

# The TOASTMASTER<sup>®</sup>

JANUARY 1998

ALSO INSIDE:

Beat the Battle  
with Procrastination

Finding the Lightning:  
Words as Labels



Maximize  
Your  
Motivation



## VIEWPOINT

# The Joy of Sharing

Sharing is one of the greatest joys in life, and we regularly share our wealth, knowledge and happiness with our family and friends. When we join Toastmasters we usually have a specific goal in mind: to enhance our speaking and leadership skills. Some fulfill this goal within a few months and then choose to leave. But the core of our organization consists of those members who are prepared to stay in Toastmasters and share their expertise and experience with others. All the books, all the manuals, all the training, all the conferences mean little without the contributions of these unselfish members.

This is not to say that those who leave early are selfish. These members often leave unaware of further opportunities for their growth and development.

Toastmasters' founder Dr. Ralph Smedley wrote, "The deepest joy of belonging comes as one learns to cooperate and contribute and help." A Toastmasters club is the epitome of a "service club." Successful development depends on the help each individual receives from fellow members. What makes Toastmasters International special is our members' ability and willingness to work together as a team to ensure the success of every meeting.

Our members progress from a "What's in it for me?" attitude to an attitude of helping others. Many members claim they gained their greatest rewards once they changed their attitude and started focusing on serving others by participating in club meetings, leading Speechcraft and Youth Leadership programs and becoming involved in District opportunities. For me, an awakening came when I was asked to help with a Speechcraft program. As the course progressed, I was amazed at the amount of knowledge I could impart. The most gratifying aspect was seeing each of the Speechcrafters learn and improve. Recently, one of them expressed his thanks for the confidence and skills that enabled him to give the eulogy at a young friend's funeral. He wrote, "After doing the speech and doing it well, I've had the biggest sense of achievement. I never thought I would be able to do it, but I did, and I'm happy."

I met another member during my travels who credits Toastmasters with giving her the skills and the confidence she needed to become the marketing manager of her company. Yet another member recently phoned me with great excitement to tell me her Toastmasters experience had given her the edge over a hundred other applicants for the position of personal assistant to a large city's mayor. All of these Toastmasters know first hand the "Thrill of Success."

Let us extend the season of giving that so enriches both givers and recipients, even though the holidays are now behind us. The spirit of sharing, a vital Toastmasters tradition, will help us all to conquer the challenges that remain ahead of us.

Len Jury, DTM  
International President

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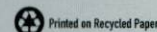
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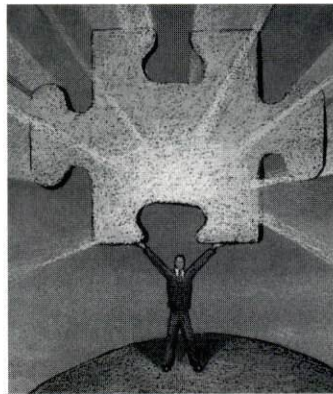
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#### *The Toastmasters Vision:*

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

#### *The Toastmasters Mission:*

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



## LETTERS

### MIRACULOUS CHANGE

It has happened – that which in my wildest dreams I did not dare to imagine could ever be has now become reality.

All my life I had hidden myself away from the world in a little box labeled “shy, timid, scared.”

Four months ago, I joined Morningside Toastmasters after almost a year of scraping together enough courage to do so. And now, a mere four months later, the change in my life is nothing short of miraculous.

For the first time I am able to approach total strangers and start a conversation. Suddenly life has become so much more – more to experience, more to live for, more fun. My personal and career goals have shifted, too.

I have now climbed out of my little box and am standing on top of it, armed with my new-found Toastmasters courage. For the first time, I am able to look the world squarely in the eyes and truly become the best I can be.

Toastmasters is an incredible organization. I see myself staying a member for a long, long time.

Rudi Jansen  
Morningside Club 8217-74  
Johannesburg, South Africa

### SPEECH CONTESTS REVISITED

After the annual International Speech Contest, we often hear objections about the judging, the speech topics, or other aspects of the contest. How often have we heard the criticism that a speech can only win if it consists of “motherhood and apple pie”? I have no objection to either, especially if the pie is baked well and motherhood is embarked on with some regard for propriety.

As I see it, the problem is that too often an inane subject is prepared in a jejune manner with little regard

for what the audience wants or needs. Charles Lamb, the great English essayist, could take the most ordinary subject and turn it into an exciting and memorable masterpiece. Isn't that what we should be doing in the seven-minute gem destined for the International Speech Contest?

Many Toastmasters object to chest-thumping, boggle-eyed motivational speeches – a view which, I must admit, I share. Perhaps the answer lies in a comment made by one of our Toastmasters that “What we need are fewer motivational speeches and more inspirational speeches.” Amen!

Motivational speeches may indeed have their place. I might suggest a mortician's convention, or a parade-ground speech by a uniformed drill instructor. But I doubt that the International Speech Contest is a desirable spot for a frenzied appeal to pursue success.

The use of visual aids in connection with speech delivery has always been encouraged, but are we sometimes tempted to cross over the line into a variety act? I almost expect one of these days to see someone put on a seven-minute multimedia presentation.

Patrick Henry didn't need any visual aids, and Abraham Lincoln had no pointer at Gettysburg. Franklin D. Roosevelt turned a nation around in his First Inaugural without props. John F. Kennedy had only a Boston-Irish accent to embellish “Ich bin ein Berliner!”

What is a contest speech? In my not-so-humble opinion, it is a special art form, like a sonnet or a sonata. It has a structure and rules. It is a composite of significant ideas, delivered with enthusiasm and the deepest

convictions of the speaker, addressed to an audience needing the message and cherishing it as a memorable experience for a lifetime.

What a splendid window of opportunity Toastmasters opens for us that, despite whatever timidity we may have felt in our youth, we can aspire to share with hundreds – even thousands – our deepest convictions and aspirations. Thank you, Dr. Smedley! May untold future generations of Toastmasters preserve your heritage.

L. F. “Roy” Fenstermaker, DTM  
1983 International Speech Contest Winner  
Dynamic Forcemasters Club 587-F  
Santa Fe Springs, California

### THE PICTURES SPEAK

I was really surprised and impressed by the 1997-98 District Governors picture section. A picture says a thousand words, as the saying goes. I learned a lot, i.e., that we have districts in Australia, England, New Zealand, South Africa and the Philippines. A superb way to recognize our finest Toastmasters!

Joanne M. Castelli  
Whiterock Club 1495-50  
Dallas, Texas

### THE THRILL OF SUCCESS

Twelve years ago, when I joined Toastmasters, I could not get through a conversation without stammering and using vocalized pauses (ums, ahs and you knows). Because my fellow members have been so supportive over the years, I managed to overcome my shyness, speak before audiences (including non-Toastmasters) and discover my potential as a leader. Through this terrific organization, I too have experienced the truth of President Len Jury's motto: the Thrill of Success!

Carole E. Schwartz, ATM  
President, Allstate Speakeasys Club 3855-30  
Chicago, Illinois



By Patrick Mott

## Overblown Style Can Camouflage Content

EVER NOTICE THAT THE PEOPLE WITH THE LEAST TO SAY ALWAYS say it with the most flamboyance? You've seen them. They're the professional speakers who have managed to get hold of books on method acting and have memorized every

page. They seize on pure physicality and develop a repertoire of contortions behind the lectern that would make a Wagnerian diva in full cry look like a wallflower at a high school dance. Ask them to explain the act of screwing in a light bulb and you'll get pantomime that would embarrass Marcel Marceau. Put them in handcuffs and you might as well have cut out their tongues.

I think of these people as orators. I've always considered that word to be a pejorative, because it always seems to be applied to people I'd rather read about than listen to. We grow up hearing about Henry Clay and Daniel Webster and Benjamin Disraeli, reading historical descriptions of them as "the greatest orators of their times." The text usually is accompanied by a woodcut of the men, mouths agape, arms pointed skyward, a maniacal gleam in their eyes.

Heck, if I wanted to suffer through that, I'd turn on the TV and watch some high-wattage evangelist do his stuff.

Today, when I find myself shifting uncomfortably in my seat as a modern-day orator fulminates up on stage, I do not feel as if I'm a witness to greatness. I feel like I'm being hustled.

Because with every hand slash, with every jabbing finger, with every picture in the air the orator draws with his hands and arms, the more he's persuading me that underneath it all lies a lousy speech. I've got no way to quantify this, of course, but I'm willing to bet that at least 90 percent of all speeches that are delivered in florid, Byzantine prose accompanied by calculated, calisthenic-like gestures are not worth presenting in the first place.

Overblown, overacted oratory is nothing more than a version of a trick we've all used in school on essay exams: We don't know the answer, but we're going to try to camouflage that fact by writing a *War and Peace*-length response. Our

answer, naturally, is pure gibberish, but it's a lot of gibberish, and we're certain the teacher will be impressed by the sheer volume of fancy words and phrases.

But it didn't work then. And it doesn't work now.

There's a huge difference between talking *to* people and talking *at* them. Because the orator is all style and little content, that style quickly is perceived as a kind of bombardment, a fusillade of words and gestures aimed at the audience. And, almost unconsciously, the audience recoils. They are no longer interested in hearing what the orator has to say; they simply want to get it over with so they can relax again. Soldiers in combat experience the same feelings.

The sympathetic speaker, on the other hand, truly has something to say. And the last thing he wants to do is clog up the lines of communication with a lot of bombast. To that end, the speech is delivered evenly, with careful bodily and vocal emphasis at the most significant moments. No barking. No leaping around. The speaker is a participant in the communication process, not merely a source of noise and spectacle.

Such a person always will be a welcome speaker, because such a speaking style exudes sympathy and empathy. The audience feels that ideas are being shared, even exchanged, when a well-crafted speech is delivered. Such a speech does not demand acceptance by the audience, only attention.

An orator, however, is a kind of tyrant. Whether he knows it or not, his style-over-content approach bullies the audience. It demands acceptance. It is all or nothing.

However, I believe there is a place for orators. They would do better to become aerobics instructors, where they can yell and flail all they want, get paid for it and go home with a healthy cardiovascular system. **T**

*"With every hand slash,  
with every jabbing finger,  
with every picture in the  
air the orator draws  
with his hands and arms,  
the more he's persuading  
me that underneath  
it all lies a lousy speech."*

Patrick Mott is editor of *Orange Coast* magazine in Newport Beach, California.



## CAN WE TALK?

By Daniel O'Keefe, ATM

To better understand one another, we need to share what is important to us.

# Afraid To Talk Religion?

One evening while thinking of a topic for my next speech, I came upon the idea of talking about my religion: Its history, why I joined it, and why I choose to stay in it.

I gave the speech the following week and was met with a serious and attentive audience. Club members were clearly taken with the subject. Afterward, one long-time member told me, "Your talk about your faith frees me to talk about mine." She went on to say that her previous club had discouraged religious speech topics.

Her comments revealed how little Toastmasters talk about their faith – or lack of it. There are many opportunities to offer spiritual thoughts outside the Toastmasters club: events like banquets, weddings, anniversaries, dinner parties or funerals. In fact, three members of my club speak regularly at their churches and they are not even members of the clergy!

What causes a Toastmasters club to discourage religious speech topics? When I asked my club members this

question, no one offered an answer but many voiced fears. I've listed their fears below and will follow with a rebuttal to expose what I perceive to be the flaws of those arguments:

**1** Fear of being proselytized may be the strongest reason Toastmasters avoid discussing spiritual issues. They may fear that someone may use the club as a forum to convert or solicit members to a particular religion or doctrine.

In my presentation, I said at the outset that I was not out to promote my church. I followed through by talking specifically about what I liked about my faith. I did not mention why others should join it. Toastmasters should be able to talk about important aspects of their lives without turning the speech into a sales pitch. An active member of Big Brothers/Big Sisters can talk about how his experience as a volunteer enriches his life without asking everyone to become a Big Brother/Big Sister.

**2** One's religion is too personal an issue to be appropriate for a Toastmasters speech. Although our individual choices regarding the selection of a religion and the incorporation of its practices in daily life are among the most personal decisions a person can make, I do not believe this means they ought to be considered totally *verboten* by Toastmasters clubs. The mission of Toastmasters International is to "foster human understanding and contribute to the betterment of mankind." How else can that mission be achieved but by heartfelt communication? To understand one another, we need to share what is important to us. Simply by understanding what is important to each other, we are in a better position to contribute to the betterment of mankind.

**3** Speeches about religion are boring. "Talking about my church would be boring. Everybody knows all about it," said one Roman Catholic Toastmaster. On

the contrary, members of large denominations and religions, such as Roman Catholics, Baptists, Mormons or Jews, could give very informative speeches about the religion's history, basic beliefs and rituals. A speech about the particulars of a controversy during a denomination's history – such as when the Roman Catholic Church dropped Latin services – also can be most enlightening.

Moreover, a speech of this nature often reveals as much about the speaker as it does about the topic itself. One of the founders of my club talked about his involvement with the state chapter of the Gideonites. He mentioned how he went to hotels and hospitals to ensure they had enough Bibles for their guests. He made sure everyone understood and heard him. His apparent great concern for his fellow citizens had not been obvious until that speech.

**4 Religion is an inappropriate speech topic since discussions of it can turn heated.** Some people fear that a religious talk will stir up an argument. Toastmasters clubs are like extended families. Club members don't usually challenge a speaker. In my opinion, if anger is expressed, that is all the more reason to talk about an issue. Anger usually stems from a misunderstanding that can best be resolved by straight communication. And Toastmasters are, or are striving to be, experts at communicating. The way a Toastmaster becomes an expert and remains one is by continually exercising his or her communication skills.

**5 Religion is best left to the experts, such as rabbis, ministers and priests.** In my opinion, religion isn't for the experts anymore than eating and sleeping are.

***"Toastmasters should be able to talk about important aspects of their lives without turning the speech into a sales pitch."***

Just as we need physical nourishment and rest, we need spiritual sustenance and mental peace. How we choose a philosophy of life or religion, and how we incorporate it into our daily lives, are choices we make as individuals. There is no other choice more personal than what or whom we choose to worship.

**6 Religion is too hard to talk about.** After all, what do words like spirituality, ecumenical, orthodoxy, atonement and so on really mean?

Toastmasters aren't ones to shrink from a challenge. Talking about personal feelings and experiences in a religious context is not difficult. Toastmasters know the best way to capture an audience is to use feelings and experiences to express abstract, meaningful ideas in a way that touches each member of an audience. Any observer of the Toastmasters International Speech Contest will tell you that many Toastmasters can beautifully relate meaningful ideas in a personal way.

In fact, a speech about one's faith could easily fit into the requirements of the Communication and Leadership Program manual. Members could fulfill the assignments – such as talking in earnest, using vocal variety and organizing the speech – when speaking about their faith.

I would love to see Toastmasters encouraged to use religion as speech material. So long as the speakers can balance their sharing of personal opinions and experiences with generous respect for differing opinions, a religious topic can be a rewarding challenge on the path to better communication. You might set an example by giving a speech about your own experiences – why you chose

a particular church, temple or mosque, for example. Tie together your feelings and hopes, and explain why an experience had value for you. If every person who chooses to expostulate on a religious theme refrains from putting down other faiths, or preaching, these opportunities to share will be enriching for all; and, I believe, promote the betterment of humanity by fostering a deeper understanding between people. **1**

Daniel O'Keefe, ATM, is a member of Tosa/Medical Club 5010-35 in Wauwatosa, Wisconsin.







What's stopping you from reaching your goals?

# Maximize Your Motivation

BY JUDITH E. PEARSON, DTM, Ph.D. ■ PHOTOGRAPH BY RON LOWERY

**H**ave you ever wanted to accomplish something, only to find that your motivation just wasn't there? If so, you are not alone. All of us encounter times when we seem to be driving with our brakes on, and our willpower needs some energizing.

Do any of these statements sound familiar to you?

- ▶ "I want to finish my basic manual and become a Competent Toastmaster – but that fifth speech on vocal variety looks really difficult. I'm just not motivated to do it."
- ▶ "I feel honored to serve on the district educational committee, but when I think about all the work involved, I feel overwhelmed and confused."
- ▶ "I really like my club meetings, but lately I'm not motivated to attend because I want to spend more time with my family. How do I make a choice?"
- ▶ "I was happy to be elected Club President, but I'm not sure I'm the right person for the job. Maybe I should resign."

These are the laments of Toastmasters who have worthy goals and who truly want to succeed. Yet, somewhere along the way, their motivation has given out.

Motivation is more than wanting or desiring a goal. Motivation is the extra push that transforms desire into

the will to act. The problem is that motivation blocks get in the way of accomplishment. Motivation blocks come from four sources:

1. Forgetting to keep the big picture in mind.
2. Lack of know-how.
3. Conflicting priorities.
4. Low self-esteem and limiting beliefs.

Each motivation block carries its own emotions. Let's examine these motivation blocks, their associated emotions and some methods for breaking through each one.

**1 Forgetting to Keep the Big Picture in Mind** – "I want to finish my basic manual and become a Competent Toastmaster – but that fifth speech on vocal variety looks really difficult. I'm just not motivated to do it."

#### *The Emotion: Feeling stuck.*

Sometimes we get so mired in the details of a project that we forget why we initiated the project in the first place. The common feeling here is "stuck" – not ready to quit, yet not ready to go forward. In this instance, we need to step back from the work – take a break and think about what is really important.

When you feel daunted by the details, take some time to visualize the big picture. Think about why you joined Toastmasters initially and the rewards you derive from your membership. If you are part of a committee or team,

remind yourself and others about the team's purpose. If you are a club officer, and become dismayed by administrative responsibilities, think about the club mission, and about the personal growth you'll achieve through the challenges of leadership.

Maybe the fifth speech in the manual is harder than the first four, but putting forth the effort on that speech will improve your skills and bring you closer to CTM status. Now look at the big picture: Better communication skills can open new career opportunities, increase your sphere of influence and make your self-confidence soar! Those rewards are worth the extra research, practice and preparation, so get moving!

**2 Lack of Know-How** – "I feel honored to serve on the District Educational Committee, but when I think about all the work involved, I feel overwhelmed and confused."

**The Emotions:** *Inadequacy, confusion, defeat.*

Often, when we take on a new task or project, we lack the necessary skills and knowledge to accomplish it. We clearly have the outcome in mind, but we don't know the steps involved in getting from Start to Finish. The accompanying emotions are usually inadequacy and confusion or the sense that we are beat before we've even begun. What to do? This is the time to get training and guidance from someone who has been there. Admit you don't know what to do or how to do it, and decide to learn.

All Toastmasters districts provide officer training programs. Speaking and leadership educational programs are often a part of district events and conferences. You can order additional training materials from the Toastmaster catalog. Ask your club, area or division to conduct a Success Leadership Program in the skill areas in which you need help. (Better still, organize and conduct the program yourself!) Whatever office you hold, there is always someone up the "chain of command" who can offer support and advice. Mentors are available everywhere. So get names, get on the phone and call someone. Say, "I want your help in solving a problem."

Another idea: Form a team to accomplish the project. Choose team members who possess the skills you lack. Teach others what you know, and learn from them, too. Emphasize teamwork and cooperation and turn an onerous job into fun. Surround yourself with enthusiastic, motivated people, and you'll feel motivated too.

Don't get overwhelmed. Instead, get over your shyness. Get over the idea that you have to have all the answers. Find someone who knows the ropes and ask questions. Say things like: "Please show me how. Direct me to a resource. What are the steps? Give me examples." Remember, learning entails making some mistakes and possibly perceiving yourself as awkward or inept in the beginning. Give yourself time to achieve competence in

new skills. Once you have know-how, your motivation will be super-charged!

**3 Conflicting Priorities** – "I really like my club meetings, but lately I'm not motivated to attend because I want to spend more time with my family. How do I make a choice?"

**The Emotions:** *Pressure, frustration, resentment or guilt.*

In our quest for self-improvement and achievement, we take on many roles and responsibilities. Besides Toastmasters, we are business people, parents, sons, daughters, neighbors, friends and citizens. To be healthy, well-rounded individuals, we must fulfill not only our professional needs, but also our needs for personal development, spiritual growth and health. When conflicts occur in our activities and responsibilities, motivation goes downhill. You may feel pressure and frustration, maybe even resentment or guilt. Those emotions signal the need to take stock of priorities and do some careful planning and decision making.

In *First Things First*, (Simon and Schuster, 1994), co-author Stephen Covey addresses the problem of too many responsibilities and too little time and energy to fulfill them. Covey advises that you first take some quiet time to identify your life purposes (i.e., your mission statement) and clarify what you really want to accomplish with your time on earth. Then make a list of the roles you've undertaken. Examples could be Parent, Business Owner, Spouse and Toastmaster. Add to the list your areas of responsibility for personal well-being (Covey calls this "Sharpening the Saw"): Physical, Spiritual, Social and Mental. Then develop a mission statement describing how you want to fulfill each category and why you want to do it. The "why" will reveal your values – and values are inherently motivating.

Once a week, take some quiet time to plan the basic, next-step activities that will contribute to the fulfillment of each role or responsibility. Schedule these activities into your calendar. Break large, time-consuming activities into smaller tasks that you can accomplish incrementally. Eliminate or delegate activities and responsibilities that do not support your priorities. The process is about finding balance.

Let go of mental limitations such as the idea that you must solve other people's problems for them, or that you can be all things to all people. Learn that you do not have to be perfect. You do not necessarily have to meet the expectations of others, unless it is to your advantage to do so. Don't be afraid to say no or to put some low-priority projects on hold. Make your availability clear to others by telling them what you will do and what you will not do. Enlist the support and understanding of your friends and family, and reciprocate by championing their missions, values and priorities as well. Motivation is a natural byproduct of the peace that comes from honoring your own integrity.

**4 Low Self-Esteem And Limiting Beliefs** – “I was happy to be elected Club President, but I’m not sure I’m the right person for the job. Maybe I should resign.”

**The Emotion:** Fear, dread.

We significantly diminish our motivation when we think we are somehow unworthy or “not good enough.” We miss out on success when limiting beliefs get in the way and cause us to view ourselves negatively. Examples of such beliefs are:

- I really don’t have what it takes.
- I’m not smart enough (not attractive enough, not experienced enough, etc.).
- No one will ever want to listen to me (or vote for me, or work for me, or like me, etc.).
- I failed before, so I will probably fail again.
- I’m too shy (or too old, or too young, or too short, or too fat, etc.).
- I mustn’t speak up (or call attention to myself, or impose on others to help me, or show confusion, etc.).
- I have to be perfect, so I must avoid situations with the risk of mistakes or failure.

Limiting beliefs are usually the products of past failure, loss, frustration or emotional trauma. Many of them may be the result of humiliating embarrassing or guilt-producing events in childhood. These events become injunctions from the past, dictating to us that we cannot have what we want and deserve.

Some limiting beliefs operate outside of conscious awareness. We don’t even know that a small internal voice expresses these beliefs. We simply feel a nagging fear or dread, or a sense of emptiness, instead of limiting belief. Even when we realize, intellectually, that the belief is illogical, at the gut level, we may still operate as though it is true.

Here are some self-help ways to smash those limiting beliefs and boost your self-esteem:

1. **Write your limiting belief in a sentence, and then write a counter statement that expresses what you’d rather think about yourself.** Make the counter statement into a positive affirmation. Put the positive affirmation on a note card and carry it with you. Memorize the positive affirmation and say it several times a day, until it seems familiar and true.
2. **Make a list of your positive qualities and strengths.** Review the list every day. Visualize yourself engaging in activities that attest to these assets. This picture is the image of your ideal self. Focus on this mental image often, especially when you feel fearful.
3. **Accept as a fact of life that you have inherent worth and value as a human being.** Resolve to live your ideals, eliminate bad habits one by one, and expand your capabilities and learnings.

4. **Take care of yourself because you are worth the effort.** Get proper rest, nutrition and exercise. Take care of your health. Cultivate supportive, loving relationships. Assert yourself to get what you want and need from others. Occasionally, indulge and pamper yourself.
5. **Refuse to mentally berate yourself.** Instead, make your self-talk kind, loving, tolerant and forgiving. Make up your mind to be your own best friend.

If these methods don’t suffice, you may need more intensive work with a psychotherapist. A good psychotherapist can facilitate your understanding of the origins of limiting beliefs and low self-esteem, and assist you in implementing cognitive and behavioral methods to eliminate the influences of the past. She or he can help you sort through conflicting emotions, clarify values and emotional need, and devise solutions to problems. A psychotherapist can even help you determine if your lack of motivation is a symptom of a larger problem such as depression, which may be due to neurochemical imbalance.

Self-worth is *learned* and you can learn to accept and like yourself. Your motivation will increase when you truly believe that you are entitled to your goals and dreams, and that you do have what it takes to get them.

**SUMMING UP**

When your motivation ebbs, take a reading on your emotions. Your feelings may indicate the problem that blocks your motivation. Another way to find out is to say to yourself, “This is what I want. Now what is stopping me from getting it?” Pinpoint your motivation blocks. Then, keep the outcome in mind, be willing to learn, plan your work around your values and priorities, and believe in yourself. Follow these guidelines and maximize your motivation! **T**

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MORE THAN  
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## MEMBERSHIP BUILDING

By Thomas Michael Aster, CTM

**Broadcast stations are required to operate "in the public interest," and to fulfill that criteria, most stations provide free air time to various non-profit community groups.**

# Promote Your Club on TV - For Free!

*I nearly fell out of my La-Z-Boy last Saturday afternoon. I've been known to leap out of my chair if the right team scores or if I'm running out of potato chips, but falling is usually out of the question. I was channel surfing and briefly stopped*

to watch some poor guy trying to give a speech. He was relatively well groomed and nicely dressed, but it was obvious he'd never been to Toastmasters. "I, uh, thought I'd start with a little joke," he said, just before he knocked the microphone off the lectern. It was soon apparent that he'd forgotten his opening joke. He continued, while mopping his brow, "The farmer said, no the doctor, said . . . I mean the chicken said . . ." This guy was funny (I really hoped he was *trying* to be funny). A few moments later he faded from the screen and a voice said, "Call Toastmasters, the public speaking support group." Then the name and

my club. What! How could they do this? Our club is the best club in the county. I mean, we're not perfect, we could use a few more members, but we're good. Who did this club think they were, getting on the air and telling people how to get in touch with them. And how did they get on TV anyway?

After some investigation, I discovered that the club did not, in fact, own its own television studio and cable company. The club's Vice President Public Relations, Kathy Russell, had asked the local cable company to air a public service announcement (PSA) she had bought from Toastmasters International.

contact phone number of a local Toastmasters club appeared on the screen - not

The tape she selected has four different PSAs on it, allowing the station staff to choose their favorite. Two of the segments are very humorous, and two are a little more serious. Anyway, Russell contacted the local cable company to find out who was in charge of PSAs. Not surprisingly, there was some red-tape to take care of: forms to fill out, a sample to be submitted, etc. But she stuck with it and a few weeks later the PSA aired for the first time. And guess what? The cable company's PSA person is now a member of her Toastmasters club! Seems she didn't just ask him to air the PSA; she sold him on Toastmasters.

In the United States, all radio and TV stations operate under provisions of licenses granted by the Federal Communications Commis-

sion. Broadcast stations are required to operate "in the public interest," and to fulfill that criteria, most stations provide free air time (however brief) to various non-profit community groups. This is not something they're required to do, but most do. Outside the United States many stations and systems also air PSAs.

Can you do this? Of course! Since television coverage in our area had been taken care of by that other club, I decided to go after the radio market. Regardless of media type, this strategy should work:

- Call to make an appointment with the Public Service Director or Program Manager. Larger stations or cable systems may have a Director of Public Affairs or Director of Community Services. Since you can't be sure of the organization, you may have to fish a little to find out whom

you really need to contact. Good thing you're a Toastmaster and can schmooze right through this!

- If possible, arrange a time to screen the videotape or listen to the audio tape with the station personnel.

- Make sure you provide some basic information about Toastmasters to the person in charge.

- Emphasize that Toastmasters is a non-profit educational organization dedicated to making the world (and your community) a better place. You'll be more likely to receive air time if you sell this message.

- Determine exactly what media format the station will need. Toastmasters International has common video and audio formats available.

- Describe the spots as educational, not promotional. Toastmasters has been providing this service for nearly 75 years!

- Present your idea to someone who is already sold on Toastmasters. It's possible that a member of your club or another local club is involved in the industry in some way.

That's what I did, and now, besides seeing that other club's promotion on television, I occasionally hear my own club's public service announcement on the radio. Guess what? Seems other people also listen to the radio. We've had four guests in two weeks as a result. **T**

**Thomas Michael Aster, CTM**, is a member of Rancho Speechmasters Club 9113-F in Rancho Santa Margarita, California.

## PSA's For TV and Radio:

**F**our public service announcements for television broadcast are available from World Headquarters on one tape. Here's a description of each announcement:

- **The Execution** - Humorously highlights the fear of public speaking experienced by many people, then encourages the viewer to join Toastmasters: "Speaking doesn't have to be a death sentence, contact Toastmasters."

- **Bad Speech** - Have you ever watched a speaker and cringed at his/her mistakes or bumbling? Viewers will laugh, sympathize and laugh again - then be encouraged to join Toastmasters.

# You Can Do It Too!

- **Corporate Appeal** - A smartly dressed business executive says that communication is the key to success, then explains that Toastmasters can give you the edge you need to climb the corporate ladder.

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Each announcement is approximately 30 seconds long, and includes a buffer that allows information specific to your club or district to be added at the end of the message.

This tape is available in several formats: 3/4" video cassette (NTSC), Betacam (Beta SP), VHS (1/2" NTSC), and PAL (1/2"). Contact the Orders Department at World Headquarters for pricing and shipping information.

### PSA'S FOR RADIO

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**Shaw, Churchill, Wilde, Lincoln and Twain are fixed in the popular mind as practically the sole source of witty and quotable sayings.**

# “Quote . . . Unquote”

**I** think it was George Bernard Shaw who said “Only fools use quotations.” In fact, I know it wasn’t George Bernard Shaw who said that. I am merely following the custom adopted by so many who are called upon to speak or write. The names Oscar Wilde, Winston Churchill, Mark Twain, Abraham Lincoln (and for a period, not so long ago, Orson Welles) may be substituted for Shaw’s, but the form remains the same.

Notice particularly the use of “I think.” This is inserted to give the speaker the air of someone who is familiar with everything worth quoting but does not wish to appear too effortlessly knowledgeable. In all probability the speaker had no idea that Shaw, Wilde, Churchill, Lincoln, Twain or Welles had ever said any such thing until, shortly before standing up to speak, he opened a dictionary of quotations.

No matter. He decided to start with a quotation in order to lend his theme dignity and inflate himself with a whiff of erudition. The choice of Shaw is instructive, however. He is an OK name to quote. So much so that even if G.B.S. never

uttered anything remotely similar, it is possible to get away with quoting remarks he never made.

Hence, my First Law of Quotation: “When in doubt, ascribe all quotations to George Bernard Shaw.” The law’s first qualification is: “Except when they obviously derive from Shakespeare, the Bible or Kipling.” The corollary is: “In time, all humorous remarks will be ascribed to Shaw, whether he said them or not.”

Why should this be? People are notoriously lax about quoting and attributing remarks correctly, as evidenced by an analogous process I shall call Churchillian Drift. The Drift is almost indistinguishable from the First

Law, but there is a subtle difference. Whereas quotations with an apothegmatic feel are normally ascribed to Shaw, those with a more grandiose or belligerent tone are almost automatically credited to Churchill. All quotations in translation, on the other hand, should be attributed to Goethe (with the qualifier “I think” obligatory).

Shaw, Churchill, Wilde, Lincoln and Twain are, in fact, fixed in the popular mind as practically the sole source of witty and quotable sayings. But what is alarming is the way in which almost any remark not obviously tied to some other originator will one day find itself attributed to one of these five.

An item in the first of my *Quote . . . Unquote* books gave rise to an example of pseudo-Churchillian Drift which did not – unusually – involve any of the Big Five. I had included a remark noted down after seeing a performance of Alan Bennett’s play *Forth Years On*. I emphasize “noted down” because it does not appear in the play’s printed text: “Sidney and Beatrice Webb – two of the nicest people if ever there was one.” Imagine my amusement when I came across this line, subsequently, in someone else’s anthology attributed to Arnold Bennett. Clearly, the second anthologist either misread his own handwriting or he was afflicted with an attack of Churchillian Drift. “Somehow,” he



may have thought to himself, "this unfamiliar line needs to be ascribed to someone rather more venerable (and more dead) than Alan Bennett. What could be more appropriate than to stick it on *Arnold Bennett*?" (who is a contemporary of Shaw, Churchill, Wilde and Twain, to boot.)

Incidentally, quite how Orson Welles found his way into the pantheon, I'm not so sure. Because of his Falstaffian stature? In 1977, Kenneth Williams, the late comic actor, appeared on the radio *Quote . . . Unquote* program and told how Welles had said of Donny Osmond, then a prominent pop star, "He has Van Gogh's ear for music." In fact it was *Billy Wilder* who had said this about *Cliff Osmond* – an actor who appeared in a number of Wilder's films and had then been asked to sing for the first time. But behold the process at work: Welles is still, to the general public, a better known film director than Wilder; Donny Osmond is much better known than poor Cliff.

Having written all this, I am only too aware that I am open to my own Second Law of Quotation: "However

sure you are that you have attributed a quotation correctly, an earlier source will be pointed out to you."

For example, in that first *Quote . . . Unquote* book (1978) I also stated that Somerset Maugham took the title of his novel *Cakes and Ale* from Shakespeare's *Twelfth Night*. In no time at all, I received a letter from a reader pointing out that the phrase occurs in a papyrus dated circa 1,000-900 B.C.: "Grant ye cakes and ale and oxen and feathered fowl to Osiris." I was duly mortified – but I have a suspicion that Maugham didn't know about that either.

Even when a quotation has become firmly yoked to a particular source, there is always someone to put you right about it. Again in my first *Quote . . . Unquote* book, I included Churchill's description of Clement Attlee as "a sheep in sheep's clothing." Later I discovered that Churchill himself had corrected this – he claimed he had said it about Ramsay MacDonald (rather more to the point, be it said). Then along came another phrase-detective

who asserted that even if Churchill *had* expressed the sentiment about either gentleman, he had been taking unto himself a phrase originated by J.B. Morton, alias "Beachcomber." Without re-reading the whole of *Beachcomber* – a pleasant enough task, to be sure – I am unable to say if this is so. But it seems quite feasible, even if that would make it more a case of Churchillian Grab than Churchillian Drift.

It stands to reason that when a *bon mot* is first uttered, a lot depends on the hearing and memory of those present – or the truthfulness and accuracy of the person who disseminates his own *bon mots*. (Oscar Wilde was a dab hand at this, so they say.) Yet even when words are actually broadcast on radio or television, error is likely to creep in.

In fact, strictly speaking, one ought to append to every quotation a covering note of deliberate and vague periphrasis: "I am not saying it was Shaw/Wilde/Twain who said this . . . I am merely suggesting that sources would support the view that old what's-his-name is one of a number of possible options as to who might have been associated with the above remark at one time or another."

I look forward to this catching on.

**T**

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# Finding the Lightning: Words As Labels

*"The difference between the almost right word and the right word is really a large matter – 'tis the difference between the lightning-bug and the lightning."*

– MARK TWAIN

**I**n a successful speech, each word is the right word – the word that does exactly what you want it to do, and nothing else.

But what do you want it to do? To answer that question, we have to ask another: What do words do? Words have three functions (and one word can perform all three):

1. **They label.** They refer to (or point to, or symbolize) reality – that is, the world outside of language.
2. **They express judgments.** They convey the writer's feelings about and evaluations of the reality they symbolize.
3. **They express "distance."** They tell the audience whether the writer considers the communication to be public or private, and they signal that writer and audience are members of the same in-group.

In this article, I'm going to focus on the first item, labeling.

## WHY YOU CAN'T TELL IT LIKE IT IS'

Philosophers, linguists and psychologists have done a mountain of research on how words symbolize reality,

but since practical advice is the point here, I'll skip right to the bottom line: With the possible exception of words that sound like the things they name (e.g., meow, crash, gurgle), there is no necessary connection between a name and a thing. The only "correct" word for something is the word that people agree to use for that thing. Part of what's involved in knowing a language is being able to match up the world of language (words) with the world of experience (reality) in pretty much the same way other speakers of that language do.

On the face of it, that seems pretty simple and clear-cut. But the minute we look at how it actually works in practice, two problems quickly become apparent.

The first labeling problem is that some words we use don't symbolize a reality that everyone will agree on. Thus, words like God, angel, Satan and reincarnation may have very powerful and immediate meaning for some people – and none at all for others. We won't be dealing with this problem here, because it has more to do with people's beliefs about what's real and what isn't than with the nature and process of communication.

The second problem is that people disagree about the match-up of labels to things. These disagreements center around the question of what properties the thing has to have before we can properly attach the name to it. It's a problem of classification. My wife tells me she wants to buy a leather jacket. I envision an outer garment that comes down to the waist – like my own – but she





informs me that women's "jackets" may go down as far as the knees.

If we can have communication problems with everyday items like jackets, just think what happens when we try to decide what is "moral," "true," "democratic" or "obscene" – when we try to use labels to classify experiences that vary widely and cause strong emotions in us, and when we try to get others to agree with our classifications. The

result is a lot of conflict between people, who all think they are "telling it like it is."

The fact is that none of us can "tell it like it is" or "call a spade a spade." People who insist that you do that are saying nothing more than "Use a label that I like – and then we'll be friends."

Of course, in the vast majority of cases, people do agree; if they didn't, communication would be even

harder than it is. But in a great many other cases, word choice is crucial. You can say, "We're downsizing the sales force and consolidating our manufacturing operations," or you can say, "We're firing a lot of salespeople and closing some of our plants." There are definite reasons for picking one over the other. (Actually, I'm not too fond of either, but sometimes the reality is there, and you have to talk about it somehow).

### WHAT 'THE DICTIONARY' DOES

At this point, you might be wondering whether you can't just go to the dictionary to find out what a word "really means." Sorry, but that's not the way it works. Still, if you understand what a dictionary does, you'll be in a much better position to use it effectively.

In the first place, there's no such thing as "the dictionary." There are dozens of them on the market, and they differ among themselves – as you can readily see if you go to a bookstore and compare two definitions of the same word.

Second, meanings are constantly shifting, so a later edition of the same dictionary can give you different information.

Third, the labeling process – the attaching of words to classes of things – depends not only on "must have" qualities ("jacket" must refer to a garment for the upper part of the body), but also on those slippery "nice to have" qualities as well (a jacket may or may not be an outer garment; it may reach to the waist [men's outer garment] or to the knees [women's]). Dictionaries do mention and describe these, but that still leaves the boundaries vague – as indeed they are in actual language usage.

Nevertheless, a dictionary is an essential tool. Think of it as a collection of correspondences or match-ups. It reports – and to some degree decides – what words, as of the date of publication, have equivalent meanings (that is, what words are symbols for the same reality). It also tells you what words have partially equivalent meanings, and it explains the ways in which those meanings overlap.

### SUMMARY: LABELING AND CLASSIFYING

To sum up, then, the symbolic process works like this: Words and phrases represent reality in ways that are understood and agreed upon by speakers of a language. That's part of what it means to "know a language." So a writer's decision to use a particular word is in fact a decision to classify a certain piece of reality – to put it in the group that deserves this particular label – on the basis of its characteristics.

### TRUTH OR CONSEQUENCES

When you understand how words name things, you can see that choosing one word over another is a game of "truth or consequences": If you fail to tell "the truth" as

your audience sees it, you suffer the consequences. But if you know your audience well enough, you can anticipate their reaction – you'll know what labels they're likely to take issue with – and you'll explain and defend your word choices as accordingly.

That doesn't necessarily mean you'll devote a sentence or a paragraph to explaining why you used this or that particular word (although that may sometimes be required). Much more often, we anticipate our audience's objections, and we employ little words and phrases that either "hedge" our choice of labels or "push" the audience to accept it.

### ANTICIPATING OBJECTIONS TO A WORD CHOICE: "HEDGING"

If you think your audience might have a problem with a label you've chosen, you might want to consider using a "hedge-word" like "technically," "strictly speaking" or "in a sense."

When we say that a tomato, "strictly speaking," is a fruit, we're showing that we're aware that different purposes entail different ways of classifying things – in this case "scientific" versus "everyday." Here we and our audience are on common ground because we all know what the different classification systems are, even though most of us would be hard-put to explain exactly how a tomato is a fruit.

*Strictly speaking, they weren't fired.  
Technically, he didn't break the rules,  
Their opinion is, in a sense, irrelevant.*

In the above phrases, we're hedging our labels by implying that there's another, equally legitimate classification – which we either spell out or leave to the audience's imagination.

In the first example, the writer could be saying that they weren't "fired" because nobody terminated their employment abruptly and without warning. It's just that their contracts weren't renewed or their positions were eliminated. But these events could still be classified as "firing," because the core, must-have segment of the word's meaning – that employment is terminated unilaterally, by the employer – is still there. Technically, though, they weren't fired.

"Basically" and "essentially" are two other popular hedge-words. Their meaning is "this is all the information that I am able (or willing) to present at the moment; anything I may have left out doesn't really matter."

Here's my advice on using hedge-words: Since all hedge-words imply a writer's decision about how a name is to be attached to a given piece of reality, be sure your audience will accept your decisions. If they're not on the same wavelength, you have to be prepared to defend your hedges (as with the "firing" example above).

## ANTICIPATING OBJECTIONS TO A WORD CHOICE: "PUSHING"

"Push-words," as the name implies, urge the audience to accept the writer's word-to-thing connections. There are four categories, one of them negative.

1. *true; truly; truth*  
*fact(ual); in (point of) fact*  
*real(ly); actual(ly)*

These put the writer's stamp of approval on his/her own labelings of reality. That's really true. (See? I just pushed you to accept my last statement). And the more you use them, the harder you're pushing.

2. *clear(ly)*  
*evident(ly)*  
*obvious(ly)*

These push-words reinforce the writer's observations or conclusions. They say, "This is clear to me – and therefore to any other intelligent, right-thinking person." Obviously (get it?), they're great favorites of any writer or speaker whose conclusions aren't backed by hard evidence or solid reasoning processes.

3. *practically*  
*virtually*

The message of these two words is "If there's any way in which the word I used seems not to apply to this reality, it's irrelevant; it doesn't matter." Observe a few cases of virtually or practically in action, and you'll see how neatly writers use them to slide past situations in which someone else might call them on their word choice.

4. *so-called*  
*supposed(ly)*  
*putative(ly)*

These negative push-words are signs that a writer or speaker disagrees with a label.

Here's how they work: The shorthand way to refer to a name-thing connection is to use am/are/is/was/were. So when we say "This is an outrage," we're saying, in effect, "The conventional name for this event – and countless others like it – is outrage." But "so-called" or "supposed" before a word or phrase delivers a very powerful negative message: "This is not really [note the push-word] an outrage. I (the speaker/writer) disagree with and reject the word, because it doesn't name the thing accurately or appropriately."

Once you've begun to memorize your speech, start thinking about the "content" words in your text (that is, the words that actually mean something, as opposed to words like *if*, *but* and *although*, which tell us what role a word plays in the sentence or what its relationship is to some other word). If you've started with a script, you might even highlight them so you can examine them, one by one, in the light of the information in this article.

Make sure your audience will agree with the labels you've assigned. Push and hedge if you need to, but don't overdo it. If you think your listeners won't accept your word choice, either explain it or check your dictionary for an acceptable alternative. **T**

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# Watch What You Don't

By Patricia Ball, CSP, CPAE

**I**n recent years, there has been a dispute surrounding the veracity of Albert Mehrabian's studies suggesting that 55 percent of the meaning in our communication is visual, 38 percent of what we say is how we say it, and only seven percent is conveyed via the words only. However, when considering everything connected to a person visually, as well as an individual's vocal nuances, most would agree that nonverbal communication is

a powerful tool indeed. Understanding how to "read" other people and how to make correct counter moves will help you create a desired outcome. If you are unaware of what's happening and how to respond, you can muddle the communications.

The three major categories of nonverbal communication are:

- 1) **Paralanguage** – the vocal part of speech and its nuance
- 2) **Kinesics** – the study of the body's physical movements

- 3) **Proxemics** – a person's perception of space.

In this article, I'll explore only one of those categories, kinesics. I can't promise that understanding body language will make you rich, sexy or charming, but I can guarantee that correctly reading silent signals will make you a better communicator and a more understanding human being. However, while some body language is clearly understandable, there are many gray areas where any movement can have several interpretations.

You cannot not communicate. Each of us is a transmitter that can't be shut off. We all are constantly sending nonverbal clues about ourselves and other people. If you can detect these signals, you'll be more aware of how others think and feel, and you'll be better able to respond to their behavior.

According to legend, President Roosevelt, a firm believer in nonverbal communication, decided to have some fun one evening at a social event. In response to each person who shook hands with him and said, "Good evening, Mr. President, how are you sir?" Roosevelt responded warmly with a pleasant smile and a firm handshake, "I'm fine, thank you, I just murdered my mother-in-law." Not one person reacted to his comment! It's doubtful they even heard it.

People believe body language even when the words contradict it. Because body language usually is unconscious, it's the most honest form of communication we use. Body language transmits feelings; verbal communication transmits words and thoughts. At times understanding the wants and feelings of others is far more important than understanding their words. For example, did you know that the pupils of our eyes communicate? When we are excited or particularly interested in something, the pupils of our eyes increase in size. A good salesperson can increase profits by being aware of pupil dilation!

People don't usually pay attention to body language until a speak-

depressed, put a spring in your gait, quicken your step, lift your stomach, chest and rib cage, hold your head erect and smile. This positive

*"While some body language is clearly understandable, there are many gray areas where any movement can have several interpretations."*

physical action will most likely help you feel less dejected. Excellent posture suggests power. Even from a wheelchair, President Roosevelt projected power with his erect carriage and jutting chin.

Generally speaking, people who walk rapidly and swing their arms freely tend to be goal oriented. Those who habitually shuffle along with their hands in their pockets and seldom look where they are going tend to be depressed, insecure, critical or secretive.

Stooped or bowed shoulders usually mean something negative. One could be afraid, submissive, guilty or self-conscious. Raised shoulders denote fear or tension. Squared shoulders suggest strength or responsibility.

When two people adopt similar sitting positions, mirror images, the nonverbal message communicates harmony and agreement. The nonverbal statement is, "I think like you" or "I'm with you." Any abrupt postural shift during the encounter means that the communication flow has altered.

Leaning forward shows intensity in the other person and confidence in yourself. This is a particularly important nonverbal cue for powerful communication.

**G**ESTURES have many different meanings depending on the circumstances. The hand gesture is the basic form of human expression and a true index of the mind. The meaning of hand-gestures vary widely from culture to culture. One American salesperson traveling in a

distant land used the "thumb-touching-index-finger" sign known in the United States to mean "Everything is OK!" He was in for a surprise. In that country this particular signal had an obscene meaning.

Here are a few other gestures and their usual meanings: Resting your hand on your chin suggests contemplation. A common sign of anxiety is hand-wringing. The well-known character Uriah Heep from Charles Dickens' novel *David Copperfield* shows meekness with this gesture.

Making a steeple of your fingers communicates confidence - even smugness, egotism or pride. Authority figures such as doctors, managers and religious leaders often use the steeping gesture. Clasp your hands behind your head also suggests authority. Again, this gesture is seen frequently among managers and high-level executives.

Hands on hips with feet spread apart indicates defiance or aggression. It also can be seen by someone as making a power play. And open hands is the movement most readily associated with sincerity and openness.

People often assume that crossing your arms in front of your chest is a defensive gesture. It often is, but it can have many other meanings. Making a judgment based on a single gesture can be hazardous. Standing with the arms crossed is more comfortable than many other positions. It can mean "I'm cold!" or it can be an attempt to respect another's personal space. Beware of judging anyone's movements based on a single gesture. Look for clusters of gestures when reading body language.

Handshaking is an art. A proper handshake can make people more willing to listen to you. Learn all the nuances of this powerful tool. A person who extends only the four fingers on the hand to be shaken often is reticent and standoffish.

# t Say

er's words and movements conflict. So be sure your message is consistently congruent with your body language cues.

**P**OSTURE communicates emotion. Actors are taught that there are two body postures: rising/approaching and sinking/withdrawing. Rising energy is reflected in a lift of the body, ebbing energy is illustrated by a drooping body. Upward movement is associated with life: a growing plant, a young child, a person of vigor. Downward movement is related to death, the sick, the weary, the discouraged.

This fundamental rising/sinking action is usually motivated by our thoughts and emotions. However, it's possible to change a feeling by changing our posture and appearance. On a day when you're feeling

Then there is the handshake in which the other person's hand is on top, palm down, forcing you to turn your palm upwards. If the person on top has a very dominant handshake, he or she may be out for your job – or your wife or husband. But if the dominant handshaker is a woman, it might simply be a feminine gesture left over from the days when a man kissed a woman's extended hand. The handshake in which the shaker envelopes your hand with both of his is known as the politician's handshake. It is meant to show warmth and friendliness. It can be sincere

or convey great insincerity. Only further in-depth conversation will tell the truth.

Be careful about judging someone based on their flaccid, deadfish handshake. There may be mitigating circumstances: Maybe he has arthritis, or perhaps she is an athlete who is concerned about hurting your hand. Moreover, musicians, surgeons and artists may be protective of their hands.

As a rule, match the pressure used by the other handshaker. Also, as you greet someone, look into her eyes and try to remember their color. This direct eye contact occurring simultaneously with the handshake communicates honesty.

**F**ACIAL EXPRESSIONS are important as well. When trying to persuade someone, pay particular attention to the person's eyes. Glancing upward and blinking rapidly can mean the person is seriously considering your proposition. If he looks you straight in the eye in a pleasant manner without trying to stare you down, he is probably interested. If the person refuses to look at you directly or drops his eyes (hence the expression shift-eyed) beware – it is possible he will be shift-y in his verbal communication as well. Of course, the person may be shy or hard of hearing or

come from a culture where direct eye contact is a sign of disrespect – there could be many explanations.

When trying to remember something, people will tend to raise their brows – as if trying to see it – and when rejecting an idea, they will close their eyes. Once the idea is accepted or understood, their heads will nod affirmatively and their eyes will open wide.

**S**MILING is the most universally understood item of body language. A smile usually says, "I like you." It can be a wonderful source of communication, or it can be a mask that prevents communication. If someone smiles in response to

any and every occasion, that smile is likely hiding true feelings or giving that person a chance to collect her thoughts and gain control. So be sure to smile when pleased, not to please. If you smile inappropriately or continuously, you risk not being taken seriously.

**H**HEAD-TILTING can be significant. Rotating your head upward can be an attempt to claim superiority. Rotating your head downward suggests submission or "hanging your head in shame." Tilting your head away during a discussion can indicate disagreement; tilting it toward the speaker communicates careful attention and agreement.

Is nonverbal communication important? You bet! An in-depth understanding of nonverbal behavior will give you an edge in your communications with others. This knowledge will help you better understand hidden messages. It will add clarity to your interactions. And it will enable you to be more persuasive in general by responding appropriately to what others tell you nonverbally. **T**

Patricia Ball, CSP, CPAE was the 1996-97 President of the National Speakers Association. This article is adapted from her book, *Straight Talk is More Than Words*, published by Trudy Knox, Granville, Ohio (800) 427-2255.

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By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

# Let's Get Organized

**M**uch of the "out of control" feelings we face in our daily activities could be self-imposed. It has been shown that becoming more organized can help reduce stress. To that end, here are some tips from readers:

■ Our weaknesses provide the doorway to growth. While it is wonderful to bask in the bounty of compliments, only by acknowledging and challenging our problems can we improve. Feedback on my first speeches was overwhelmingly positive, with only two vaguely critical comments about my hands. A few phone calls made me realize that I had a distracting habit of clenching my hands. Correcting this helped bring recent feedback such as "big growth" and "a major shift." Thanks, Toastmasters!  
JOHN MCCAULEY • SANTA BARBARA, CALIFORNIA

■ To allay the panic accompanying the task of filling the function of Table Topics Master, maintain a file of various topics that lend themselves to impromptu speaking. For instance, a recent issue of *The Toastmaster* magazine had an article on trite, redundant phrases. This article, plus several other phrases it brought to my mind, now resides in my file ready to provide a starting point for my next Table Topics assignment.  
NORA CONDRA, CTM • DALLAS, TEXAS

■ Expand your vocabulary. The *Toastmasters Supply Catalog* offers several books on speaking and vocabulary. By expanding our vocabularies we become more effective communicators. My favorite resource is *Reader's Digest* magazine. Its monthly feature "It Pays to Enrich Your Word Power" is an excellent way to learn new words that can help make presentations more vivid. The quarterly feature "The Verbal Edge" points out common grammatical errors used in everyday speech and offers the correct rendering, along with a method of remembering what is correct.  
MARK L. BROWN, ATM • MT. VERNON, NEW YORK

■ To me, you can't pamper visitors too much. Lend them your manual if they sit next to you so they can follow the speech being given.  
MARGARET FINUCANE • NEW SOUTH WALES, AUSTRALIA

■ When speaking during Table Topics, imagine you are in front of a television camera for your "moment of fame." Treat the one to two minutes not as a short speech, but as a "sound

bite." This technique helps me quickly focus my thoughts and deliver key phrases and gestures in a concise manner.  
KEN JENKINS • BOISE, IDAHO

■ Whenever I feel that the speech I delivered was not up to my own standards of excellence, I revise it using the feedback given and then I go to another club to re-deliver it. I feel more confident the second time around: I have the chance to make marked improvements and I learn from another set of evaluators.  
PEGGY NAGLE • WATERLOO, ONTARIO, CANADA

■ Until last year I always tried to give my speech "correctly," to memorize it perfectly and have no grammatical errors. This sometimes made me feel too pressured. I changed my method recently. Even if I make some mistakes, I think it is more important to get my idea across to the audience. I now enjoy our meetings much more than before.  
MISAO INUZUKA • NAGOYA CITY, JAPAN

■ For me, creating a set of gestures is a two-step process. First I write out the speech and give it a strong reading into a tape recorder. I then play back the talk and perform the gestures while listening to the sound of my voice. This helps me integrate my gestures better as I break up the process into smaller steps.  
ED LAMONT, ATM • PALM BEACH, FLORIDA

■ I encourage all Toastmasters to find a mentor, get to know him/her well and keep the relationship going. My mentors are among my best friends and without a doubt, they have been instrumental in my success.  
PATRICK G. POLCIN, DTM • RACINE, WISCONSIN

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher  
"Topical Tips"  
1255 Walnut Court  
Rockledge, FL 32955  
or E-Mail: mark.majcher@spacey.net

## Beating the Battle with Procrastination

# Don't Put It Off!

**T**he celebrated Spanish composer Manuel de Falla was devastated when he received the news about painter Ignacio Zuloaga. Deeply distressed over his friend's death, Falla lamented: "What a pity! He died before I answered his letter, which he sent me five years ago."

At one time or another, most people are guilty of procrastination. However, for many, procrastination runs through their lives like an epidemic with an appalling number of things never attempted and others half-done. Incredibly, some people die prematurely because they put off seeing the doctor about a heart pain or a growing lump. Other people never earn coveted promotions because they miss too many important work deadlines, quotas and meetings. Left unchallenged, procrastination can deteriorate life, damage relationships, destroy careers and dash dreams. Yet, the practice of putting off until tomorrow is just a bad habit, and as such, can easily be changed. Here are effective strategies for beating the battle with procrastination:

■ **Understand what's wrong with procrastinating.** Begin conquering procrastination by understanding that it is not merely a harmless habit, but an attitude that stifles personal and professional growth. "Procrastination is

the art of keeping up with yesterday," declared American poet and playwright Don Marquis. The problem with procrastination is that it leaves a person locked in the past. There is no evolution or growth. "Procrastination slams the brakes on the wheels of progress. It chews up goals and aspirations and spits out frustration, anger and despair," writes James R. Sherman, Ph.D., in his book *Stop Procrastinating*. "You can see its damaging effects in people who stay too long in the wrong job or wrong relationship. You can see it in people who refuse to deal with their abuse of diets, drugs (including alcohol), or tobacco. And you can see it in people who avoid arduous tasks and unpleasant confrontations until it's too late to take effective action."

■ **Take the plunge.** Stop procrastinating today. Immediately make the commitment to begin doing things you've been postponing. Remind yourself that this minute is the best time to stop procrastinating. Tell yourself that today is the day you take off, step out, set sail, break camp, make tracks. If you have been wanting to send a letter, get out pen and paper. If you have been needing to prepare a report, block off time and do it before you go to bed. If you have been intending to read a book, get your copy and start now. If you have been promising yourself to start an exercise program, then do a few sit-ups or walk around the block today. If you have been considering a diet, make a salad right now for your next meal. Do not allow yourself to accept any excuses for not acting today. Remember the wisdom of this



Middle Eastern proverb: "Do today what you want to postpone till tomorrow." By ending your procrastination habit today, you will not only feel better about yourself; you will also find it easier to complete your tasks tomorrow.

■ **Set realistic goals.** Many honest plans are immediately ruined because the goals are too vast and unrealistic. It is hard to become motivated when goals are set too high. Unrealistic goals lead to quick discouragement and easy defeat.

Most tasks are better accomplished when they are broken into smaller, more manageable steps. Success comes from using small daily goals to reach big, long-range ones. Today Susan Powter is a popular fitness author and TV celebrity. However, a few years ago she weighed 260 pounds and felt extremely unhappy with her life. After trying desperately to lose weight via various diet programs, Powter eventually lost 130 pounds and transformed herself. Powter's secret: She set smaller, more realistic goals she knew she could achieve. "The first time I tried an aerobics class, when I was 260 pounds, I left in tears. All those thin gorgeous women in fabulous workout clothes – doing exercises that my body couldn't do at that weight," she recalls.

Rather than plunge into another heavy exercise program, Powter set smaller goals for herself. "My big fitness breakthrough came the day I took my two little boys outside, sat them under a tree in the front yard and walked a half-block. That was how far I could walk until one of my kids crawled



away from the tree. I turned around and picked up the baby, put him back under the tree and walked another half-block. I kept this up until I'd walked for 30 minutes, a half-block at a time. I started feeling less exhausted that same day – because I'd given my body what it needed at a level it could handle."

■ **Expect some difficulties.** Changing deeply established patterns will take time and effort. Don't expect too much too soon. Anticipate some hard times. To avoid becoming discouraged and frustrated when rewards do not materialize quickly, remember you will have to apply the self-discipline necessary to keep moving forward. A persistent and disciplined approach produces the desired results, insists Irwin C. Hansen, CEO of Porter Memorial Hospital in Denver, Colorado. Hansen, who has gained a reputation for turning around under-performing hospitals, explains: "All you need is a big pot of glue. You smear some on your chair and some on the seat of your pants, you sit down, and you stick with every project until you've done the best you can do."

■ **Prioritize responsibilities and objectives.** A few years ago, Clara Fraser San Soucie, 56, made headlines when she graduated from the University of Richmond (Virginia) after a 19-year effort. The mother of three, she was delayed from completing her classes at various stages – when she divorced in 1982, and when she underwent major surgery. On other occasions she lost time for financial reasons. Despite personal circumstances, she maintained an honor's grade point average of 3.3. Of her college odyssey, Jean H. Proffitt, San Soucie's academic advisor, says, "She had a tough row to hoe. It takes a determined person and it requires you to set your priorities. But she was going to get this degree."

■ **Practice "counter thinking."** Argue yourself out of negative, self-defeating thoughts. Consider the example of Jackie, a 34-year-old editor in New York. "For the last two years I'd been telling myself that I would work out at least five times per week. I kept putting it off, but I finally joined a gym and began the five times a week routine. To my amazement it went well for about three weeks, but then work pressures began to mount. I started telling myself, "Today you don't have time for the gym. Stay at work." However, I balanced those thoughts quickly by reminding myself that days with stressful deadlines at work were precisely when I needed exercise the most. So, by "counter thinking" I have been able to maintain my commitment to exercise for almost a full year now. I'm really quite pleased with myself."

*"Remind yourself that  
this minute is the  
best time to stop  
procrastinating. Tell  
yourself that today is  
the day you take off,  
step out, set sail, break  
camp, make tracks."*

■ **Declare a position quickly.** Your ability to complete a task or overcome an issue will be greatly enhanced when you share your commitment with supportive people. A public declaration of a private commitment increases your energy and motivation. It will also bring support and encouragement from others. "Declaring a position to other key people in your life and committing publicly becomes a contract that elevates internal and external performance expectations," notes management psychologist Dr. G. Eric Allenbaugh in his book *Wakeup Calls*. "Marriage ceremonies, Alcoholics Anonymous and weight loss programs often tap into the power of public pronouncements to assist individuals in accomplishing goals. Often, other people will introduce resources that augment our own and assist in making a difference."

■ **Visualize your completed goals.** Commitment is heightened and determination reinforced when you actively visualize yourself successfully completing a task. To visualize a completed goal, follow this three-point plan: Outline the steps needed to complete the task, see yourself carrying out these steps, and picture yourself with the end product in hand.

■ **Reward yourself.** Rewarding movement and progress rather than criticizing yourself for setbacks will encourage continued advance. You truly do deserve encouragement in the form of a reward when you substitute carrots for chocolate or jogging for watching television. Congratulate yourself on progress and back it up by doing something purely for your own pleasure. "A meal at a special restaurant, a night at the movies, or sleeping in late are examples of things you can use as rewards as long as you really enjoy them," says Dr. Sherman. "Just remember that a reward system only works when you strictly adhere to it. So, if you earn a reward, take it. And if you don't earn it, don't take it. Don't diminish your accomplishment by thinking they are not worth the rewards you set aside for them."

Finally, keep in mind that it is never too late to break the procrastination habit. Even if you have been a procrastinator all your life, that way of living can be utterly changed. By moving to end procrastination you are taking charge of your life at a higher level. As you do that, you will experience more fulfilling, joyful results and accomplishments. **T**

.....  
**Victor M. Parachin**, a minister and writer, lives in Claremont, California. He is a regular contributor to this magazine.



Do you expect too much of yourself?

# Don't Sabotage Your Success

IN THE EARLY 1900S, SEVERAL FRENCH FACTORY WORKERS THREW their wooden shoes, or sabots, into their company's machinery to protest the mechanization of their jobs. This intentional destruction of machinery came to be known as sabotage.

Toastmasters, both new and old, may sometimes act in ways that tend to sabotage their public speaking growth. They set out with good intentions of success, but somewhere along the way they either misjudge how to achieve their goals, fail to act because of fear of criticism and failure, or expect more from themselves than they are ready for.

**Problem 1: Setting no goals or setting overly ambitious goals.** Whether you have recently joined Toastmasters or are a seasoned member, you are continually presented with a series of hurdles you need to overcome to reach a specific goal. These hurdles are in the form of manual speeches. If you are pursuing your Competent Toastmaster or Competent Leader Award, you may be a little bewildered as how to proceed and in what time frame. How you approach the task determines whether you remain bewildered, become downright discouraged, or confidently go forth and succeed.

If you do not set any schedule for giving these manual speeches, you probably will remain bewildered. You may give your Ice Breaker or one or two advanced speeches and then stall out. If you charge forward and try to give one speech after another, you may quickly become burned out and discouraged before you can finish.

**Solution:** You must draw up the list of speeches and assign approximate due dates for each of the speeches. This schedule should be reasonable and attainable. Post it at a prominent place, such as your bathroom mirror, where you can see it almost every day. If this schedule slips a bit, don't hesitate to revise it. The important thing is that the schedule is written and that you make every effort to meet it.

**Problem 2: Not knowing what you will be talking about until the day of the speech.** Speeches created in the car on the way to meetings do not allow you to grow as a speaker, not to mention they lack content and organi-

zation and can even cause difficult-to-explain car accidents. Still, coming up with fascinating topics is the bane of all speakers. Whenever you plan to actually sit down and write the speech, something always seems to distract you. Next thing you know, it is the big day and you are speechless.

**Solution:** Try this! Just as soon as one speech is over, look at what the next topic will be. Sit down and brainstorm by writing down a list of possible subjects as fast as your mind can think of them. When you run dry of ideas, tack the list on your bathroom mirror next to your schedule of speeches. The subconscious mind is a powerful thing. Let it work on this list over time, and one day something will pop into your mind when you least expect it. Once you have the germ of the idea, the rest, with research, will follow.

**Problem 3: You've done your best to prepare, but when you stand up to talk, your mind is blanker than the stares of your audience.** Choking is a self-defeating behavior that occurs when you're under pressure to do your very best. You fail because you tried too hard to succeed. Sometimes you may have set too high a goal for yourself; e.g. the speech was too complicated, too long, or too close to your heart. Or you may have had so many other things going on in your life that they all ended up crashing down on top of you.

**Solution:** Take time and gain perspective. Before the speech is due, ask yourself, "Am I really ready?" Be realistic. (Believe it or not, the answer is not always no.)

Try to give the speech when you truly feel the answer is yes. Secondly, develop perspective. If you are standing in front of your audience and your mind goes blank, realize that your entire speaking career does not depend on one speech. The audience is there to help. Take a deep breath, wait and relax. Some of your worst speeches can be the most educational and enlightening. Learn from them, and charge on to greater heights. **T**

Reprinted from the Fall 1993 issue of District 29's newsletter, *Sunshine News*.



## HALL OF FAME

**Notice:** Because an increased number of awards are being issued under the new recognition system, only Distinguished Toastmaster (DTM) award recipients will be listed in the magazine. The Able Toastmaster (ATM) awards listed this month were awarded before July 1, 1997.

The following listings are arranged in numerical order by district and club number.

### DTM

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

Gregory Allan Reid, 5566-F  
 Craig P. Berg, 2545-2  
 Ken Koga, 1952-4  
 Erling D. Thorgalsen, 7129-5  
 Jane A. Messenger, 1056-8  
 Josie Skibstad, 5904-17  
 Beth Jordan, 2388-19  
 Charles M. Hollander, 9453-21  
 Susan Niven, 9890-21  
 Linda S. Cone, 5468-24  
 Mark E. Graboyes, 651-27  
 Victor Peters, 8060-36  
 Joseph A. Lee, 6520-38  
 Charlessa Stalling, 5728-39  
 Amelia L. Abad, 1876-46  
 Frances C. Okeson, 7949-46  
 Richard J. Schwartz, 936-47  
 Thomas E. Hooks, 3274-47  
 Edith N. Ramiscal, 2915-49  
 Jeff Beard, 9897-49  
 Richard Myers, 7570-50  
 Grace Tyler, 8412-50  
 Iskandar Bin Ahmad, 2574-51  
 Ali Marie Matheson, 9655-52  
 Hugh Vrsalovic, 4969-56  
 Bennie R. Allen-Brooks, 6422-56  
 Henk Ketelaars, 2729-60  
 Michiel M. Bagchus, 6716-60  
 Cindy Karns, 639-62  
 Pamela B. Bachman, 2983-63  
 Ronald Barredo, 3967-63

Nenita A. Uygen, 4729-64  
 Sandra Simpson, 6030-69  
 Andrew Skopin, 4450-70  
 David Shepherd, 7426-70  
 Sheila Hoctor, 8870-71  
 Janice Attrill, 2176-72  
 Kim Stewart, 8171-72  
 Ray Wolken, 8610-72  
 H.B. Powell, 8930-72  
 Peter Black, 9405-72  
 Michael Calderwood, 823-74  
 Adriann L. L. Spruyt, 1072-74  
 Elize Van Rensburg, 4125-74  
 Maye L. Cabibil, 1164-75  
 Malanie T. Lim, 2100-75  
 Rolando R. Lacson, 4403-75  
 Othello V. Enoveso, 4933-75

### ATM

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

Sharon McKendrick, 1171-42  
 Susan Hall, 1512-42  
 W. Reuben Kaufman, 1742-42  
 Susan Skrypnik, 2882-42  
 Marie King, 3418-42  
 Ross McLean, 5330-42  
 Joe Mills, 6538-42  
 Terry Reith, 6901-42  
 Aileen Tan Ai Ker, 5110-51  
 Christopher Teo, 5334-51  
 Ban Peng Gea, 7903-51  
 Lim Kian Meng, 7903-51  
 Sarjit Singh, 8156-51  
 Justus H. Lewis, 8198-51  
 Woh Sow Choon, 8198-51  
 Craig Lancaster, 5507-52  
 Hilda Bryant, 1722-56  
 Judith A. Michaels, 2892-56  
 Lisa Ann Harbert, 3818-56

Jennifer Scoggins, 4256-56  
 Thomasine Johnson, 5527-56  
 Paul Yehl, 5741-56  
 Sammye Crawford, 5741-56  
 Barbara Candley, 6659-56  
 Nicolas R. Waldteufel, 3200-61  
 Bob Lyle, 5135-61  
 Terrence (Terry) O'Brien, 2274-70  
 Lorna Fazldeen, 2647-70  
 David Hart, 2893-70  
 Marie Patterson, 3034-70  
 Cristine Brown, 4411-70  
 Jeanette Beer, 4815-70  
 Anne Lesley Davis, 4821-70  
 Natalie Rosier, 5335-70  
 Greg Jones, 5795-70  
 Russell Kindervater, 6406-70  
 Gregory Zeng, 6647-70  
 Kendal Scott, 6647-70  
 Michelle Liew, 6647-70  
 Richard Lum, 6647-70  
 Anne Sullivan, 6691-70  
 Gerard R.L. Van Der Swaag, 6743-70  
 Tom McDonald, 7426-70  
 Janet Margaret Milliss, 7521-70  
 Raymond James Milliss, 7521-70  
 Dennis Shaw, 7577-70  
 Victor Dalzell, 7851-70  
 George Douglas M. Morton, 8501-70  
 Elly Fleming, 8502-70  
 Cheryl Keane, 9265-70  
 Patti Bertram, 9691-70  
 Tom Ryan, 3794-71  
 Mary Prendergast, 4141-71  
 Gill Hale, 4410-71  
 Cliona McLoughlin, 4488-71  
 Michael Casey, 5812-71  
 Robin Chawner, 7298-71  
 Matthew Lawlee, 9298-71  
 Jennifer Lapham, 67-72  
 Gloria E. Hewett, 1542-72  
 Alan Barnes, 1866-72  
 Mary E. Wilson, 2176-72  
 Karrin Hynes, 3089-72  
 FJN Williams, 3353-72  
 Jennifer McCartney, 3593-72  
 Peter Michael Alley, 6480-72  
 Lynley White, 7052-72  
 Katharine Phillipson, 7422-72  
 Beth Sharp, 7524-72  
 Tony L. Stewart, 8171-72  
 Jane Lusby, 8344-72  
 Anthony Charles Burns, 8373-72  
 David Joseph Clarkson, 9360-72  
 Allen J. Little, 9405-72  
 Joan Wilson, 26-73  
 Gina Wilson, 567-73  
 Lyn Woods, 1060-73  
 Maurice Aurbach, 1430-73

Robyn Elaine Hopkinson, 3077-73  
 Judith Murphy, 4731-73  
 Dianne Louise Seiffert, 5028-73  
 Howard Wills, 5036-73  
 John Spinella, 5036-73  
 Celeste Sweeney, 5804-73  
 Patricia Wallace-Bell, 5804-73  
 Colin Pickthall, 6277-73  
 Wendy Frances Powell, 6700-73  
 Yvonne Cowling, 6890-73  
 Edward Jon Shipley, 9263-73  
 Janet Morrison, 9420-73  
 Ronald Harry Burton, 32-74  
 Rocky Schmidt, 1228-74  
 Ank Gowans, 2249-74  
 Kirsten Jessiman, 2514-74  
 Andre Paul Calitz, 2856-74  
 Michael Philip Bortz, 2856-74  
 Neil Arthur Sparrow, 3499-74  
 Lucille Pooley, 4049-74  
 David L. Sutcliffe, 4718-74  
 R. A. Martin, 5031-74  
 C. F. Pool, 5179-74  
 J. J. Smit, 5966-74  
 Elizabeth (Beth) Ellen Thomas, 6358-74  
 Frances Boshoff, 7056-74  
 Trevor C. Seagreen, 7746-74  
 Maria Remedios U. Sia, 1088-75  
 Araceli Fe V. Pagusara, 2395-75  
 Alma May L. Tayo, 2712-75  
 Ruben M. Gamala, 2712-75  
 Agnes M. Carlos, 3789-75  
 Abelardo P. Pineda, 5703-75  
 Charlie C. Fuentes, 5703-75  
 Concepcion F. de Vera, 7459-75  
 Victoria M. Bacalzo, 7459-75  
 Moises M. Maravilla, Jr., 8026-75  
 Alma P. Silla, 9398-75

## Anniversaries

### DECEMBER

#### 65 years

Seattle International, 10-2

#### 50 years

Tarsus, 532-8  
 Orlando, 28-47

#### 45 years

Waukesha, 1173-35  
 Main Line, 1198-38  
 Trinity Toastmasters, 1190-50

### 40 years

Eyeopeners, 2607-3  
Jetstream, 2624-4

### 35 years

Minnehaha, 2563-6  
Hattiesburg, 3553-29  
North Shore, 3543-70  
Miranda, 3554-70  
Melbourne, 3362-73

### 30 years

Saddleback Valley, 2657-F  
AT&T Forty Liners, 2419-4  
MT Gambier, 1537-73

### 25 years

76 Speakers Forum, 3327-F  
Mixedmasters, 3686-F  
Downtowners, 2696-15  
Powell River, 1363-21  
Leavenworth, 2301-22  
Credit Union Center  
Toastmasters, 2023-35  
Belaborers, 2221-36  
Morning Knights, 2875-65  
Sunnybank, 3110-69  
Kapi-Mana Speakeasy, 1679-72

### 20 years

Speakeazys, 3855-30  
Speakez's, 1816-35

Crown of Laurel, 77-36  
Hornet's Nest, 1811-37  
Metro, 3644-58  
Manukau Toastmasters, 3461-72

## JANUARY

### 60 years

Waterloo, 101-19

### 50 years

Ames, 569-19  
Lynchburg, 562-66

### 45 years

Northrop-Grumman, 212-1  
Aerospace, 401-1  
Dynamic Speakers, 457-5  
Community Masters, 1216-11  
Frederick, 1082-18  
Garland, 1207-50  
Lincoln-Douglas, 1196-54  
Lake Charles, 1225-68

### 40 years

Taipei, 1890-U  
Century City, 2681-1  
Cariboo, 786-21

Hays, 2609-22  
Spectacle City, 2602-35  
West Shore, 227-38  
Sea N Air, 2314-38  
Algoma, 2648-62  
Susquehanna, 2644-65  
West End, 2661-66

### 35 years

Downey Space, 513-F  
Mikasa, 1727-U  
Myrtlewood Hootowlers, 158-7  
Capital-Mexicana, 3493-34  
Mainland-FAA, 1107-38  
Picatinny, 3547-46  
Toronto Business Club, 3568-60

### 30 years

Sunrisers, 2269-17  
Charlotte County, 1463-47  
New Providence, 3596-47  
Strowger, 3848-54  
Table Bay, 2232-74

### 25 years

Fluor Daniel, 2011-30

### 20 years

Mound, 3255-40  
Suncoast, 1667-47  
City, 1324-74

## Ralph C. Smedley Memorial Fund

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Evergreen Toastmasters Club No. 8668-28  
Janet E. Morin, CTM

### Contributing Club

Ballyhoos Toastmasters Club No. 6407-33  
Pros Toastmasters Club No. 4650-6, in  
memory of Florence Lewellon  
Energizers Toastmasters Club No. 2439-15  
Mandarin Toastmasters Club No. 1538-51

### Associate

Kai Rambow, DTM, International  
Director 1994-96, in memory of John  
F. Howard, DTM, International Director  
1995-1997  
Hellfire Toastmasters Club No. 3599-71  
Dorothea M. Perry, DTM, District 54  
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District 29 Toastmasters, in memory of  
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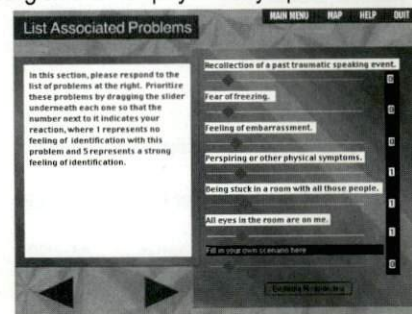
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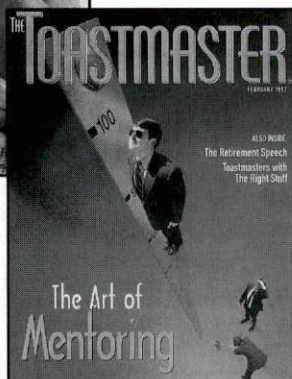
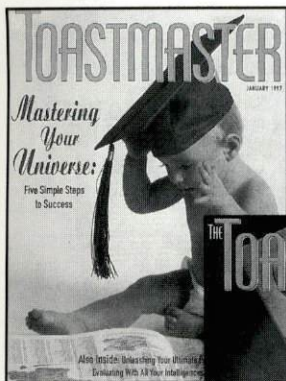
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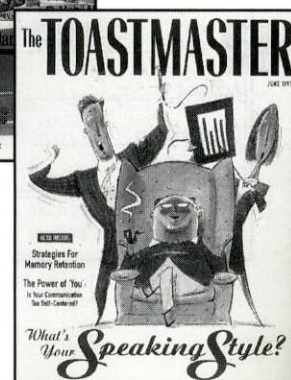
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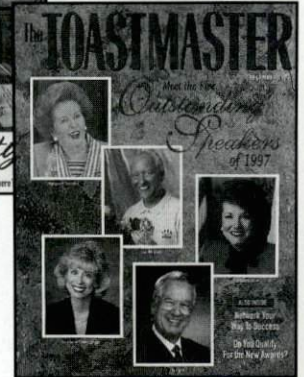
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# IT'S YOUR

# MOVE

## C

REATING A SUCCESSFUL Toastmasters Club isn't child's play!

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***The rules and play are as follows:***

- ① This membership program begins July 1, 1997, and ends June 30, 1998.
- ② All Toastmasters are eligible and are encouraged to participate.
- ③ To receive credit as a sponsor, your name must appear on the Application for Toastmasters Club Membership (Form #400), along with your home Club number. Please print or type information legibly. No changes will be made to the information once applications are received by World Headquarters.
- ④ New, dual, and reinstated members count for credit. Transfer and charter members do not.
- ⑤ The new member must join between July 1997 and June 1998.

Applications must be postmarked no later than June 30, 1998, and be received at World Headquarters by July 7, 1998.

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Contact World Headquarters to request a copy of *From Prospect To Guest To Member* (Catalog No. 108), an informative booklet that teaches members to be effective recruiters.