

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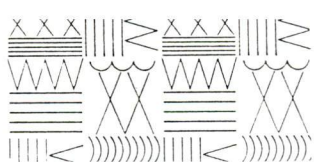
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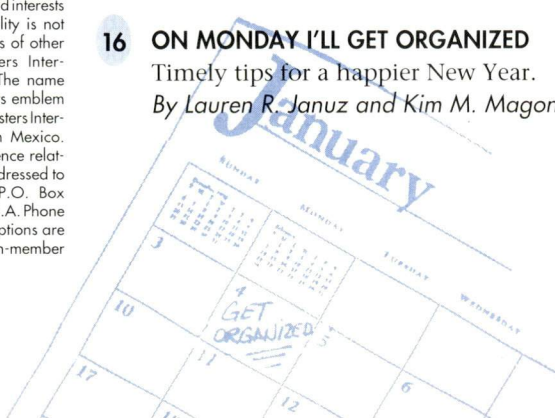
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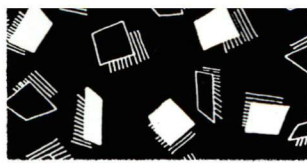
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## l e t t e r s

### MORE ABOUT "THOSE WORDS"

Thanks for your flexibility in publishing articles offering invocation alternatives (September). Your mailbox is probably chock-full of protests.

Invocation advocates may argue that the majority should rule. Most people willingly cooperate, they say, and those offended may stand in silence. What's the big deal?

I say it is a big deal. Peer pressure is a powerful force. I've seen people squirming in their seats during invocations exalting Jesus or others. Yet rarely is a complaint raised. Ye dare not appear critical of religion! When I've opposed these proselytizations, people have later expressed their gratitude for my speaking out. Unfortunately, most who disagree with the policy continue to remain silent.

Standing in silence during an invocation is unacceptable to me, so I either leave the room or remain seated. I'm sure many people see this as rude, and it is an awkward situation. However, I submit that Toastmasters who assume that everyone "needs" to be subjected to and participate in an invocation are not only rude but coercive.

Since I cannot expect the elimination of invocations, I plead instead for consideration. Meanwhile, I will continue my non-compliance with religious rituals and encourage others to do the same.

ROBERT A. RICHERT, PRESIDENT  
SINGLES BY THE SHORE CLUB 7016-F  
LOS ALAMITOS, CALIFORNIA

I enjoyed Charles A. Jones' article, but I disagree with his point of view.

Jones' suggestion to eliminate all religious references during opening ceremonies of Toastmaster events is not the neutral approach he claims it to be. What he really advocates is conformity to his secular approach. This attempt to narrowly define acceptable behavior exemplifies a closed mind rather than intellectual enlightenment.

Jones also labels religious references "offensive." I think people are offended only if they choose to be. In fact, I find it touching to have someone invoke the blessing of their God on my behalf.

Toastmasters is a large organization. We have room for both secular and religious references in our meetings.

MARK FOLEY  
MEADEATORS CLUB 1746-18  
COLUMBIA, MARYLAND

I am delighted with Charles Jones' article urging the removal of religious references from Toastmasters functions. I find prayers and references to "spirits" or gods offensive and inappropriate.

Furthermore, I feel that the "invocations, meditations and inspirations" of Michael Horton's article slow down meetings and are boring and unnecessary. Energy is already high at the beginning and end of meetings; let the speeches inspire and motivate.

I urge Toastmasters to start meetings with a bang, not a whimper, by removing invo-

cations and the flag salute as well as deferring business matters to the end. I open our meetings with a welcome to guests, then immediately introduce the Toastmaster, who proceeds with Table Topics or introduces speakers. Our club is highly successful, with 30 active members and an attendance averaging 20 people a week. Meetings begin on time, then move at a fast pace until adjournment. People often go out together for coffee afterwards. We have fun, but we also have discipline.

KATE CONTOS, PRESIDENT  
KAMEHAMEHA CLUB 720-49  
HONOLULU, HAWAII

My response to Mr. Jones' suggestion to eliminate religious references during opening ceremonies is an emphatic "No."

Our country was established on religious freedom and I claim that freedom at Toastmasters meetings. People who are intolerant of others' beliefs are not in keeping with what Toastmasters is all about.

In the same issue, Michael Horton's article suggests using an invocation, meditation or exhortation. This seems logical to me. Every Toastmaster should have the right to use any of these positive ways to start a meeting.

Although I disagree with Mr. Jones, I'm certainly not disagreeable. He and others may choose not to participate, but I hope they will be tolerant and allow the rest of us the freedom to do so.

MARGARET SPEER, CTM  
DAYBREAKERS CLUB 4155-5  
YUMA, ARIZONA

I'd like to thank Toastmaster Jones for writing about prayer in clubs. Mr. Jones has written what I've tried to express for seven years: that we are a secular club, not sponsored by any religious organization.

I am a devout Hindu. I joined Toastmasters to improve my speaking and leadership skills – not to be proselytized. Now I come late to meetings, after the invocation is over. I still believe in Toastmasters and cannot overlook the benefits it has provided me and others.

SUBHASH K. BHARDWAJ, ATM  
GWINNETT CLUB, 833-14  
ATLANTA, GEORGIA

### MESSAGE FROM MALAYSIA

Since there do not seem to be many letters from the other side of the world, I thought I'd share some of my thoughts.

First, some credit to *The Toastmaster* magazine. It is informative, useful and inspiring – all in one go – and touches not only on public speaking, but on other aspects so important to our personal lives. I am saving each issue as part of my permanent educational material.

In line with what Dr. Smedley tried to achieve (Viewpoint, August 1992), our club of 30 members strives to be dedicated to the growth of each member within the whole group. A tall order, but we are determined to do it.

Finally – a Happy New Year and best wishes to Toastmasters around the world!

MARY THOMAS  
JB TOASTMASTERS CLUB 8406-U  
JOHOR BAHRU, MALAYSIA



my turn

---

UNDERSTANDING THE  
MEANING AND VALUE OF  
MEMBERSHIP.

---

# On Becoming a Toastmaster

by Ned Olmstead, CTM

■ "What is Toastmasters?" a co-worker asked me when I invited him to a meeting of our newly formed NAVFAC Eagles Toastmasters Club. "Do all the members sit at a table and raise a toast to one another?"

As well known as Toastmasters International is today, many people still are not familiar with the organization. They know nothing about its purpose, goals and structure.

My wife has been a member of NAVELEX Toastmasters Club 6843-58 for more than three years. During this time I have noticed a change in her. She has turned from being a basically reserved person into a much more confident, bold individual. How did this happen? Could a Toastmasters club produce this kind of dramatic change? The answer is a resounding YES! So, I decided what is good for the goose, is also good for this gander.

I asked Toastmasters' World Headquarters for information about forming a new club. After proper employer approval and assistance from our sponsor club, we chartered in July 1991 with 44 enthusiastic members. After electing officers, we selected a theme for the year: "Look within...to grow without." Later we realized just how prophetic that theme was.

I have enjoyed seeing the personal growth of our members. For instance, one new member who had not yet given her Icebreaker speech confessed to me how uncomfortable she was just delivering a short invocation. She was even more apprehensive about presenting her Icebreaker. After finishing her speech, however, she was ecstatic. She realized she

had exceeded her self-imposed "limits." I have seen others grow in a similar fashion.

These observations, as well as witnessing my wife's personal transformation, leave me with one lasting impression of Toastmasters: Within each of us lies an undeveloped,

positive-minded individual who has the potential to be extracted and cultivated into a motivated and self-confident human being with the help of the Toastmasters philosophy.

As Mary C. Crowley, author of *Be Somebody*, said, "People love to identify with a purpose, to a feeling of belonging to and contributing to something worthwhile." I also firmly agree with Toastmasters founder Dr. Ralph Smedley's statement ("The Toastmasters Club...Its Meaning and Values," *The Toastmaster*, February 1958): "In common with many other agencies designed to help people, the Toastmasters club is limited by the purpose of its members and by the sincerity of their desire for self-improvement. I know of no method whereby we can overcome the reluctance of individuals to think and plan work to a purpose."

And don't forget that a Toastmasters club is a place of enjoyment! Members are "birds of a feather," who learn from each other and about each other. This in turn fosters friendship and fun. A good clean laugh should always be a part of the Toastmasters agenda.

A Toastmasters club is not the answer to all the world's problems. But by developing self-confidence and self-esteem and helping others to cultivate these qualities, Toastmasters create a solid base for a better understanding of themselves and the world around them. We should all commit ourselves to this end! **T**

---

**Ned Olmstead, CTM**, is a past president of NAVFAC Eagles Toastmasters Club 8351-58 in Charleston, South Carolina.

# MAXIMIZE Your Membership

Eight ways to get more out of Toastmasters.

by Madeline L. Kaloides, ATM

■ PEOPLE JOIN TOASTMASTERS WITH A WIDE variety of abilities and expectations.

While some start out weak-kneed and intimidated, others join with the desire to perfect their already acceptable speaking abilities. But no matter where you place in these categories, your Toastmasters speaking experience can be made more productive. Here are eight suggestions to consider:

**1 GIVE YOUR BACKGROUND INFORMATION TO THE TOASTMASTER.** You'll get the best possible introduction for your speech if you write down the title of your speech, information about yourself and your qualifications or reasons for speaking on that particular topic. This is an especially good practice when speaking outside of Toastmasters.

**2 HAVE ADEQUATE NOTES FOR EACH SPEECH, WHETHER YOU USE THEM OR NOT.** You never know just when you may be interrupted and lose your train of thought. A bad day at the office or a near accident on the way to the meeting may cause you to go temporarily blank. Also, after your talk, date your notes and add any suggestions made by the evaluator or grammarian. Put these notes in a file for future reference.

**3 RE-DO OLD SPEECHES.** Considering your evaluator's suggestions, it might be possible, for instance, to revise Speech #2, "Be In Earnest," and use it for Speech #6, which emphasizes vocal variety. This way you'll develop one very good speech rather than two that perhaps were just okay.

**4 TAPE RECORD YOUR SPEECHES.** Evaluate yourself. You may discover your vocal variety needs improvement. Where can you pause more effectively or put a different emphasis on important thoughts?

**5 IMPROVE YOUR USE OF ANECDOTES & QUOTATIONS.** Anecdotes can paint ver-

bal pictures that effectively communicate your point. But suitable anecdotes usually don't appear when you need them. Establish the habit of writing down stories as you hear them. Check the newspaper for short amusing articles for your file.

**6 LET YOUR EVALUATOR KNOW BEFOREHAND IF YOU WANT PARTICULAR POINTS CRITIQUED.** Tell your evaluator to watch for any aspect you wish to improve, in addition to evaluating according to the manual goals.

**7 REDUCE YOUR USE OF "AHS."** Use of "ahs" is probably the most common fault mentioned by evaluators. Eliminate these verbal ticks in your daily conversation and it will carry over to your speeches.

**8 USE MORE EFFECTIVE WORDS.** It takes considerable effort to change your patterns of speech, but with conscious effort, you can do it. You can express your thoughts more effectively in a number of ways:

- Eliminate negatives. Instead of saying, "Unless you watch your diet, your health will suffer," change it to a positive: "If you watch your diet, you will enjoy better health."
- Use more similes to illustrate your ideas. For instance, "She looked really sad," could be changed to, "She looked as sad as a basset hound." Or instead of just stating that someone is fickle, say, "He is as fickle as a bee buzzing from flower to flower."
- Use the active rather than passive voice. "The storekeeper was shot by the robber," would be replaced by "The robber shot the storekeeper."

You'll need a few basic reference books to help find the right word or locate quotations.

Also, don't overlook the value of *The Toastmaster* magazine. Save articles you might find helpful in the future and put them in a binder under selected headings such as "Visual Aids," or "Using a Microphone."

It goes without saying that a good speech doesn't just happen. With a little extra effort, you can become not only a speaker, but a polished speaker. **T**

**Madeline L. Kaloides, ATM**, is a member of Greater Des Moines Club 3049-19 and lives in Urbandale, Iowa.

■ WHO IS THE MOST IMPORTANT PERSON in your club? You are! You establish the club's atmosphere. And you determine whether the club's climate will be warm, friendly and energizing...or something less than that.

The president sets the stage, the Toastmaster sets the mood and tone of the meeting, and the speakers provide humor and entertainment. But it is the responsibility of each individual member to provide the constant support that puts a Toastmasters meeting high on every member's priority list.

How well do *you* help your club establish a friendly, warm and welcome atmosphere? Specifically, do you:

- Greet everyone with a friendly smile
- Openly show admiration
- Express appreciation
- Recognize others for a job well-done
- Listen attentively
- Graciously accept praise?

All are ways to recognize and honor fellow club members. Giving of yourself by following these guidelines makes the club a comfortable and fun place in which to grow.

Unfortunately, the cares of daily living take their toll. We become self-absorbed and forget about others. But you can always do a few simple things to show others you care. Smiling, shaking hands, giving a reassuring pat on the back, listening carefully to someone else's words – these are all gestures that cost little but go a long way toward reinforcing Toastmaster camaraderie.

Challenge yourself to give thoughtful attention to every fellow Toastmaster – before the meeting, during the meeting, after the meeting and at all other Toastmasters functions. When you make the effort, it marks you as an accomplished Toastmaster.

Recently, I met the president of the Amway Corporation when he was in Tucson to receive an award. Fifty people were in the lobby waiting to meet him. He greeted each one with a smile, a handshake and a different and appropriate remark. Everyone felt his warmth, acceptance and respect. What an excellent role model!

How about you? When Toastmasters stop to chat, do you glance over their shoulders, looking for another person? Do you leave them in mid-sentence to talk to someone else? Do you respond with a glazed look and a monosyllabic response?

What kind of impression do you make by offering only a faraway attitude and an automatic response? A bad one, of course. And this impression becomes a part of your club atmosphere.

Club members spend hours at home preparing for their roles. Let them know you care! Each deserves your attention.

A few days ago, I met a Toastmaster at my bank. He asked me if I had an assignment for the next meeting. "No, I'm doing nothing," I said. As I drove home, I thought about my answer. What a ridiculous thing to say! I wasn't on the meeting program, but of course I had something to do. I was going to be an active, analytical listener. I was going to give creative input for those who were on the program. I was going to get new ideas. And I was going to practice my casual communication skills:

- The smile
- The handshake
- The pat on the back
- The thank you
- The eye contact
- The pause to listen.

Do you see what I mean?

We all have our own personal reasons for being in Toastmasters. Perhaps you joined to meet new people, improve job skills, or for

# SYNERGIZING Your Club

self-improvement or self-fulfillment. Whatever the reason, that forum is there for you. In return, you owe your club a commitment to help maintain its vitality.

Old habits are hard to break, but you can do it. Make a special effort to be sincere in your responses and approaches. Your club will show the result: members will simultaneously increase their enjoyment and learning levels, and membership will rise or maintain a healthy level. You *can* make it happen! **T**

**Mary Keiffer** is a member of the Catalina Club 8068-3 and lives in Tucson, Arizona.

Not scheduled to speak? You still have a part to play!

by **Mary Keiffer**

# MISSION

# POSSIBLE:

## FIVE STEPS TO SUCCESS

Dreams can be

Do you have a goal you've been meaning to pursue but have had difficulty doing so? Cheer up! You're not alone.

realized, but only if

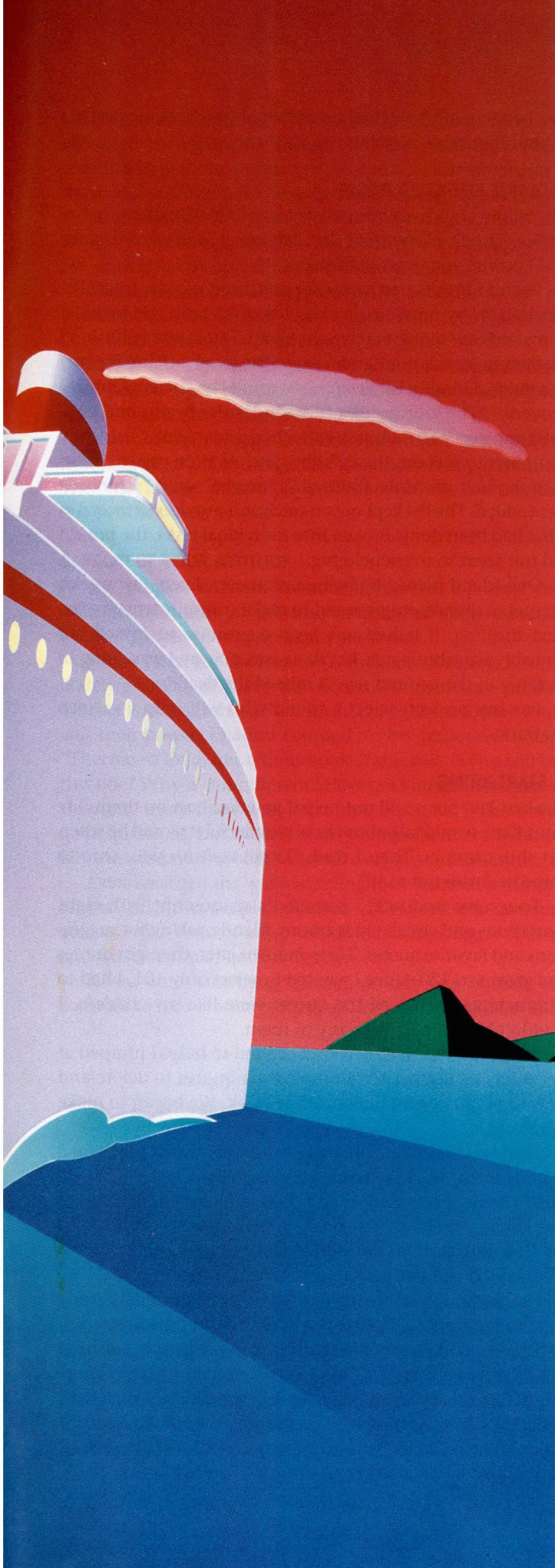
they are pursued.

As Toastmasters, we are taught a step-by-step approach toward achieving our goal, whether it's the next speech or our CTM. Why not take these skills and apply them to other areas of your life? When you accomplish your goals, you will not only feel the difference in your own life, you will make a positive difference in the lives of others.

by Marty Maskall, DTM







**“Don’t wait**

**for your ship**

**to come in.**

**Swim out**

**to it!”**

Recently I accomplished one of my dreams: to write a book. In the process, I discovered five simple steps that lead to success. Encouraged by fellow Toastmasters, I’ve been sharing these ideas at speaking engagements. As a result, others have been inspired to go for *their* dream. Here are the steps that will help you achieve your goals – whatever they may be.

## **1. DEFINE YOUR DREAM**

First, identify your dream. This step is often a fuzzy process, and you may be accused of being “just a dreamer.” However, dreaming is necessary; without it, no goal can be set. In the words of Thoreau:

*If you advance confidently in the  
direction of your dreams,  
You will meet with success –*

*If you have built castles in the air,  
your work need not be lost;  
that is where they should be.*

*Now put the foundations under them.*

For me, the process started in 1981 at a time-management workshop. The first task was to write down our goals, both short-term and long-term. I set three goals that day: to have two kids, to travel around the world, and to write a book. At the time, each of these goals seemed far-off, but the instructor said to write them down, so I did.

Now, 11 years later, I have accomplished all three goals, although not quite in the way I intended. The man in my life has a 15-year-old daughter and a 12-year-old son, and I am learning what it is like to be a parent. I've also traveled to 34 countries on six continents and see a new part of the world each year. Finally, my first book, *The Attitude Treasury: 101 Inspiring Quotations*, was published in November 1990.

I had always wanted to write a book, but both the subject and the process were a mystery. Then one day I realized that the inspirational sayings I had been collecting for 30 years had publishing potential.

As an executive recruiter, I have seen the powerful difference a positive attitude makes in job-seeking candidates. A candidate with the right attitude will often interview more effectively than someone with better qualifications on paper. Knowing how much the right quotation can do for my own attitude, I dreamed of creating something to brighten other people's lives...but I still didn't know how to turn the dream into reality.

**"If you have built**

**castles in the air**

**your work need not**

**be lost; that is where**

**they should be. Now**

**put the foundations**

**under them."**

So, following Thoreau's advice to "put foundations" under my castles in the air, I sought advice from friends.

## **2. MAKE A NOTEBOOK**

At this point, Toastmasters came to the rescue. One club member had just self-published a book on real estate. I asked him for advice. He said, "Marty, go out today and buy a brand new notebook. Label it 'My Book.' But it has to be new – if you use an old, crummy notebook, you will feel that you have a crummy old dream." I took his advice and bought the notebook that day.

From that moment on, the dream seemed real.

Louis Pasteur once said that "Chance favors the prepared mind." If we have all these brilliant ideas scattered about on little pieces of paper that we can't find, they don't do us any good. The notebook provided a place to organize ideas and quotations. Sections such as "title ideas," "quotes" and "permissions" grew as the project continued. If you start a notebook, you'll figure out how to organize it as you proceed.

Anyone can use the "notebook principle" to achieve other goals. How about a notebook of speech ideas and speeches

you have given? If you make a notebook, you'll have speeches at your fingertips, ready to use on short notice.

## **3. DEFINE BITE-SIZED PIECES**

My fellow club member had yet another valuable piece of advice: Use Dan Poynter's *Self Publishing Manual* as a guide and become your own publisher.

Poynter breaks up the book-publishing process into bite-sized pieces by providing a checklist of 85 tasks. He includes items such as "request copyright forms," "join the Publisher's Marketing Association" and "design the cover." Using Poynter as a guide, I made a list, keeping in mind the ancient Chinese proverb: "The journey of a thousand miles begins and ends with one step." To each task I attached a "date due," using my computer to sort out the tasks by date. As time passed, information such as "date finished," "maybe" and "scrubbed" were added. The list kept me on track and provided a record of what had been done. Broken into individual tasks, the project did not seem so overwhelming.

One friend helped by being taskmaster. Every few weeks, we met to discuss progress and to make commitments for the next meeting. If it had just been a promise to myself, I'd probably have broken it. But there was no way I was going to look her in the eye and say, "I missed the deadline."

For any project, select a friend who will help you keep on track.

## **4. START BITING**

The best laid plans will not help if you don't act on them. My Aunt Katie would talk about how wonderful it would be when her ship came in. Then I read, "Don't wait for your ship to come in. Swim out to it!"

To receive feedback, I prepared a manuscript with eight quotations and circulated it among friends, asking for suggestions and favorite quotes. Three months later, the eight quotes had grown to 120. Since I wanted to select only 101, I had to eliminate some. But all the quotes were like my children. I couldn't bear to part with any of them.

At this point another friend offered to help. I jumped at her offer, asking her to tell me which quotes to delete and how to organize and illustrate the book. We began to make progress.

Next was the cover. The budget did not include funds for a graphic artist. In true Toastmasters fashion I said, "I can do this!" I bought watercolors and marking pens and labored at the kitchen table all weekend, checking with friends and family for suggestions. By Monday morning, the cover art was complete. It was not perfect, but it was finished.

October 1, 1990, was the deadline to submit camera-ready copy to the printer. With the help of friends, I made it.

Finally, 2,000 books were delivered to my garage. I realized the original goal of "writing a book" needed to have something in there about "selling a book." My efforts to date have included contacting national distributors, book stores, card shops and gift stores. I've also experimented with direct mail, trade shows and advertising.

Toastmasters training really paid off in the marketing, for I was used to organizing material for speeches. As a result, learning how to do a press release was a logical extension of these efforts. After a friend suggested speaking to community groups, I developed a speech called "Turn Your Dreams into Reality." My Toastmasters club made many helpful suggestions. I've since given the speech to more than 30 groups.

The speaking has been particularly rewarding. For example, a licensed clinical social worker heard me speak. She later said, "That very afternoon, I bought a notebook and titled it 'Diane's Counseling Service.' Your speech gave me the extra push to open my own business two months later." Now she has more clients than she can handle.

Much of the courage to tackle my project came directly from Toastmasters, which is also a learn-by-doing adventure. The "start biting" philosophy works not only in Toastmasters, but in other areas as well.

### 5. PROTECT YOUR ATTITUDE

In any project, setbacks abound. If you don't protect your attitude, it is easy to get discouraged and quit, especially because people can trample on your dream.


When I first got the idea for *The Attitude Treasury*, I immediately wanted to share the excitement with my mother. Mother is an English teacher; she had taught me to love words and their power. I hadn't counted on her response, though. "There are a lot of quotations books," she said. "Who will buy this one? Why is this different? How can you afford to take all this time away from your recruiting business?" These were good questions, but I didn't want to hear them at the time. I felt she was pouring cold water all over my enthusiasm.

Later I realized she was just trying to be helpful. It's important to seek other people's opinion – but it's wise to take such advice with a grain of salt. Now Mother is my biggest booster, and we have fun at book fairs together!

If you want something enough, protect your attitude and continue to move toward your goals. In the words of Brian Holz:

*Believe in yourself, and in your dreams,  
though impossible things may seem.  
Someday, somehow you'll get through  
to that goal you have in view –*

*Believe in yourself and in your plan.  
Say not  
I cannot  
But – I can!*

I encourage you, fellow Toastmasters, to put these success steps to work. You will be rewarded with the difference in your own life and in the lives of those around you. 

**Marty Maskall, DTM**, is a member of Sunrise Center Club 3359-39 in Citrus Heights, California. She is an executive recruiter, specializing in data processing, and the author/publisher of *The Attitude Treasury: 101 Inspiring Quotations*.

# BUILDING THE LISTENER FRIENDLY S P E E C H

Keep your audience enthused –  
not confused!

■ IT'S FASHIONABLE TODAY TO REFER TO A PRODUCT AS "user-friendly" if consumers can figure out how to use it without a lot of fumbling and mistakes. A well-designed product naturally suggests its proper use.

By analogy, a speech can be "listener-friendly" if the audience understands its content. How can you make sure you're giving listener-friendly speeches? It's not difficult. Just keep some simple guidelines in mind as you sit down to craft your next one.

First, it's important to remember that listeners become frustrated if you do not tell them the subject of your speech within the first few minutes. This is especially important if the title of your presentation has been announced or printed previously, and listeners have had a chance to develop expectations about what they're going to hear.

### SUCCESSFUL STORYTELLING

Some speakers begin with a story they hope will lead into or better illustrate their point. Audiences generally enjoy a good story because it satisfies their desire for escape. When the story adds substance to the point of the speech, it can be very effective.

But if you open with a story, keep it short and make sure it relates to your topic. You want to segue effortlessly in the listener's mind from your story to the bigger picture.

I recall a particular keynote speaker at a club dinner a few years ago who didn't heed this principle of speech design. As soon as he opened his mouth, he took his audience into the bush country of Vietnam during the frantic last days of the war, describing a narrow escape by helicopter from the Viet Cong. Then he suddenly switched to an adventure in the Saudi Arabian desert. And – just as quickly – he swept us off

by Robert Keeler

again, this time to Hong Kong, for yet another brush with danger.

These narrative scenes were striking, but they were unrelated to the speech topic – the importance of international trade – and the audience was never given a good reason for their use. Looking back, I suspect the speaker's motive for the telling the stories was simply to impress us with all of his Indiana Jones-like adventures.

If you launch into a story, be brief and interpret the story for listeners as soon as it ends. Always indicate the direction of your speech and its relevance to the listeners.

**“Give your  
listeners  
‘feedback  
words’ as  
you progress  
to tell them  
how far  
they’ve come.”**

#### WATCH YOUR PHRASEOLOGY

Place subjects in your sentences close to their verbs. Don't ramble on, cluttering your speech with clauses and sub-clauses and obscuring the point.

One old joke plays off the fact that in some grammatical constructions of the German language, the verb comes at the very end. The story goes that one evening at a convention in Hamburg, a speech consisting of one long sentence kept listeners rapt to the end because they were forced to wait until the last word for the kicker.

In reality, of course, speech makers in German, English or any other language have to work hard during the “design stage” of their talk to hold their audience.

Use the active voice. Make sure the subject of your sentence actually does something, as opposed to being acted upon. Your high school English teacher was right: The passive voice muddies the picture of cause and effect developing in the listener's mind. It weakens the impact of the sentence. For instance, say “I admire the courage of that immigrant generation,” instead of “The courage of those immigrants is greatly admired by me.” The first version is clearly stronger and more vivid.

Similarly, avoid starting sentences with “there is” or “there are.” These words also signal the presence of a muddy thought. Compare the following: “A hard rain fell all night” instead of “There was a storm that lasted until morning.” See and hear the difference?

#### STAND AND DELIVER

Always deliver what you promise. In your introduction, for example, you might have asked, “What about that predicted collapse of the Social Security system?” You then owe it to the listener to somehow answer the question. Perhaps you can't resolve it with a substantive answer or solution, but you can express an opinion or – at the least – acknowledge and address the issue in some manner. Skillful politicians often toss out issues in their speeches and never return to them, undoubtedly thinking that just mentioning them gives them credit for being on top of things.

The 19th century Russian playwright Anton Chekhov understood this principle of human expectations as it applied to the theater. He suggested that a revolver displayed in a drama's first act had to be fired sometime during the course of the play. Otherwise, the audience would feel cheated.

Remember to signal changes in mood or point-of-view from one sentence or para-

graph to another with an appropriate transition word. Imagine the effect of a speech that swings abruptly from one tone to another. For example, a speaker might first say, “Our marketing department was ecstatic over the performance of the four new subcompact models rolled out in September.” Then the next sentence continues, “The full-size towncars were depressing, losing shares because we had failed to solve some basic engine problems.” The listener would be left slightly confused. Had the speaker started the second sentence with “however,” “despite this” or “by contrast” to indicate a shift in mood, the listener could have made the transition from one tone to another quickly and easily.

Finally, give your listeners “feedback words” as you progress to tell them how far they've come. For example, labeling your points “first,” “second,” etc., gives the listener a sense of order.

If your speech is worth giving and if you want it to convey a specific thought or opinion, it's worth designing well. **T**

**Robert Keeler** is a freelance writer based in Chicago who has previously written articles for *The Toastmaster*.

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Regardless of size, all Toastmasters clubs can benefit from new members. New faces, personalities, ideas and speeches enrich the club environment and continue to make your experience as a Toastmaster worthwhile. This year, why not focus on building your club's membership? The Toastmasters International Supply Catalog has many membership-building tools to help you; consult your club's copy for a complete list. In addition to the benefits more members offer, you and your club can receive recognition by participating in the following membership-building programs:

■ **A Time For Toastmasters,** the Annual Membership Program, runs from January 1, 1992, through June 30, 1993, and recognizes individual Toastmasters who sponsor five, 10 or 15 new, dual or reinstated members.

You and the other members of your club set aside *A Time For Toastmasters* when you attend a meeting. Why? Most likely, you understand the benefits club meetings provide. Other people could benefit, too, if they were aware of the Toastmasters program. You can help by inviting your friends, acquaintances and associates to join your club. Encourage them to set aside *A Time For Toastmasters*.

Since this program began on January 1, 1992, you may already have a good start on sponsoring five, 10 or 15 new members. This special 18-month program gives you ample time to reach your goal and receive a Membership Building Pin for sponsoring five members; a pocket-size Evaluation Guide for sponsoring 10 members; and a choice of a Toastmasters Necktie, Ladies Ascot Scarf or Perpetual Wood Calendar for sponsoring 15 members.

■ **The Top Ten Membership Campaign Contest** runs from July 1, 1992, to June 30, 1993, and recognizes clubs with the best membership-building programs.

To enter, submit a description of your club's contest to World Headquarters. Be sure to describe in detail the program's

- Objectives. How many members did you start with, and what was your goal?
- Awards. What incentives did you provide to club members?
- Calendar. How long was the program?
- Promotion. How was the program promoted to club members?
- Success. Did you reach the goal?

If you created a program flyer, submit a copy with your entry. All entries must be received at World Headquarters by April 25, 1993.

If your program is selected, your club will receive a plaque during the Hall of Fame ceremonies at the 1993 International Convention in Toronto, Ontario, Canada. Details of selected programs will also appear in *The Toastmaster* magazine.

■ **The Annual Club Membership Program** runs from July 1, 1992, through June 30, 1993.

Toastmasters clubs need at least 20 members to function optimally. During the 1992-

1993 club year, the new Annual Club Membership Program challenges your club to increase total membership to 20 or more, or to increase total membership by five. For example, if your club had 17 members on June 1, 1992, it need only reach 20 to be recognized. If the club had 11 members, reach 16! If your club had 20 members, reach 25! Your club's July 1, 1992, membership count is listed as the "membership base" on the Distinguished Club Program report that is sent quarterly to your club president.

Clubs that meet the criteria receive 300 Distinguished Club Program points and a ribbon for display on the club's banner.

■ **The Smedley Award Program** runs every year from September 1 through October 31 and recognizes clubs that add five members during that time.

In honor of the founding of Toastmasters International by Ralph Smedley, the Smedley Award banner ribbon is awarded to all clubs adding five members to their roster between September 1 and October 31, 1993. Applications must be received at World Headquarters between September 1 and October 31, 1993.

Remember, so many people who would benefit by joining Toastmasters haven't yet been given the opportunity. It takes only a few seconds to ask, "Would you like to visit my Toastmasters club?"

For complete details about these programs, consult your club's Membership Programs Flyer (Catalog No. 1620) or call or write World Headquarters. **T**

New Members

## Give Your Club the **Winning Edge**

An increase in membership can be awarding.

■ "OH NO! I'M SCHEDULED TO SPEAK AT MY CLUB MEETING next week. I won't have time to prepare. Besides, I always get nervous and make mistakes. I'm sure it will be another disaster. I'll never be good at giving speeches."

This is an example of negative self-talk. Sounds pretty dismal, doesn't it? How many times have you had a similar conversation with yourself? Now contrast the above words with the example of positive, helpful self-talk that follows.

"Gee, I'm scheduled to speak in my club next week. I'd better make time to prepare. The last time I spoke, I got nervous and made mistakes, but I'll do better this time. I know I can improve if I keep at it."

Self-talk is our internal dialogue – the words we say to ourselves – that reflect and create our emotional and physiological states. For example, we can feel calm or worried, depending on what we tell ourselves. Self-talk can influence our self-esteem, outlook, energy level, performance and relationships with others. It can even affect our health, determining

## How you can benefit from

Conversations  
that can make or  
break your day.

how we react to stress and how easily we give up unhealthy habits like smoking, drinking or overeating.

As Toastmasters, we understand the value of effective communication skills in terms of how we talk to others. However, we give little thought to the way we communicate with ourselves. To improve our ability to communicate with ourselves, we need to detect negative self-talk and replace it with positive self-talk.

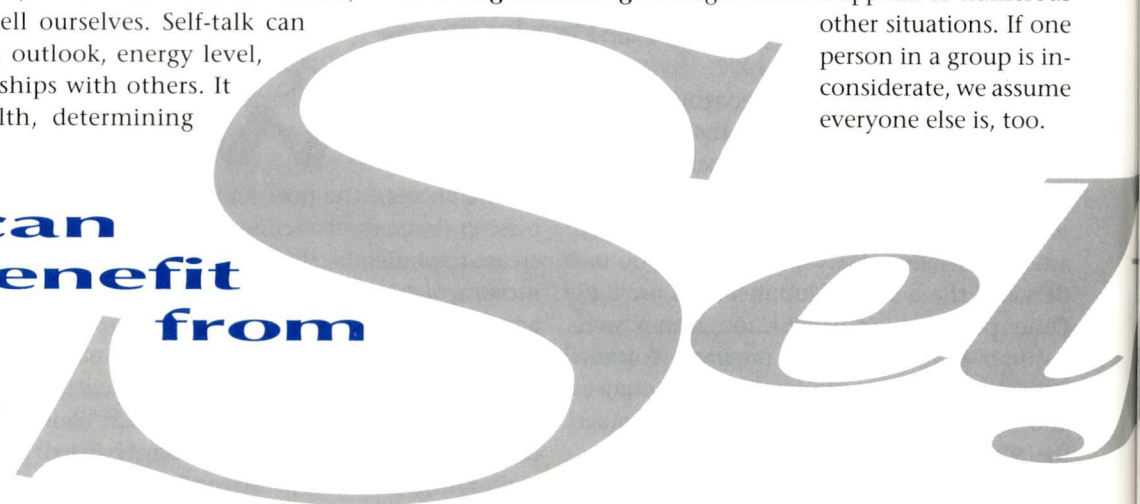
### AVOIDING THE NEGATIVE

Negative self-talk breeds pessimism, guilt, fear and anxiety. It impedes problem-solving, distorts reality and hinders interpersonal relationships. Here are some types of thinking that lead to negative self-talk.

- **Focusing only on problems.** This is the essence of complaining. We think about what's wrong instead of what could be done.
- **"Catastrophizing."** Everything is a horrible disaster. We expect the worst to happen and magnify problems.
- **Stereotyping.** By putting others into preconceived categories, we don't have to deal with them as unique individuals. This leads to strained relationships.
- **"Shoulds."** Too often we judge our own and others' behavior, by saying, "I should do this" or "I should do that."

"Should" phrases often provoke guilt when the standards are violated.

- **Thinking in absolutes.** Reality is exaggerated with words like "always," "never" or "everyone."
- **All or nothing thinking.** We distort reality by looking only at extremes. The project was either perfect or a total failure.
- **Negative labels.** Self-esteem is lowered by unkind characterizations. Instead of saying, "I don't understand this," we say, "I'm so stupid."
- **Blaming.** Instead of trying to solve the problem, guilt is assigned and dwelt upon.
- **"Yes, but – " arguments.** Whenever someone offers a solution to our problems, we find a reason why that solution won't work.
- **Overgeneralizing.** A single event is applied to numerous other situations. If one person in a group is inconsiderate, we assume everyone else is, too.



Positive self-talk, on the other hand, strives for accuracy and logic. Instead of saying to ourselves, "I can't do that," we say, "I could learn how to do that if I wanted to." Instead of saying, "That idea won't work," we say, "I'm going to examine my options and find a solution."

### EXAMINE YOUR SELF-TALK

After detecting negative self-talk, replace it with positive self-talk. Begin by talking aloud to yourself and listening to the truth and effectiveness of what you say. Or speak spontaneously into a tape recorder, keep a diary or write letters to yourself. According to Harriet Braiker, author of *Getting Up When You're Feeling Down*, negative self-talk usually occurs when your emotions are in turmoil, or when you are going through a stressful event or personal transition.

When you find yourself using negative self-talk, take a deep breath, relax and remove yourself from the situation. Some psychologists recommend saying a commanding "Stop!" to jar yourself out of the negative rut. Ask yourself: "Is what I'm saying to myself true? Are there other possibilities, solutions or explanations?" Then replace your negative self-talk with objective and encouraging thoughts. Fill your mind with uplifting ideas. Give recognition to your strengths and comfort yourself when things go wrong. Let your self-talk be like the soothing words of a friend, counselor or mentor.

As you improve your self-talk, commit to changing your actions accordingly. Braiker says, "Thinking correctly does alter your negative moods, but enduring change comes only with modifying your behavior."

### SAY "YES!" TO AFFIRMATIONS

One way to program your mind for positive self-talk is by using affirmations. These are short, declarative statements that you repeat to yourself often in order to change your beliefs and attitudes. For example, "I am an asset to my corporation" is a positive affirmation. Affirmations gain power through repetition because our emotions, perceptions and behaviors are shaped in accordance with our most dominant thoughts.

Much of our negative self-talk is actually negative affirmation such as "I'm a klutz" or "I have a terrible memory for names." Unfortunately, we already know how powerful these oft-repeated ideas are in shaping our opinions of ourselves and our performance.

Make your affirmations believable and realistic so that you say them with sincerity. Begin with small, achievable goals and eventually work your way up to bigger things. "I am the world's greatest speaker" is a fine affirmation, but probably would be more believable when modified to, "I am a poised, articulate speaker and know my topic well."

State affirmations in the positive. Many people make the mistake of stating affirmations in the negative, as in, "I do not eat fatty foods." This tactic seldom works because it focuses on the thing you are trying to avoid. For example, if I say to you, "Do not think of the blue cow," what immediately comes to mind? A blue cow, of course. Every affirmation can be stated in a positive manner, as in, "I eat nutritious foods."

Make your affirmations short and easy to remember. "I like myself" is probably better than, "I am now achieving the psychological state of self-esteem and personal dignity that is essential to positive mental health."

Affirmations need to be a part of your daily routine. Write them on index cards and post them in prominent places: your

# Self-talk

by Judith E. Pearson, DTM

No one is completely sure why affirmations work. Some believe that repeated thoughts form neural pathways in the brain that eventually streamline to the point of being automatic. Alternately, the psychological theory of cognitive dissonance states that the mind cannot entertain two opposing ideas simultaneously, and as the mind tries to resolve the difference, the idea that receives the most repetition will influence behavior. Some adhere to the concept of psychocybernetics, which states that frequent thoughts represent goals which the subconscious mind will strive to actualize. Thus, what we most often tell ourselves becomes a self-fulfilling prophecy.

Make your affirmations personal. They should reflect your goals and values. Some authors say the best affirmations are directly about you; they contain words like "I," "me" and

car's dashboard, your desk or your bathroom mirror. Carry them in your pocket and read them often. Make a tape recording of affirmations and play it as you fall asleep at night. Set your affirmations to music and sing them. Say them aloud while driving your car. Write them in a journal. Make posters of them for your walls. Have your favorite printed on a t-shirt. Everyone I know who uses affirmations attests to their positive influence – and so will you!

### SELF-TALK IS A FORM OF COMMUNICATION

Decades ago, the great philosopher Descartes stated this simple idea: "Cogito, ergo sum" (I think, therefore I am). If indeed the act of thinking is a measure of existence, an interplay exists between the quality of our thoughts and the quality of our lives.

*"Instead of saying, 'That idea won't work,' we say, 'I'm going to examine my options and find a solution.'"*

"my." Some believe affirmations should be stated in the present tense, the reason being that if your affirmations are future-oriented ("I will..."), then the subconscious may feel no urgency to act upon them now. If you feel uncomfortable about stating affirmations in the present tense ("I am a confident leader"), then state them as a process ("Each day I am becoming more confident in my leadership abilities").

And since, as Toastmasters, we are dedicated to effective communication, let's remember to value our own internal dialogues and to keep our self-talk positive, productive and caring. **T**

**Judith E. Pearson, DTM**, is the President and Vice President Education of Remotely Speaking Club 7132-27. She is a licensed psychotherapist and resides in Alexandria, Virginia.

# On Monday I'll Get **ORGANIZED**

## January

MONDAY

WED

**GET ORGANIZED!**

January 1993  
4 Monday

**GET ORGANIZED!**

Spurred most of those Set-to-touch with your clients at Northwest Airlines WorldClubs as you await your Northwest Airlines flight

5 Tuesday

6 Wednesday

January 1993  
7 Thursday

8 Friday

9 Saturday

10 Sunday

7 Timely tips for a happier New Year.

by Lauren R. Januz and Kim M. Magon

14 Think about the people who stand out in your mind as model organizers. They put in a full day's work, never miss a deadline, travel to Atlanta for a four-day meeting, then return by Friday to plan a weekend party. And they still have time to remember your birthday or ask how things are going at home. Can these people really be working with the same 24 hour days and seven day weeks dealt to the rest of us?

Here's the good news: If they can do it, so can you. They have simply applied the idea of working smarter, rather than harder - the old "quality not quantity" principle - to every phase of their lives. From getting dressed in the morning to conducting a meeting, these people have used the tools and techniques of time management to become success stories.

Many of these tools and techniques, like time itself, are available to everyone. For everyone, no matter how accomplished or unskilled, has the same 365 days a year. In that respect, time is one of the few things in life that is free. The only expense involved is in how it is spent.



Finding the motivation to plan and organize our days more effectively is easy when we realize how valuable time really is. Does your daily activity style need a few changes, perhaps in the way your office is set up or in the way your day is structured? Take time to organize and make these changes.

Some people argue they don't have time to get organized. Their Monday through Friday image is something like that of the white rabbit in "Alice in Wonder-

land" who was always scurrying about, muttering, "I'm late, I'm late for a very important date." If that's the case, come in early a few mornings, work through some lunch hours, or take a Saturday morning to really organize everything in a way that will help you throughout the week.

The less time you have available, the more important it is to plan and keep a good schedule. Each minute becomes more valuable, and limited time must be spent effectively. Even a little disorganization during the day can cause problems. Some people fear that scheduling their time will box them in and stifle their creativity. But a schedule actually frees them to do even more. Not writing down an upcoming project or event forces us to keep reminding ourselves. And that mental reminder keeps on nagging, causing static that interferes with the flow of ideas. Make a habit of looking at your schedule regularly and staying current with commitments.

Aids such as "To Do" lists, pocket secretaries, scheduling software and an office arranged for better productivity will improve organization. For those who write their reminders on scraps of paper scattered in various briefcases, purses, desks or cars, a master file can be a definite time saver. Using such a file, ideas can be noted, as well as a master list of all upcoming projects, whether they're daily mundane activities – like opening the mail – or long-term concerns. Eventually, this notebook will act as "control central" as projects are transferred to daily or weekly "To Do" lists, and smaller tasks are delegated to others.

## ORGANIZING YOUR OFFICE

To organize an office, try setting up a specific location for different tasks. Sort mail from the desk, dictate by a window chair, write "To Do" lists from an arm chair, for instance. By creating the right atmosphere for each task, it becomes easier to concentrate better on each matter. Someone who is accus-

tomed to dictating by a window, for example, is less likely to be distracted by glancing at other project files on the desk.

Certain tasks can be handled simultaneously. While spending a few minutes on a simple phone call (or waiting on

**"Some get charged up first thing in the morning, while others can't figure out how to sharpen a pencil until the afternoon. Determine when you're mentally at peak productivity."**

"hold"), try writing some notes, signing letters or reading the mail. Listen to cassettes while driving or having lunch. Group similar tasks together, such as filing or making copies.

The job of organizing days and weeks can also be simplified by working within "prime time." This is the time of day when we have peak energy, concentration and efficiency. Organizing a schedule to focus on prime time will help you complete more tasks – and handle them more efficiently.

Prime time differs from person to person and may even shift due to changes in lifestyle and work habits. Some get charged up first thing in the morning, while others can't figure out how to sharpen a pencil until the afternoon. Determine when you're mentally at peak productivity. Then take that time and use it to take on the toughest tasks. Prime time also changes according to the tasks. If something requires concentration and solitude, schedule it for the time of day when you concentrate the best. If something requires help from others, schedule it for when you feel most sociable.

Allot 30 minutes to three hours for prime time activities every day. Experiment to see how long you can maintain a high concentration level. Schedule this time into your appointment book and note those special daily tasks.

According to Stephanie Wilson, author of *The Organized Executive*, you can organize the day's schedule in two ways. One method, backward scheduling, makes you determine first what time you'd like to leave the office, forcing you to set priorities and schedule activities accordingly. This "fluid" approach works well for people in creative professions or for those who must respond to fast-breaking events. The second method is precise scheduling. Determine ahead of time what you'll be doing each hour or block of the day. This strict approach works best for people who prefer to plan their time precisely and whose administrative duties don't give them a lot of unscheduled personal contacts.

**“Some people fear that scheduling their time will box them in and stifle their creativity. But a schedule actually frees them up to do even more.”**

**DON'T OVERDO IT**

Too much organization can defeat the purpose. People who go overboard can occupy 90 percent of their time planning and organizing – and very little time doing. Avoid scheduling systems that overlap. You are likely to lose track of multiple listings kept in calendars, “To Do” lists, notebooks and pocket organizers. Keep your schedule simple and centralized. The goal is to create a definite control system for your time, not a

complex system that causes more indecision than help. People who keep important notes in both a pocket organizer and a computer file may find they’re wasting time over-organizing, or that they have trouble remembering which system was used to store an important reminder.

**LEARNING FROM A TIME LOG**

Before we can decide how to better spend our time, we need to know how it’s being spent now. Time habits have become so routine that many people don’t even realize how much is wasted on paperwork, unnecessary phone calls, etc. A time log can point out where time is wasted, what activities take up most of the day, who causes the most problems and whether you spend as much time on high-priority work as you think you do.

Keeping a time log leads most people to two revelations: First, they cannot believe how much time they spend on trivial activities; second, they’re excited by opportunities revealed for increased effectiveness. One city administrator found his time log so useful for keeping track of time that he decided to use it in reverse. “I plan out my schedule to the minute, or at least a day ahead of time, leaving 20 percent unscheduled for flexibility. Then as I go through the day, I check every 30 minutes or so to see if I’m on time. If I’m not, I speed up or move to the next item to get back on track. If I am, I pat myself on the back and keep plugging. At the end of the day, I’ve done everything I planned to do, and sometimes quite a bit more.”

To make a time log, write down a list of your activities and projects at work. Include specific projects and general activities such as writing/dictating, telephone calls and staff supervision. List each of these categories as column headings. Then, at 5, 10 or 15 minute logging intervals, put a check mark in the column that best describes what you’ve been doing. It’s not necessary to record every minute to get an accurate picture of how the day is spent.

A note of caution: Don’t wait until lunch or after work to fill in the time log. The result will reflect wishful thinking more than accurate time use. When you feel the time log is an accurate record of your time use, conduct a little analysis. Look for patterns and habits. Most likely, you’ll realize that you had little idea how your time was being spent. When we realize where our time is really going, it becomes easier to organize and use it toward all those important goals we once just talked about.

**Lauren R. Januz** is a management consultant and **Kim M. Magon** is a freelance writer. They are the authors of the book, *Using Time Management to Get More Done*.

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■ A WISE PERSON ONCE SAID, "WE FIRST MAKE OUR habits; then our habits make us." Just mention the word "habit" and it immediately conjures up negative thoughts in the minds of many people. After all, we talk about breaking bad habits such as smoking and drinking and we search – with varying degrees of intensity – for ways to uncouple the chains of such behaviors.

But not all habits are bad, and many are necessary. Rising at a certain time each morning for work, performing regular vehicular maintenance checks or just thanking people for kindnesses rendered are important habits for daily survival. But the situation becomes a two-pronged issue: deleting those behaviors which are self-defeating, and acquiring or maintaining those which contribute to our general welfare. How can we make useful actions second nature, while guarding against those which are disadvantageous?

Whether acquiring a new habit or leaving an old one behind, remember these four maxims offered by psychologist William James:

1. Launch yourself with as strong initiative as possible.
2. Never allow an exception until the habit is firmly entrenched.
3. Seize the first opportunity to act on every resolution you make.
4. Keep the effort alive by a little gratuitous daily exercise.

Let's take a closer look at each maxim so our habits will serve rather than master us.

**Strong initiative.** Accumulate all possible ammunition that will reinforce your motives. Consider the case of a businesswoman who was told by her doctor that she needed regular exercise in order to lose weight. Immediately, she set aside time for playing tennis several times a week and found a partner who could join her. By doing so she gave her goal such momentum that she will more than likely achieve her objective. And, as many successful people have testified, for every day a plan is followed, lapses are less likely to occur. "Habit is a cable," educator Horace Mann once observed. "We weave a thread of it each day and at last we cannot break it."

**No exceptions.** Each lapse is like dropping a ball of string: A single slip undoes more than a great many turns will wind up

again. Take the case of a friend of mine who is trying to break his alcohol habit and knows that each time he goes out and "ties one on with the boys," he unravels his best previous efforts. Success at the outset is imperative. We need to proceed firmly and allow no deviation from the charted path.

**Seize opportunities.** Despite good intentions, your life will be unaffected if you do not take every opportunity to change. As one of my students recently told me, "I now work on my term papers early in the semester and get them out of the way instead of putting them off and then having them all pile up on me the week before final exams." So by breaking the servant chains of a procrastinating spirit she mastered a policy of prompt attention to obligations.

**OUR HABITS —**

---

**SERVANT**

or

**MASTER?**

---

Doing the right thing can  
be second nature.

by Dr. Charles Dickson

**Keep it alive.** Samuel Johnson once wrote, "The chains of habit are generally too small to be felt until they are too strong to be broken." But by systematically doing necessary tasks every day, even if they are unpleasant, we keep them from piling up. It's like house insurance: The premiums may do us no good at the time, but if a catastrophe strikes, the home will be covered.

Bad habits tend to creep up like thieves in the night. I remember a biology experiment in which the professor placed a live frog in a pan of boiling water. The frog reacted and immediately jumped out. Then the frog was placed in a pan of lukewarm water...he stayed.

Gradually the heat was turned up to the point of boiling. But the frog made no effort to escape until it was too late.

Bad habits are like the second pan; we are content to remain in their environment. Then as we get used to the surroundings, we suddenly discover our very welfare is at stake.

Behavior patterns aren't acquired in one big package. They are the result of many small acts. We don't become procrastinators all at once, but by putting off one necessary task at a time we develop a pattern that governs our behavior.

Our habits can be our servants or they can be our masters. It all depends on how we use them. T

**Dr. Charles Dickson** is a chemist and a clergyman who also writes extensively for newspapers and periodicals.

Saying

“YES!”

to  
Life

Sometimes all it takes is a  
changed perspective.

by Victor M. Parachin

The story is told of two men who occupied adjoining beds in a nursing home. The man in the bed near the door was completely paralyzed and unable to even move his head. His roommate lay in the bed near the window – also confined, but still cheerful and alert.

The one who suffered paralysis asked his roommate to look out the window and tell him what was going on in the world outside. Day after day the man by the window gave his friend a complete report. In vivid detail he informed him of the postal official making daily rounds, wearing raincoat and boots in rainy weather and short sleeves on sunny days.

In addition, he would describe the activity of young lovers who passed by the window every day at noon.

With an eye for detail, the man near the window reported when the young couple first held hands and embraced. He even spoke about the backward glances the two gave each other as they parted.

The paralyzed man in the bed near the door lived for those regular updates on the world outside. One day, however, his eyes to that world came to an end with the death of his friend. Before long another man was assigned to the bed near the window.

After introducing themselves, the paralyzed man asked his new roommate if he would be kind enough to tell him about the activity going on outside the window.

“Sure,” said the new occupant, “only I don’t know how I can. There’s nothing outside this window but a solid brick wall.”

Sometimes perspective can be the deciding factor in determining how much enjoyment an individual will derive from life. Looking out in the same direction, one person might see beauty, artistry and love, while another remains oblivious or sees nothing but ugliness and darkness. Of the two approaches

- one optimistic, one pessimistic - which offers the greatest emotional sustenance?

## OUTLOOK MAKES THE DIFFERENCE

Scientific studies on human attitude are demonstrating, with amazing uniformity, the fact that a positive outlook is a powerful force for personal and professional success.

Various reports demonstrate that an upbeat attitude can cure a headache, ward off the flu, improve a tennis game and reduce depression.

For example, Christopher Peterson, Ph.D., an associate professor of psychology at the University of Michigan, has conducted studies which lead him to claim that optimism can help a person fight off illness.

In one of his studies he used questionnaires to divide test subjects into two groups. People who felt they had control over their situations were labeled optimists. Those who expected the worst and saw themselves as victims were identified as pessimists.

Dr. Peterson found that over the course of a year a confirmed pessimist is twice as likely to experience minor illnesses, such as the flu or a sore throat, than the optimist.

After further investigation he concluded that a long-term pessimistic attitude can lead to more disabling disease and even an earlier death.

In another study, Dr. Martin Seligman, a University of Pennsylvania psychologist, interviewed 99 returning World War II soldiers about their war experiences. Dr. Seligman

and his colleagues then tracked their health over a 35-year period. Pessimistic respondents were more likely to have health problems such as hypertension, diabetes or back trouble and were more likely to die by age 55 than those whose outlooks were clearly optimistic.

## NEUTRALIZING THE NEGATIVE

But what about people who are convinced that they are naturally inclined toward a pessimistic, cynical view of life? Dr. Seligman emphatically states that "pessimistic thinking can be changed."

One of his goals is to make people "skilled disputers" of their pessimistic thoughts.

Not only do psychologists say that a positive attitude can make an enormous difference in living, they claim that anyone can put this potent force to work in everyday life. Here are three ways to become an incurable optimist and enjoy the world around you.

**1** Live life as an invocation and a beginning - not as a benediction or ending.

That was the advice often given by former U.S. Vice-President Hubert Humphrey, who said: "Some people look upon any setback as the end. They're always looking for the benediction rather than the invocation. You can't quit. That isn't the way our country was built."

One person who knows about this is Doug Patterson. An ordained United Methodist minister, he and his entire congregation were demoralized when their historic church burned to the ground in 1986. His small congregation did not believe it had the resources to start over again.

**"The most successful men and women are those who have been able to balance the negative side of life by looking also at the many positives."**

**"...an upbeat attitude can cure a headache, ward off the flue, improve a tennis game and reduce depression."**

Coincidentally, Dr. Norman Vincent Peale was in the area on a book promotion. Rev. Patterson went to the bookstore where Dr. Peale was autographing his books. After waiting in a long line to see the famous minister, Rev. Patterson sought his advice this way: "Dr. Peale, the church I serve just burned down and my congregation doesn't know what to do. If you were preaching in our church next Sunday, what would you say?" Pausing only a moment, Dr. Peale said: "I would simply tell them these two words: 'Build bigger.'"

Rev. Patterson did just that. Looking upon their seemingly unfortunate situation as an invocation rather than a benediction, he and his congregation set to work. They secured a loan, put up a building and by 1988 were worshiping in their new sanctuary. The results are amazing. Their old sanctuary seated only 150 and was seldom filled. Their new church seats 500 and they average 340 people every Sunday morning.

**2** Use hope to cope. It is virtually impossible to have hope and be a pessimist; they are mutually exclusive entities. The simple act of hoping releases a positive energy and keeps you forging ahead.

Before the end of World War II, more than 25,000 American soldiers had been held captive in Japanese prisoner of war camps. Many died because they were forced to exist under extremely harsh conditions. Others survived and returned home. The difference between those who survived and those who did not was often the level of hope maintained by survivors.

The soldiers were studied by author Robins Reader. In his book, *Holding On To Hope*, he says survivors "talked about the kind of homes they would have, the jobs they would choose and even described the kind of person they

would marry." They drew pictures on the walls to illustrate their dreams. Some even found ways to study subjects related to the kind of career they wanted to pursue. And doctors taken captive managed to form medical societies.

Furthermore, Reader makes this application to daily living: "It is this kind of hope that makes us try a different road if the one we are on is leading nowhere. It is also this kind of hope which sustains us when we are told there is no hope. Because no matter what our ears hear, what really matters is that hope is in our hearts."

**3** Balance the negatives by the positives. Almost everything about life comes down to perspective. What is an obstacle for one woman is an opportunity for another. What one man calls a stumbling block is used as a stepping stone by another.

A humorous story is told about two men named Sam and Jed who determined they could become wealthy by hunting wolves. In their part of the country a \$5,000 bounty was offered for each wolf captured alive. Day and night the two partners searched mountains and forests seeking the valuable prey.

Exhausted one night, they fell asleep dreaming of their potential fortune. Suddenly, Sam awoke to see that they were surrounded by about 50 wolves with flaming eyes and bared teeth. Sam gently nudged his friend and said: "Jed, wake up! We're rich!"

The most successful men and women have always been those who are able to balance the negative side of life by looking also at the many positives. Take the case of Bill Farley, chief executive officer of the Farley Industries. He credits his achievements on his ability to remain upbeat and positive in the face of crisis.

"It's up to me to have that sense of balance and confidence to say, 'Wait a minute. Consider what you've done, what you've accomplished, the country you live in, the weather outside and just say thank God for all that is positive in your life. Don't let a little thing like a billion dollars of debt get to you.'"

Or, as Ralph Waldo Emerson once wrote: "Don't waste yourself in rejection, nor bark against the bad, but chant the beauty of the good." That advice was given over a century ago and is as valid now as it was then! **T**

**Victor M. Parachin** is an ordained minister residing in Virginia Beach, Virginia. His articles appear in a number of magazines and newspapers, including *The Toastmaster*.

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■ Recently I had lunch with the executive vice president in charge of corporate communications at a Fortune 500 company. This person is responsible for writing annual reports, handling public relations and coordinating all advertising and promotion. In addition, he frequently speaks at seminars, receiving \$10,000 for a single speaking engagement. Since I was trying to pick this successful individual's brain for insights into speaking and writing, lunch at the local delicatessen was my treat.

As I paid the check, my guest began writing on the back of his paper place mat. "Mike," he said, "here are the five L's to success." Written on the place mat was the wisdom from many years of experience distilled into simple outline form.

The L's he listed apply to all areas of achievement, from raising children to climbing the corporate ladder. Here are the five L's as he explained them to me, and as I have applied them to my own experiences in public speaking:

#### LEARN

It is amazing how little we know and how fast we stop learning. The majority of people attend funerals more often than they visit the local library. But reading a book is a lot less stressful than shedding tears for a lost loved one.

"He who doesn't read is no better than he who can't read," according to one saying. Learn all there is to know about public speaking and your subject at hand. If you know your subject, learn the opposing view point. Learn all you can about your audience – their interests, pursuits and problems. Take a public speaking course. Teach a public speaking course. Work with your club's Vice President Education. Cultivate a mentor and be a mentor for someone else. Learn to use pauses and vary your vocal tones. Learn gestures and body positioning. Learn how to use a flip chart and distribute handouts. When you can give your speech flawlessly, do some more research and add a new twist.

#### LOVE

Love what you are doing and do what you love. If you can't put your whole heart and soul into your subject, you will not be successful or convincing. Speak on a subject that means something to you. If you truly love what you are speaking on, the clock will be merely an annoyance and not a foreboding presence. Call it passion, devotion or sincerity, but always love and believe in your subject.

#### LAUGH

No matter how seemingly full or successful, a day without laughter is a day unrealized.

Laugh at yourself. Don't take personal gaffes so seriously. Once when I was called on to speak during Table Topics, I stood and hiked up my pants because they had slid down on my waist. The evaluator reenacted the event, causing an uproar at the meeting. I laughed too, and have never made the same mistake again.

Laugh at life. Remember that 10 years from now, today's inconveniences and frustrations will be forgotten. Everything is temporary. Today you were the "Best Speaker" and walked away with the traveling trophy; tomorrow, the trophy will travel a different route home and sit on someone else's mantle. Nothing remains constant except the joy of partaking in laughter.

#### LABOR

"There are no rewards without long, long hours of hard work and sacrifice," says motivational speaker Brian Tracey in his audio program, *Success Secrets of Self-Made Millionaires*. "If you are not falling on your face at least once a day, you're simply not trying hard enough."

Perhaps you are now saying to yourself, "Is it worth it to invest so much of one's self in long-term projects?" Just remember that a cathedral is

# of Speaking Success

built one brick at a time. When it's finished, people come from miles away to marvel at its beauty. The same intensity of purpose has to be invested in your speaking skills.

#### LEAVE

Say what you need to say and sit down. Know when it's time to pocket your note cards and move on. Too many speakers forget when to say when.

In a speech to several young people, Winston Churchill said he was going to tell them when to quit. "Never, never, never," he said – and sat down.

After you have weighed the scale in favor of your viewpoint, your next step is to break camp, then head into the sunset. **T**

**Mike Ryan, Jr., CTM**, is a sales consultant and a member of Richmond Club 1297-66 in Richmond, Virginia.

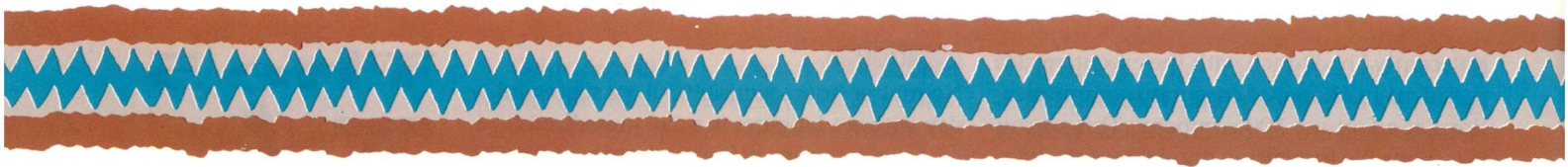
## The 5



# of Speaking Success

Practice these principles and you'll stay on track.

by Mike Ryan, Jr., CTM



Think about the best speech you've ever written. Was it worth traveling 3,000 miles to deliver? By horse? By foot?

Shawnee chief Tecumseh did just that in 1811. In a desperate effort to forge a pan-Indian alliance against the United States, he traveled from Ohio to Mississippi, to Iroquois and Cherokee, Creek and Osage, Sauk and Sioux. They were people who spoke languages as different as English and Russian, sharing enmities as deep as any among European nations. To

adopting the most successful elements of white society. Between 1800 and 1830, Cherokee leaders crafted an alphabet for their language, established newspapers, built courthouses and schools, and experimented with plantation agriculture worked by enslaved Africans. But in some tribes, corrupt chiefs sold land to the United States which belonged collectively to the tribe. Others withdrew to ever smaller territories, hoping that further concessions might

# TECUMSEH:

VOICE OF  
RESISTANCE

Foreseeing tribal genocide, he spoke eloquently for Indian unification.

by Tom Laichas

overcome their doubts, fears and mutual suspicions, Tecumseh had nothing more than the power of his oratory to stir the anger and the hope of his audience. And he very nearly succeeded.

Tecumseh became a Shawnee chief in the 1790s, after nearly incessant war, often with the United States, had killed an older generation of leaders. The Shawnee inhabited the Ohio Valley, a region coveted by the new Americans for a soil rich with potential for commercial farming and real estate speculation. Despite agreements to the contrary, these settlers gradually encroached on Shawnee lands. But Shawnee resistance brought soldiers. Banding with other regional tribes, the Shawnee defeated three armies sent by President Washington. A fourth, led by General Anthony Wayne, finally defeated Indian forces at the Battle of Fallen Timbers.

Each tribe reacted differently to the loss. Some, like the Cherokee, attempted to maintain their own culture while

appease the United States. Broken by war, defeat and retreat, many tribes disintegrated entirely.

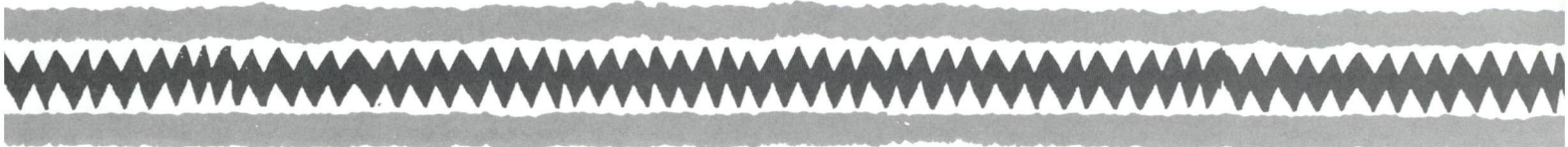
Retreat, surrender, assimilation: Tecumseh detested all three. The Shawnee chief agreed with other tribes urging further resistance. Yet because he had once befriended white settlers and learned to read and speak English, Tecumseh knew something of the new nation. Courageous though resistance might be, he understood that if the Shawnee stood alone against the United States, they were sure to be defeated. Together with other Indian peoples, they might stand a chance.

In the early 1800s, he began moving from tribe to tribe preaching Indian renewal. With him traveled his brother Tenskwaatawa, "the Prophet," a religious visionary who preached that Indians would be saved if they renounced alcohol, turned their backs on European religion and culture, and joined together to create an Indian nation. Between them, the brothers electrified their audiences, their reputations spreading across North America.





"IT IS TRUE I AM A  
SHAWNEE...I AM THE  
MAKER OF MY OWN  
FORTUNE, AND OH! THAT I  
COULD MAKE [THE  
FORTUNE] OF MY RED  
PEOPLE, AND OF MY  
COUNTRY, AS GREAT AS I  
IMAGINE THEM...I WOULD  
...THEN COME TO  
GOVERNOR HARRISON...  
[AND] SAY TO HIM, 'SIR, YOU  
HAVE LIBERTY TO RETURN  
TO YOUR OWN COUNTRY.'"



While Tenskwatawa urged renewal of the soul, Tecumseh sought to forge a political alliance. Faced with despair, disbelief and outright hostility, he used the same rhetorical techniques modern leaders have adopted in times of crisis. In 1811, Tecumseh told the Osage that:

*My people wish for peace; the red men all wish for peace.*

This statement would be echoed in Franklin Roosevelt's 1937 Quarantine speech:

*America hates war. America hopes for peace.*

Both Tecumseh and Roosevelt sought to reassure their audiences that they understood the risks of armed conflict. Yet Tecumseh also had to persuade his audience that conflict was both inevitable and necessary. Like Churchill, he described a continent devoured "course by course":

*Where today are the Pequot? Where are the Narraganset, the Mohican, the Pokanoket? They have vanished before the avarice and oppression of the white man, as snow before a summer sun...*

Again like Churchill, Tecumseh heaped contempt on those who counseled hesitation or accommodation:

*Who are the white people that we should fear them? They cannot run fast, and are good marks to shoot at. They are only men; our fathers have killed many of them. We are not women, and we will stain the earth red with their blood.*

Finally, as any leader must, Tecumseh concluded his address by giving his audience what courage he could:

*Will we let ourselves be destroyed in our turn without making an effort worthy of our race? Shall we...give up our homes, our country...the graves of our dead and everything that is dear and sacred to us? I know you will cry with me, Never! Never!*

Though Tecumseh's style seems familiar, he drew from a distinctive oratorical tradition. Among Native Americans, speeches often marked ritual occasions. Without written languages, North America's tribes valued prodigious memories and stirring performances. Memorized speeches could recall a family's forebears and kin, reconstruct diplo-

matic agreements, or remind a leader of his duties. A good orator could move a tribe to war or keep the peace. Tecumseh was a master of this art.


By 1810, Tecumseh's efforts had begun to pay off. Fearing a general Indian revolt, Gen. William Henry Harrison prepared to crush resistance decisively. Hoping perhaps to awe Tecumseh with the military power at his disposal, Harrison invited the Shawnee chief to his outpost. But Tecumseh was not impressed; he told Harrison and his officers:

*It is true I am a Shawnee...I am the maker of my own fortune, and oh! that I could make [the fortune] of my red people, and of my country, as great as I imagine them...I would...then come to Governor Harrison...[and] say to him, 'Sir, you have liberty to return to your own country.'*

In fact, Tecumseh was not yet ready for war. But events were moving swiftly, and he proved unable to control the timing. Concerned with other issues, some of them distant from the Ohio Valley, the United States declared war against Britain in 1812. Seizing the moment, Tecumseh allied with the British and launched his own war.

For a time, it seemed that he might win. While the British burned Washington, D.C., Tecumseh humiliated American commanders in the old Northwest. But in 1813, Tecumseh was killed in battle. For a time, the members of his alliance fought on. The following year, however, the British negotiated a settlement with the United States which left the Ohio Valley firmly in American hands. Over the next 20 years, the United States dealt with the remaining tribes of the eastern territory, exiling some beyond the Mississippi and confining others to ever smaller lands. Those who had sought accommodation with the United States were driven from their homes as relentlessly as those who had resisted. As Tecumseh predicted, each was defeated, one by one.

To hear Tecumseh's voice across the generations is to recall Churchill, urging his people on against desperate odds, fighting for his country through the streets and the fields, promising only blood, sweat, toil and tears.

Churchill? Yes – Churchill in defeat. 

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**Tom Laichas** teaches history at the Crossroads School in Santa Monica, California. He was a consultant for the Rhino Records CD collection of "Great American Speeches of the 20th Century."



# Sponsor a successful Toastmasters CLUB

Avoid early fizzle –  
maintain that sizzle!

by Colata "Jody" Harlan, ATM

■ THE FIRST TIME I TRIED TO SPONSOR A new Toastmasters club, things got off to a great start. Everyone was excited...the potential was strong...our goal was in sight. But somewhere along the way, something went wrong. It took too long to sign up the 20 members required to obtain our club charter. Interest fell, and the group disbanded. Since that happened, I've asked myself, "What went wrong? What could we have done differently? What's the secret to sponsoring a successful new Toastmasters club?"

I recently discovered the answers to these questions. Two members of the Highwaymen Club (1692-16) invited me to attend the first meeting of a new club they planned to sponsor in Yukon, Oklahoma, a suburb 15 miles west of Oklahoma City. Less than 12 weeks later, as I attended the Charter Presentation for Yukon's Best Club (8155-16), I realized I now knew what it took to sponsor a successful club.

Here's what I learned:

1. **Fill A Need.** You can't possibly market a product if the demand is nonexistent. One of the Yukon sponsors belonged to the Highwaymen Club, which meets early in the morning. She and several of the guests

she brought regularly to Highwaymen meetings wanted to avoid getting up early and driving in rush hour traffic by attending a meeting near their hometown. They discovered no other Toastmasters clubs met in the county where Yukon was later established.

2. **Seek Support From Experienced Toastmasters.** First impressions are important. Be sure visitors attend efficient, productive meetings run with the help of experienced Toastmasters. The Highwaymen faithfully supported the Yukon group until we chartered. They organized the demonstration meeting and helped our fledgling club run great meetings, gradually turning over the reins of responsibility to new members.
3. **Invite Everyone You Know To Attend.** You'd be surprised how many potential members get away because they are too shy to attend meetings alone. Aren't these the people who need Toastmasters the most? Invite your friends, relatives, business associates, neighbors, fellow church members – even those who have belonged to Toastmasters in the past. One of them might be your club's twentieth member.
4. **Sign Up Some Proven Leaders.** Leaders know how to get things done. They are programmed for success and know many other potential new members. Two of the guests attending Highwaymen meetings were the Yukon City Manager and the

Chamber of Commerce Director. Once these two leaders and several of their associates signed up, Yukon's Best Club had formed the nucleus of a strong organization.

5. **Elect Officers ASAP.** New clubs trying to reach charter strength have many of the same needs as existing clubs. They work better when they have effective Presidents, Vice Presidents Education, Vice Presidents Membership, Vice Presidents Public Relations, Secretaries, Treasurers and Sergeant at Arms with specific responsibilities.
6. **Be Ready With Your Educational Program.** Don't wait until charter time to develop an outstanding educational program. Sign up visitors and start them speaking right away.

organizations, such as the Kiwanis or Lions clubs. They also have leaders who want to improve their public speaking skills.

8. **Make Membership A Team Effort.** Hold a membership contest. Plan an attention-getting theme, and award prizes to the team that sponsors the most new members.
9. **Don't Just Sit There!** People make time to join and participate in exciting organizations. In just eight weeks, members of Yukon's Best Club elected officers, sponsored a successful membership drive and publicity campaign, appeared on local cable stations, spoke formally to the employees of several Yukon businesses and participated in a major busi-

“B


Be sure your new club is productive and goal-oriented, but fill it with enthusiastic members who like to have a good time.”

7. **Publicize!** If your club is going to charter before members lose momentum, you've got to get the word out. This is one of the reasons Yukon's Best Club chartered so quickly. Write one-page media releases for local daily, weekly and shopper newspapers. Make sure your club meeting time and date are listed in community calendars.

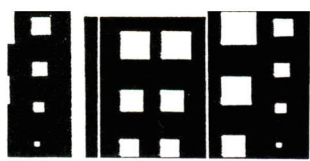
Next, send releases to radio and TV stations for public service announcements at no charge. Don't rule out televised appearances on cable stations or local morning programs on network stations. What better way to work on your own public speaking goals?

Ask the Chamber of Commerce for a mailing list so you can write to other

ness convention – even before the club became an official Toastmasters International organization.

10. **Last But Not Least...Enjoy!** Nobody wants to do anything during their leisure time for very long unless it's fun. Be sure your new club is productive and goal-oriented, but fill it with enthusiastic members who like to have a good time. These are the elements that draw new members to Toastmasters like kids to a swimming hole. 

*Colata "Jody" Harlan, ATM*, is a member of Flyers and Floaters Club 5467-16 and was a sponsor of Yukon's Best Club 8155-16. She lives in Yukon, Oklahoma.



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Peggy Beach, 2946-37  
Charles Morris, 3130-39  
James G. (Jerry) Hunt, 884-44  
Alice M. Horrigan, 218-47  
Marjorie L. Norris, 3930-63  
Jeffrey T. Lamicala, 1427-65  
Richard M. Westerberg, 4524-65  
Jane B. Lego, 6822-66  
Mervyn H. Tobin, 4613-70  
Nigel Bryan, 5335-70  
David Geoffrey Hunt, 2782-72  
Janne Matthews, 7525-72  
Louise Henriette Voermans, 4203-73  
Deborah Reynolds, 5389-73

### ATM

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

Hiroji Tamaru, 4408-U  
Jerome M. Selby, 6583-U  
Anthony E. Paulson, 7273-U

Joanne Alonzo, 285-F  
Darlene Wilson Anzel, 417-F  
Frederick C. Trueman, 770-F  
William E. (Bill) Baxter, 805-F  
Joe Randleman, 2230-F  
Roberta Petry, 2436-F  
Roberto M. Garcia, 401-1  
Frances A. Tomich, 1377-1  
Milford C. Talbot, 4131-1  
Marconi Samson Cayabyab, 4637-1  
Annette Marie Thompson, 5634-1  
Mark E. Mayberry, 733-2  
William M. Miller, 2713-2  
Ronald Eugene Vernon, 4401-2  
Holly Henry, 4723-2  
William J. Degnan III, 7490-3  
Randall L. Karcher, 7918-3  
William H. Fitler, Jr., 934-4  
Grace H. Kim, 1401-4  
Joellen A. Bieber, 1880-4  
Bhupen R. Mehta, 4200-4  
Rose Wyvette Johnson, 4200-4  
James Brogan, 4460-4  
Catherine Corrine Wilson, 5825-4  
Jay BloomBecker, 7481-4  
Douglas E. Beckstein, 7871-4  
John R. Baldwin, 196-5  
Susi P. George, 198-5  
Charlie Rodgers, 683-5  
Pauline B. Foord, 1546-5  
Wm. G. Ricksecker, 2340-5  
Ernest Vonderheyden, 2538-5  
Frances Eaton, 4405-5  
Elizabeth (Libby) McGraw, 459-6  
Lloyd C. Pekas, 490-6  
Gerald Antes, 1847-6  
Donald R. Paulsen, 2119-6  
Rodney W. Stockstad, 2119-6  
Elizabeth Emerson, 2563-6  
Spencer H. Hellekson, III, 2748-6  
Bill Boles, 4807-6  
William Aufderheide, 4878-6  
June A. Brandl, 5038-6  
Dorothy Putnam, 6052-6  
Ronald M. Kausak, 7119-6  
Franklin Mascarenhas, 881-7  
Pauline Stratton, 881-7  
Allen Throop, 982-7  
Donald L. Steiner, 997-7  
Allan Edinger, 6996-7  
Charles Edward Morrissey, 1647-8  
Lisa Powell, 2905-8  
Jeanette Gregory, 5296-8  
Frank C. Lloyd, 7009-8  
Donna M. Hull, 40-9  
Madeleine C. Brown, 440-9  
Christopher W. Turner, 5927-9  
Carla Barker, 6381-9  
Robert M. Johnson, 6381-9  
Darbie J. Marlin, 7136-9  
David Eric Jacobson, 2486-10  
Gerald Ketchaver, 7045-10  
Norman R. Terry, 1211-11  
Bradley Manson Calbert, 3347-11  
Alvin F. Borchelt, 3354-11  
Sam W. Mobley, 35006-11  
Olive Newbury-Douglas, 12-12  
Richard G. Hoskins, 5170-12  
Sigrid Hoffma-Aellen, 8396-12  
Milton E. Madison, 1219-13  
Edward J. Beck, 6679-13  
Robert M. Nieratko, 8197-13  
Gary Bruce Nyland, 1713-14  
John David Pope, 5307-14  
Cary Hull, 5635-14  
Jeanne Chambers, 5834-14  
William H. Strong, 7876-14  
Jeanne Dow Piranio, 8257-14  
Maria S. Groshner, 1489-15  
Brian D. Clare, 454-16  
Barbara F. Baldwin, 978-16  
Dan Smith, 1032-16  
Alvin Holland, 3312-16  
Robert Wherry, 4906-16  
Billie Krenzler, 5904-17  
Gillian S. Moore, 2884-18  
Orville L. Pryor, 3140-18  
Marc G. Saenz, 8423-18  
Dick Bailey, 1991-19  
Betty L. Pierschbacher, 5995-19  
E. Diane Laub, 717-20  
Sandra Lee Brand, 4153-20  
Robert David Hooey, 3435-21  
Joan Wood, 3486-21  
Shirley M. Needham, 6252-21  
Christine Randa, 8178-21  
Charles W. Edwards, 4679-22  
Alice L. Shaw, 122-23  
Calvin J. Martell, 696-23  
Candy A. Rodgers, 6565-23  
Jan Carlson, 455-24  
James F. Dawson, 1101-24  
Chuck Lowitzer, 4300-24  
Kerry Wayne Noble, 349-25  
Betty R. Hines, 1017-25  
John J. Corbin, 1495-25  
Sammy Mears, 2485-25  
Charles A. Worrell, 2971-25  
Shirley Traversie, 3178-25  
Lois I. Williams, 5202-25  
Kenneth E. McIntosh, 5962-25  
Gloria Galeener, 7882-25  
John Anthony Smith, 97-26  
Dorothy L. Buxton, 6586-26  
Cecilio R. Omayas Jr., 7162-26  
Sheila Adjahoe, 886-27  
Louis V. Falasco, 2540-27  
Cathie E. Alderks, 3151-27  
Julius M. Riddick, 3231-27  
Earl F. Walter, 4566-27  
Thomas Wray, II, 4862-27  
Jonathan H. Ward, 4967-27  
William A. Moylan, 2883-28  
Sanford T. Sheaks, 3965-28  
Rae Williams, 704-29  
Carolyn Keen, 4965-29  
Celeste Graves Benson, 5996-29  
Jimmy Moss, 7895-29  
Tony Brown, 2709-30  
Mark John Ramberg, 6592-31

Janice L. Barclay, 690-32  
Cary Kraig, 1290-32  
Jo Ann Dodson, 384-33  
Jerry Theo, 3254-33  
Dana LaMon, 4177-33  
Earl T. Akey, 1438-35  
Patricia Akey, 1438-35  
Carl D. Brzeski, 2602-35  
David B. Yngsdahl, 2953-35  
Jerome Kurzer, 3210-35  
Chris P. Fiotes, Jr., 502-36  
Judith Carolyn Brackin, 3323-36  
Regina B. Watson, 5309-36  
Michael A. Hall, 5609-36  
Deborah L. Roberts, 6300-36  
Kathleen (Kathy) H. Stuck, 1420-37  
Deborah E. Kane, 3238-37  
Eddie Cobb, 7793-37  
Keith A. Pappa, 7939-37  
James F. Walsh, 2706-38  
Danny Robert Saldana, 1352-39  
Karen Daly-Cole, 2242-39  
Derry James, 2496-39  
Janet M. Caccia-Davis, 6786-39  
George Spicer, 6870-39  
Kat Calhoun, 7489-39  
John T. Ach, 1108-40  
Charles M. Wilson, 1802-40  
Donald C. Brey, 1802-40  
Coleman D. Bush, 4271-40  
Lawrence J. Valentine, 6802-40  
Joanne Buchanan, 7083-40  
David White, 1326-41  
Brenda Bergen, 2882-42  
Caroline Loewen, 3068-42  
Judy L. Panko, 3068-42  
Audrey Dale, 4508-42  
Jim J. Lysyk, 5921-42  
Gwen Hill, 7318-42  
Emily Sylvester, 7470-42  
Lorena E. Ramsankar, 7470-42  
Gary M. Rutherford, 2172-43  
John P. Fortenberry, 4180-43  
Jean Hiltenbrand, 8317-43  
Robert A. (Bob) Phillips, 561-44  
Gerald A. Grant, 884-44  
Robert E. Barnhill III, 884-44  
Rose M. Stubbs, 5440-44  
Ted Ritson, 2559-45  
John R. Reed, 4227-45  
Paula Mace, 6487-45  
James Arthur Heeren, 6954-45  
Allan Treshan, 1861-46  
Zenon L. Post, 1949-46  
Jerome Burke, 4326-46  
Richard James Mabey Jr, 5265-46  
Janine Bailey, 1695-47  
Donald K. Rosen, 2445-47  
Mildred Merrifield, 3274-47  
Melynn Morris Canova, 3651-47  
Faye B. Harvill, 4051-47  
Leslie R. Pawson, 4541-47  
Paul Hyatt, 5486-47  
Deborah Gorman, 6261-47  
Maureen V. Brooks, 6261-47  
Alfred M. Corneliuson, 6568-47  
Rosalyn D. Butler, 6690-47  
Alan D. Willingham, 858-48  
Jimmy R. Robinson, 5137-48  
Donald J. Cornish, 48-52  
Ruth Potter, 341-52  
Art Anderson, 3252-52  
Stephen M. Loeb, 5507-52  
Linda Waterman, 7488-52

Dorothea M. Perry, 127-54  
Hadis Markoc, 467-54  
Terry McReynolds, 3570-54  
Louise Free, 7253-54  
Nita Palermo, 1458-56  
Peggy S. Grose, 2048-56  
Terry J. McDougale, 2659-56  
Mary Petermeier, 2845-56  
Larry Haug, 6659-56  
Diana Gahagan, 8687-56  
Julia L. Pearce, 756-57  
Willard J. Springer, 1579-57  
Krystyna Szawelski, 4160-57  
Daniel C. Carlson, 5612-57  
Robert J. Stitt, 6061-57  
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Darcus M. Gordon, 7031-58  
Frances P. Broom, 7735-58  
Robert Renaud, 4189-60  
Mary Reinhart, 8047-60  
Sharon Chandler, 8047-60  
Rene Turcot, 5310-61  
Camille Lacour, 5651-61  
Beverly Wall, 404-62  
Beverly Wall, 404-62  
Ralph R. Kayler, 2826-62  
David L. Harnish, 3719-62  
Gail A. Lewis, 5373-62  
Van O. Keeler, 5373-62  
Milton J. (Jack) Gearing, 7182-62  
Earl R. Lanning, 5630-63  
Beverly A. Forrer, 7409-63  
John Bruce Delikatny, 1332-64  
Inge Jahnke, 1429-64  
Darlene MacGillivray, 3875-64  
Salah Hathout, 4851-64  
George A. McConnaughey, 2325-65  
William Wallick, 2644-65  
N. Russell Ashby, 6267-66  
Mary-Edwina Bangs, 6822-66  
Phillip Albritton, 2306-68  
Fran Schmieder, 2455-68  
Amy Givler, 4528-68  
James Hance, 6146-68  
Michael Gregory, 6146-68  
Gina M. Stott, 7790-68  
Helen A. McClellan, 7790-68  
Denis J. Ezzy, 669-69  
Barbara Grant, 1764-69  
Marcia June Marks, 1791-69  
H. El-Kherbotly, 4084-69  
William Donald Simpson, 5262-69  
Michael Daley, 5284-69  
Sandra Simpson, 6030-69  
John Aureo Mascarenhas, 1126-70  
Graham Jefferson, 2776-70  
Peter Charles Herbert, 5070-70  
Jeannette Yolande Clarke, 5073-70  
Brian Jones, 5293-70  
Jennifer Mary Turner, 5868-70  
Pat Dawkins, 2053-72  
Richard Geoffrey Giller, 3080-72  
Chris Duck, 3185-72  
Brian Eric Kepple, 3474-72  
John Albert O'Keeffe, 1050-73  
James F. Shaw, 3270-73  
Kamilla M. Zwolak, 3270-73  
George O'Keeffe, 4203-74  
Michael Van De Merwe, 2132-74  
David F. Mariais, 3888-74  
Keith Morgan Nicoll Dally, 4795-74  
Carlo Konrad Fourie, 7609-74  
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Cardel, Voz y Expresion, 9017-U  
Cd. Cardel, Veracruz, Mexico  
Landstuhl, 9022-U  
Landstuhl, Germany  
National University of Singapore  
Alumni, 9087-U  
Singapore  
Kum Keat CC, 9092-U  
Singapore  
IPRS, 9096-U  
Singapore  
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Kent, Ohio

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**Officers Club, 6183-58**  
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**Kingston, 9116-73**  
Kingston, Tasmania, Australia

**Nedcor Western Cape, 9030-74**  
Cape Town, South Africa



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Please give us your old address as well as your new one by attaching an address label from *The Toastmaster*.

Name \_\_\_\_\_  CTM  ATM  ATM-B  
 ATM-S  DTM

Club No \_\_\_\_\_ District No. \_\_\_\_\_ Check One \_\_\_\_\_

Complete Title (club, division or district office) \_\_\_\_\_

Would you like a list of clubs in your area?  YES  NO

Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690

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NEW ADDRESS

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# TELL THE WORLD!

Order these tools to promote your club and spread the word about the Toastmasters program.

## "Get the Toastmasters Edge" (1144)

30-second TV PSA on 1" reel. Five seconds available at end for your club meeting information. \$20.00 plus \$2.25 shipping.

## Radio Spot Announcements (1151)

Three 30-second PSAs. 7 1/2 per-second reel. \$5.00 plus \$2.25 shipping.

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## Public Relations and Advertising Kit (1150)

A complete PR kit. Includes sample pamphlets, publicity handbook (1140), radio spot announcements (1151), color TV slides, scripts, newspaper ads, camera ready ads and more. \$16.00 plus \$2.50 shipping.

## Club Meeting Plaque (384)

White 10" plastic square plaque. Includes pressure sensitive decals for day and hour of meeting. \$5.75 plus \$2.50 shipping.

## Toastmasters Meets Here Plaque (1979)

Simulated walnut. Please specify day of week and time. \$29.50 (add 20¢ engraving charge for each letter) plus \$5.00 shipping.

## Small Poster (367)

Set of 5 posters. Includes space for club name, meeting time and place, and phone number. \$4.00 plus \$2.00 shipping.



## Point of Purchase Poster (367-A)

New display kit for promoting Toastmasters. Includes one easel type sturdy-backed poster and plastic pamphlet holder to display promotional brochures. \$6.00 plus \$3.00 shipping.

## Highway Sign (363)

Join Lions, Kiwanis and Rotary at your city's doorstep. 18" emblem in weatherproof paint. \$25.00 plus \$5.00 shipping.

## Highway Sign (363-A)

30" emblem. \$55.00 plus \$6.00 shipping.

## License Plate Frames (369)

Set of two blue and white "Speak Up/Join Toastmasters" frames. \$4.00 plus \$2.25 shipping.

## Bumper Stickers (371)

One of each "We Unravel the Tongue-Tied" and "For the Fear Love of Public Speaking." \$3.00 plus \$1.00 shipping.

## "I Love Toastmasters" Bumper Sticker (370-A)

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