

The TOASTMASTER®

JANUARY 2002

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YOUR
CTM IN
2002



ALSO INSIDE:

Forgiveness Sets You Free

Restoring Balance to Your Life



VIEWPOINT

You Make a Difference

I have always believed in one person's power to make a difference. History is full of examples – consider Jesus, Ghandi or Winston Churchill, for instance.

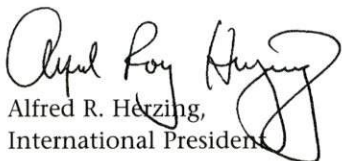
As a Toastmaster, you get to use the magic of personal empowerment to make a difference in the world. For starters, you make a difference in your club. Woody Allen said, "Eighty percent of success is showing up." In a membership survey a few years ago, we learned that the main thing members want is an audience! So by just showing up, you make a difference in your club. When giving their speeches, club members get to see your smiling face looking back at them. They hear you laugh at their great jokes and groan at their bad ones. They see you ponder their ideas. Of course, it is hard to be present and not participate – so your club also benefits from your speeches, evaluations and feedback. Your fellow members benefit from your creativity when you are the Table Topics Master. They learn from your wisdom when you evaluate. You may not realize it, but your fellow members are watching you, and you have a positive impact on them. You are their inspiration. Yes, you!

You also make a difference in your family. The skills we learn in our Toastmasters clubs don't stay in the room when we leave. No, they travel home with us and haunt us wherever we go! You'll never again listen to a politician without noticing his or her "ahs." You'll be a better listener as you hear your loved ones talk about their day. You will provide more constructive feedback. And you can participate in the ultimate Table Topic when your child asks you where babies come from! Now, I'm not saying that I have this communication perfected with my family. But it is important to me, and partly because I want to make a difference in my own family I remain active in Toastmasters.

You make a difference in your office. Your improved communication skills can benefit your career. You'll get along better with colleagues, management and your customers. If you are a manager, you apply your evaluation skills when conducting performance appraisals. Most companies have moved to a team model. What does every team need? A team leader. You can apply the leadership skills you have gained as a club or district officer to your work environment. I have found these skills to be directly transferable.

You make a difference in your community. You become more comfortable participating in civic groups or in your church. You now can muster the courage to speak before the city council about that topic of vital importance to your neighborhood.

Most important, you make a difference in *you*. The product of Toastmasters training is an improved human being. We all lead busy lives. It is easy to say that you have to work on your lunch hour and don't have time to attend your club meeting. Toastmasters is an investment in you. Aren't you worth that hour and a half a week? I think you are. After all, you make a difference.


Alfred R. Herzing,
International President

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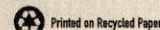
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The Toastmasters Vision:

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, and find 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.

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LETTERS

KUDOS FROM KATHMANDU

I'm a new member from Kathmandu, Nepal. In the last meeting, I was handed two issues of *The Toastmaster* magazine. I liked both of them very much indeed. They have just the right kind of thing for a person like me who really likes reading self-enhancement materials. The articles are very inspiring and interesting to read!

Moheindu Chemjong • Kathmandu Club 8112-U • Kathmandu, Nepal

THANKS FOR EVERYTHING

I am the Area Governor for the area that included the World Trade Center in New York City. As a result of the terrorist attacks of September 11, five of my clubs were left without supplies, materials or meeting places. Further, the members of these clubs have been relocated all over the New York metropolitan area.

My clubs have had a difficult task in finding new locations and convenient meeting times, and getting themselves up and running again. Thanks to the hard work of their club presidents, this task is now complete. I also want to thank the leaders of District 46, particularly District Governor Fran Okeson, for their support and guidance.

I cannot say enough good things about the compassion, cooperation and generosity of the staff at Toastmasters International. To all of them, and to all of you who have included my clubs and members in your thoughts and prayers, go my sincere appreciation.

Robert D. Share, CTM • Talk of the Towers 5446-46 and World Masters 5608-46 • New York, New York

HEALING THE PAIN

Congratulations on your article "Don't Waste the Pain" by Victor Parachin (October 2001). I am going through a very traumatic time in my marriage, including fighting for access to my newborn son. Your article shed some positive new light that I hadn't considered – even after professional counseling. Which just goes to show that pearls of wisdom often come from the strangest sources!

Geoff Newlyn, CTM • Balgowlah Club 2618-70 • Sydney, Australia.

DEBATING CONTROVERSY

I came upon something in the September issue that disturbed me. Mary Menke mentioned in her article, "Make Table Topics User Friendly," that we should "never discuss politics or religion" when acting as the Topics Master. I could not disagree more! When I hear a controversial question I have the urge to jump to my feet and volunteer! These are, by far, the most fun questions to answer. It gives participants an opportunity to speak their mind. It also gives listeners an opportunity to

engage their minds rather than enduring meaningless prattle on "non-controversial" subjects.

I read further in the magazine and noticed the excellent article, "Soapbox Debates." I dare say that each debate topic will have some level of controversy. Otherwise, what is there to debate about?

Mike Southerland, ATM • LifeWay Club 5125-63 • Nashville, Tennessee

GRATEFUL FOR TIMELY ADVICE

I was enchanted by Patricia L. Fry's article about Q & A techniques in the August issue. I had just been asked to speak at our District Conference, and I was really concerned about the question-and-answer part. Patricia's article came just in time and made me much more confident in giving the workshop. Hurrah for Patricia's timely article!

Lucien Loh, CL • Frانس-Parleurs Club 3366-64 • Winnipeg, Manitoba, Canada

CRAZY ENGLISH

I immensely enjoyed the article "English is a crazy language" in the November 2001 issue. I have always been fascinated by the nuances of the English language and was quite entertained. It is a wonder that anyone can learn the English language decently, considering all its quirks. I come from a French Canadian background. When translating from French to English, the result is usually quite literal. For example "throw me down the stairs my shoes" or "park the cars side by each." It was a great feat for me to start speaking correctly and avoid criticism when I left home for college. Perhaps I could turn this life experience into one of my speech topics.

Danielle Santello • The Daytimers Club 8888-31 • Westborough, Massachusetts

SPEAKERS NEEDED

The Glaucoma Research Foundation (GRF) is seeking experienced speakers to join our volunteer Speakers Bureau. GRF needs the public speaking skills of Toastmasters to help educate their communities about the sight-stealing disease glaucoma. Nearly half of the 3 million Americans with glaucoma don't know that they have it. Early diagnosis and treatment is key to protecting their eye sight.

We are looking to have representatives from all parts of the country participate in our Speakers Bureau.

For more information on how you can help by joining a growing network of speakers across the country spreading the word about glaucoma, contact Andrea Strate (415) 986-3162, ext. 232 or e-mail: andreas@glaucoma.org. You can also visit the Glaucoma Research Foundation online at www.glaucoma.org.

Andrea Strate • Glaucoma Research Foundation • San Francisco, California



By Brian Shaw, CTM

Table Topics:

Set to Trap... Or Set To Succeed?

ENCOURAGED BY AN APPARENT GOOD RESPONSE TO A MENTORING Workshop module recently presented at our club, I rushed to scan the Mentor Interest Forms filled in by participants as soon as I got home. I was unprepared for comments of a young woman who had been making pleasing progress during her six

months in Toastmasters. Her lectern demeanor radiated assurance. But I was disturbed when I read her comments:

"I struggle to get myself to each meeting," she wrote, and "feel physically sick knowing I might be called to speak to a Table Topic." During the meeting she had excused herself to go to the ladies room. In a subsequent telephone conversation, she divulged she left the meeting because she "felt physically sick." In her Icebreaker Sheri admitted to joining Toastmasters to overcome nervousness when meeting people. She confessed having declined social events because of apprehension. She now asked to have a mentor appointed who was "eager, helpful, and supportive" to help over her difficulties. I sensed she would be a 'leaving statistic' if appropriate action were not taken - and fast! We are fortunate in having Rose, an experienced CTM willing and able to accept the challenge.

Recalling my own apprehension about 'tricky' Table Topics I have been required to address, I have concluded that some presenters set topics with a deliberate purpose of making members sweat. The word 'victims' has sometimes been used in connection with Table Topic sessions, even in articles published in this magazine! That is a long way from our mission of providing a mutually supportive and positive learning environment that fosters self-confidence.

Our Table Topics Masters are now encouraged to choose topics 'victims' who can reasonably expect to answer with success. This can be achieved in a number of ways. For example: Announce at the previous meeting that next meeting's Topics will be based on a particular subject. A better solution is for the Topics Master to know beforehand some subjects 'victim's' are familiar with, and base topics round those.

Sure, topics should not be too 'soft,' they should be well within the members' capability. Table Topics could then be looked forward to with anticipation of accomplishment, not fear of failure!

Nothing succeeds like success! Asked what form her mentoring took, Rose graciously replied, "I simply kept in touch by telephone to offer any help needed, and used key points in the three little New Member Kit manuals to remind Sheri of main points to use."

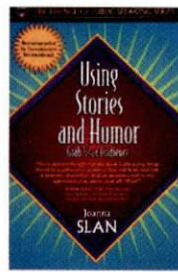
Sheri has benefited from Rose's regular mentoring. At our last meeting, Sheri served as Toastmaster and publicly declared, "I have actually started to enjoy coming to Toastmasters now!"

Sheri's success is encouraging to other members. "As a new member, I was very conscious of my lack of confidence, so empathy was a strong motivator for me to help."

She still admits having "squadrons of butterflies before speaking," but now she has them under her command. We all watched Sheri's progress as she conquered what must surely be one of the most difficult hurdles of personal development. The club has gained at least one new member, introduced by Sheri, with a recent guest another hopeful prospect.

Set Table Topics to achieve success, and enjoy the experience of watching new members become butterfly squadron leaders. **T**

Bryan Shaw, CTM, is a member of Hibiscus Coast Club 8872-72 in Auckland, New Zealand



Everyone Loves a Story!

The Advanced Manual on *Storytelling* (Catalog No. 226-K) teaches the various types of stories and how to tell them, and the Advanced Manual on *Interpretive Reading* (Catalog No. 226-L), provides instruction on how to present stories, poetry and drama with thespian flair. The book *Using Stories and Humor* by Joanna Slan (Catalog No. B-918) demonstrates how professional speakers use humor and offers step-by-step ideas, tips and exercises to help you use stories effectively in your own presentations.

Contact the Orders Dept. at WHQ for more information.

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CAN WE TALK?

By Ann Bloch, ATM-S

Vote for self improvement – not *against* it.

'Best Speaker' Reconsidered

Have you ever won awards for Best Speaker or Best Table Topics or Best Evaluator? Feels good, doesn't it? As an avid competitor, I loved winning such awards ...for a while.

After eight years as a Toastmaster – training that led to my becoming a professional speaker – I felt uncomfortable winning “best” awards, especially when the other speakers were relatively new members. A phone call from another long-time member caused me to reconsider the voting process. “I feel foolish for being bothered,” the caller began, “but in all these years I’ve never won Best Table Topics. I wish it didn’t matter to me, but it does.”

At the next club board meeting I mentioned that phone call and suggested we stop voting altogether, or at least stop temporarily as a trial. The other officers were unmoved. One said, “I like to win in Table Topics. Let’s keep voting.” He and the others were oblivious to the effect on the non-winners. But at each meeting, I began to keep track of the winners and losers.

Our club had discontinued voting for Best Speaker after a member gave speech No. 8 and quit the club when he lost to an Icebreaker speech. Then we decided not to vote on evaluators if there were fewer than three. That left only Table Topics for regular voting – and the same people won over and over. Some, like the caller and a man from Vietnam, still mastering English, never won.

For the first time I reconsidered the whole voting process. How can we vote for Best Speaker when one

speaker is giving a five-minute Icebreaker and another an advanced interpretive reading? Another mistake, in my view, is the tendency to vote for “most improved” speaker. This effort may reward a mediocre beginner who has improved after giving an incoherent Icebreaker speech but who is still markedly inferior to other, more advanced speakers. Some superb veteran speakers may be brushed aside because they are so far advanced.

Several months later, when starting a noontime club in another town, I never told the members about the option to vote for “Best Speaker.” For four years the club has nurtured a supportive environment and everyone gets applause ...without voting for “best” anything. Also, not having to count votes saves valuable limited meeting time.

For speech contests, everyone serves as a judge. Yes, at first choosing one speaker over another was uncomfortable at first. However, there is one enormous difference between voting on every speaker during meetings or voting on speech contestants.

Contestants, like Olympic athletes, volunteer to participate and be judged, knowing most of them will not win first place. In regular club meetings, on the other hand, speakers do not have the choice of eliminating themselves from voting. Each speaker should be able to focus on improving over his own previous speeches, not on comparing his or her performance with other speakers at that meeting.

“Each speaker should be able to focus on improving over his own previous speeches, not on comparing his or her performance with other speakers at that meeting.”

Consider these other factors that affect voting:

1. Guests may be allowed to vote, yet lack criteria for determining who is best speaker, evaluator, or Table Topics speaker.
2. In some clubs, members tend to vote for guests as Best Table Topics speaker, no matter how inept, just to persuade the guest to join the club.
3. A poor Table Topics question can affect the speaker's success, thus skewing the vote. The speaker selected may not even be familiar with the topic.
4. Often in announcing the winner of three speakers, a member carelessly says, "There was a tie for first." Obviously everyone knows who came in third.



If your club insists on voting, consider narrowing the criteria for the vote. One time, vote on the speaker who comes closest to meeting the specific objectives of the assignment. The Toastmaster of the meeting must, of course, clearly state those objectives in the introduction. Another time, give a group evaluation of all speakers. Or after Table Topics, let the audience comment on one aspect of all the speakers – such as the ability to start off with interest or to organize the topic quickly. The whole purpose of oral evaluations is to educate everyone; otherwise, evaluating only in writing would be enough. Let positive, encouraging comments replace voting for the “best” speaker.

Many clubs support voting because it's a longtime practice. The executive committee may feel voting adds fun and audience participation to the meeting. How can you introduce a change? Use your leadership training to influence the officers in your club. Ask one of the officers to bring up your idea at the next board meeting. Or run for an office yourself and wield influence in the future.

Here's a challenge to your club. Ask yourself, "What does voting gain?" The answer: In the long term, perhaps little, as veteran speakers either win repeatedly or are ignored in favor of newer, less capable speakers. Then ask yourself, "What does voting cost?" The answer: Perhaps more than you think. Perennial losers are embarrassed and may become discouraged.

If your club habitually votes, and the same people win repeatedly, or newcomers always win over veterans even though the speakers' performances are not at all comparable, try suspending all voting for three months. Discover whether members miss the thrill of "winning." Then decide whether to resume or not. You may find that your club doesn't need to vote anymore. **1**

Ann Bloch, ATM-S, is a freelance writer living in Lenox, Massachusetts.

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the videos *Meeting Excellence*, *Everyone's Talking About Toastmasters*, *Effective Evaluation*, and the High Performance Leadership Program. Our online Supply Catalog at www.toastmasters.org was also made possible by contributions to the fund. Your entire donation goes toward developing new materials and resources. Not one penny is used for administrative costs! Contribute \$10 and receive a special Toastmasters International paper weight. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. Every contributor is recognized in *The Toastmaster* magazine.

Keep the Legacy *Alive!*

Contributions are tax deductible. Your support will result in more people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

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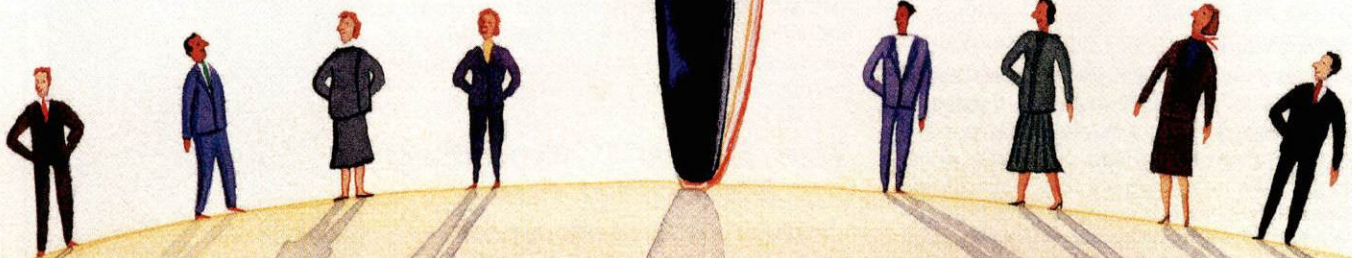


Ralph C. Smedley

EARN YOUR C&L



**Every step in the C&L manual
teaches you a skill and
builds your confidence.
So what are you waiting for?**



CTM IN 2002

Are you one of the 16,000 Toastmasters who earned their CTM last year? Or are you among the 44,000 new members who have not completed the 10 speeches in the basic manual?

International President Alfred Herzing strongly encourages Toastmasters worldwide to finish their Communication and Leadership (C&L) manual this year: "I'm asking every member to set written goals – one of which is to earn your CTM." In an interview published in the September 2001 issue of this magazine, President Herzing expressed dismay at the fact that only a scant 25 percent of new members earn their CTMs. He said, "I think the CTM is important because it's the first level of accomplishment in Toastmasters. It shows the world that you not only were brave enough to step outside your comfort zone and join a club, but you are a step ahead of the average Toastmaster and made it to the first level."

Evelyn Holden, ATM-B, an area governor in Edmonton, Canada, explains the importance of following the basic manual: "Every step in the C&L manual teaches you a skill and helps to build your confidence. Each speech assignment is like a stepping stone. The key is to take one step at a time and focus on the objective."

Eli Ruiz, ATM-B, agrees that earning the CTM is a process. "Each of the speeches is designed to accomplish certain objectives." Born and raised in the Philippines, Ruiz is a civil engineer who came to the United States with his wife and two children 15 years ago. "I readily realized the importance of communicating in English," he says.

In 1994, Ruiz joined the Yorba Linda Achievers club in Yorba Linda, California. "It took me over two years to complete my CTM, but it was worth the wait," he says. "There is a big difference between the Eli of 1994 and the Eli of today."

Ruiz says the basic manual helped him add humor and gestures to his speeches, "and I now own the bragging rights of delivering a speech with the aid of clean-looking cards as notes – and in most cases, no notes at all."

If you haven't earned your CTM, what are you waiting for? Here are eight good reasons for achieving your CTM this year. By doing so you will:

- **Become a better public speaker.** You may have joined Toastmasters for a specific reason – you want to feel more comfortable in front of an audience or you'd like to have more impact as a speaker. The CTM manual is a proven way for you to reach that goal. By giving the speeches listed in your manual, you'll also have the opportunity to hone skills in other areas of speechmaking.

Steve Kiernan is a member of the 76 Speaker's Forum in Brea, California. He says, "I have learned a lot while presenting the 10 speeches required for the CTM. I know how to use visual aids, I've learned to effectively integrate gestures into my talks, to use humor appropriately and to control my speaking voice. Achieving my CTM has also given me a taste of the rewards I will continue to receive as I progress through the more advanced Toastmasters manuals."

The C&L manual provides the opportunity to learn the basics about presenting a speech. All the other Toastmasters manuals help you to strive for perfection.

Roger Brown, a charter member of West Hartford Toastmasters in Connecticut, says, "The basic manual contains a well-rounded set of skill exercises. To stop short of completing all 10 speeches is leaving one or more components on the table." The first six or seven projects in the manual focus on fundamentals – the necessary components of speech preparation and execution. The final three allow the member to practice

BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY EYEWIRE

putting all the fundamentals together and perhaps add passion and heart to their speeches.

■ **Lose the fear.** When we're unsure of our abilities, we're more apt to feel nervous. The basic manual speeches provide practice in every aspect of public speaking. It's true that knowledge is power. When you feel confident in your abilities, you won't suffer as much with butterflies and noodle-knees. As Kiernan says, "It's said that public speaking is our number one fear. Then I suggest that if you conquer your biggest fear, you will fear nothing."

■ **Find your speaking style.** The intent of the Toastmasters program is not to roll cookie-cutter speakers off the assembly line. A Toastmasters club is a place where you can establish and hone your own technique and style. The manual projects challenge you to try different types of speeches and experiment with new ways of presenting them. The evaluations that follow help you to establish your style.

■ **Become more self-assured.** Building confidence is a major component in the Toastmasters arena. This may not be why you joined your club. But if you meet the challenges of achieving your CTM, your confidence will soar and this will show in your presentations.

When Kiernan joined Toastmasters in 1999, he was motivated to earn his CTM right away. He says that, although he had done well in high school and college public speaking courses, "I started to notice that years of neglect had taken its toll both professionally and personally. I grew increasingly nervous before my infrequent presentations and it was obvious that my audiences were not receiving the messages I was trying to send." Completing his C&L manual has changed that. He says, "Achieving my CTM has made me a happier person," he says. "In my opinion, the real benefit of achieving the CTM has less to do with public speaking and more to do with gaining confidence in yourself and overcoming your fears."

■ **Improve your social life.** Ernie Gale, CTM, joined the Jubilee Toastmasters club in Edmonton, Canada, in hopes of improving his communication skills. He is a professional drummer and a truck driver who spends many hours in solitude. "I was uncomfortable in social settings," he says. "My first year as a Toastmaster was an exciting journey of

self-growth. My lack of confidence began to fade away with each Toastmasters meeting I attended."

He says his co-workers have noticed his improvements. "When you feel good about yourself, it's easier to be open to others. And because I'm more confident and positive, so are others around me. Since earning my CTM, I am different, and I am treated differently."

Here's how club leaders can help members meet their goals toward earning their CTM:

- Reserve plenty of time at meetings for speeches.
- Plan your speaking calendar three to four meetings in advance.
- Send e-mail messages or make phone calls to remind scheduled speakers.
- Encourage members to wear their CTM badges to inspire newer members.
- Post a list of member accomplishments at each meeting.
- Promote competition among those on their CTM path.
- Assign mentors to each new member.

■ **Get ahead at work.** Earning his CTM opened doors for Eli Ruiz, too. He says his presentations to peers and clients have improved "at least a hundred fold. I have been promoted in my job at least three times since I received my CTM title."

■ **Gain a greater sense of achievement.** To just attend Toastmasters meetings without participating is like belonging to a social club. Meet the challenges of earn-

ing your CTM and, with each step, you'll feel more pride and a sense of accomplishment that will carry over into your personal and professional life.

Basically, you get out of your Toastmasters experience whatever you are willing to put into it. If you're not advancing at the rate you desire, evaluate your contributions toward reaching them. If you have not yet completed your CTM, for example, maybe it's time that you meet that challenge. If you arrive late to meetings to avoid Table Topics, reconsider this choice. If you miss meetings, start showing up. Toastmasters is there for you, but you won't benefit unless you participate.

■ **CTM leads the way to more advancement.** In Toastmasters, one achievement can lead to another. President Herzing reminds us that the CTM is critical because it opens the gate to the larger world of Toastmasters. After your CTM, you can continue your progress as a speaker by working in the advanced manuals – which Herzing calls the "fun" manuals because they are specialized and allow you to pursue your interests. As a CTM you also can branch out and work toward the Competent and Advanced Leader awards.

If you want to become a more self-assured, sought-after public speaker who excels at work and in social settings, set your goal now to complete your CTM in 2002. **T**

Patricia Fry, CTM, is a freelance writer and frequent contributor to this magazine. She lives in Ojai, California.

Conquering Procrastination Creatively

IT WOULD BE NICE IF YOU COULD ALWAYS TACKLE THE MOST important project first thing in the morning. Unfortunately, this is not always possible. Some days you can't make yourself get started on the task at hand. We all procrastinate much more than we care to admit. What happens when you procrastinate? Tasks appear larger than they actually are, and they become less familiar to you. They may become urgent because of the delay, even though initially they were not urgent. Let's take a quick look at how to harness procrastination for all it's worth.

My approach to procrastination is that if I am handling other priority and goal-related tasks or activities, nothing is lost. Afterward, the task or activity that I have put off still has to be done. The difference is that when I am ready to begin the task I have put off, I have gotten other things out of the way first.

In a sense, creative procrastination is a form of time shifting, like using a VCR to tape a show so you can watch it later. I am not recommending that you procrastinate. But, when you can't get started on the task at hand, take care of other important tasks.

TECHNIQUES FOR BREAKING THROUGH PROCRASTINATION

- **Face Procrastination Head-on** – Ask yourself what is blocking you. What is the real reason you don't want to get started? Write it down or record it on cassette. This exercise may dislodge something and help you to begin.
- **Choose to Easily Begin** – Make a positive affirmation to yourself: "I choose to easily begin on this task." Making this formal choice has power and often is enough to get you started.
- **Employ the Three-to-Five Method** – Ask yourself, "What are three to five things I could do, not to tackle the project headlong, but just to dabble a bit?" Then initiate these "easy entry" activities. Often they are enough to get you started on the project.
- **Ready or Not** – I've found that sometimes the best way to get started is simply to turn on the PC (or whatever else I'm working with). When the thing is ready, I'm ready.
- **Jump Starting** – Jump starting often enables you to capture your first and sometimes best thoughts. Suppose it's Friday afternoon, and you need to start a

project on Monday. You don't want to initiate the project now, but you would like to be ready to go on Monday. Using jump starting, you might pre-review any supporting items, jot down some notes, begin a rough outline or undertake other supporting activities now, "while it doesn't count."

In the pre-initiation stage – Friday afternoon before the project "starts" – your ideas and thoughts can flow freely. This 10-minute period can be valuable in facilitating how your Monday goes, when it does count. Your subconscious starts working on the project. By Monday, you are "raring to go."

OVERCOMING PROCRASTINATION ON BIG PROJECTS

When working on a long-term goal, it's easy to lose momentum or feel as if you will never achieve it – especially for goals stretching several years or more. The day unit is a convenient measure for charting progress in pursuit of your goals. How does the day unit work? First, consider that:

- John F. Kennedy was president for 1,037 days.
- Columbus crossed the Atlantic Ocean in 71 days.
- Operation Desert Storm took 45 days.

For large goals, begin thinking in day units. A day unit equals six hours of concentrated, focused work in a calendar day. Why six hours? With concentrated focus, working six hours is plenty. Leave yourself two hours for conditioning your environment, managing the beforehand and filing.

Calculate how many day units you'll need to reach a long-term goal. Factor in the weekends, holidays and other downtime. The figure you derive will be a manageable, meaningful unit by which your long-term goals can be approached. Now mark your calendar accordingly – "580 days until..." "400 days until..." etc. Approached with perspective, procrastination can lead to creativity and new approaches to big tasks. **T**

Jeff Davidson is an author, speaker and freelance writer living in Chapel Hill, North Carolina.

Turning Milestones Into Stepping Stones

By Craig Harrison, DTM

The greater the
challenge, the more
satisfying the
accomplishment.

Milestone: An important event or turning point in one's life or career.

Stepping Stone: An advantageous position for advancement toward some goal; something that assists an ambition.

Great marathon runners started the same way we all did. As infants they crawled before they walked. They rose, teetered and fell, then rose again and steadied themselves on an object. Once they could stand in place, the view changed, as did their perspective. Their new goal was to stand without props. Once this was achieved, they started to ambulate. They fell. They struggled back to their feet and tried again. They had the confidence and hunger to set new goals and thus they walked. Then they realized they could see more if they picked up the pace. They set a new goal and thus they began to run. Then it became a question of whether they were going to be held back by others' limits or test their own limits of endurance and stamina.

Dream...goal...try...fail...retry...milestone...new goal... failure...retry...success. And so it goes, seemingly unreachable milestones are reached, and thus become stepping stones to further achievements. Whatever our goals, the formula can work for us as well.

STEP-AEROBICS!

It all starts with a dream. You imagine doing something, going someplace, becoming someone, and making a difference. Without that aspiration nothing can happen. Yet how far do you get? Do you allow setbacks to slow or stop you? Do you lose confidence? Many do. Marathon runners know their race is long and that sooner or later they will hit "the wall." Their ability to continue on is the key to their success. The wall is something to be overcome. It is not a stopping point, but simply another milestone along the way. They step over it, using it instead as a stepping stone to ultimate success.

STEP ONE: GOAL SETTING

The best way to reach milestones is to never lose sight of them. We can do this through setting goals. As children, our parents and teachers set goals for us. In Toastmasters we set goals upon joining. Whatever the reason for joining, you arrived with at least one goal. Perhaps you set new goals once you filled out your member



profile, met with a mentor and learned about the many programs Toastmasters offered.

Your club's Vice President Education (VPE) may also have set goals for you, in concert with your own goals. VPEs know the Toastmasters curriculum and how to help you turn your aspirations into achievements. Common goals could include the ability to make a speech at work, to be perceived as a strong communicator in the office, or to gain confidence meeting and conversing with strangers at social gatherings.

Our goals help us become focused and give us purpose. Each goal we set can be pursued, and once achieved, the goal itself becomes a milestone. It then becomes a stepping stone to further accomplishment.

STEP TWO: GETTING STARTED

The great American novelist Mark Twain said, "Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

We've heard so often how a journey of a thousand miles begins with a single step. Once we make that initial step, we're on our way, however far we must go. When you think about it, attending your first meeting is a milestone. You might scoff at the notion that just showing up at a meeting is a milestone. Yet for many people, fear overrides their ability to do even the simplest of tasks. Lack of confidence keeps them from socializing, exploring new environs and meeting new people. Your gracious welcoming of such strangers opens the door to their future success.

Speaking for the first time from the lectern is another milestone. When new members join a club, they are shepherded in and carefully nurtured. They often are given a simpler assignment for their first role, to help them feel confident. Wasn't that your experience?

STEP THREE: GAINING MOMENTUM

Every January we announce with excitement our new resolutions. Within the month many of them have fallen by the wayside. Our intentions were good, yet our resolve was not firm. With every milestone we pursue, some days we'll make discernable progress, other days we won't. Sometimes it takes weeks, months or even years to realize goals such as reaching Distinguished Club status, or Distinguished Area, Division or District. Becoming an Accredited Speaker is some speakers' ultimate goal. None of these can be achieved overnight. The key, then, is maintaining resolve. We must keep our goals in sight at all times, and endeavor to make progress every day, every week and every month. An object in motion will stay in motion. An object at rest will remain so. So...get moving! Defeating inertia is what it's all about.

STEP FOUR: PERSEVERANCE

But how do we keep the momentum going? How to we persevere? The secret comes from maintaining focus. In our clubs we look to fellow club members to help keep us focused. We make contracts with our club's Vice President Education to pursue and achieve certain goals. At work and at home, we often write down our goals and post them in visible places as a constant reminder. For some, "going public" is a way of leveraging friendly peer pressure from supporters to help maintain focus. No doubt the recognition and support we receive along the way also help us persevere. And as we near our milestone a new form of motivation occurs as we see, sense and smell the finish line.

STEP FIVE: SUCCESS

With the finish line in sight we plan our last triumphant steps. Sometimes we sprint for the finish line, crossing the line of our self-defined goals, achieving our milestone. And then what? We take our bows, triumphantly accept the congratulations of others, and graciously bask in the recognition. And yet, this success is not the final chapter. Success is just another weigh station. The great basketball coach John Wooden put it well: "If you go as far as you can see, you will then see enough to go even farther."

STEP SIX: A NEW PERSPECTIVE

As we survey the new heights we've attained, the view is discernibly different. Suddenly we see new mountaintops, new possibilities. With our newfound confidence, what once seemed unattainable now is accomplished. We did it! And now new challenges await. Our once-high milestone is now firmly underfoot. We now can use it as a perch to step even higher. With our CTM achieved, we might set out to master new forms of communication on our way to the ATM award. Having served one role in the club, we volunteer for new and greater responsibilities. The greater the challenge the more satisfying the accomplishment. The greater the milestone, the more powerful it is as a steppingstone to ultimate success.

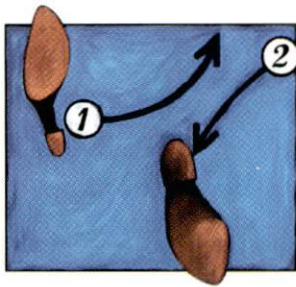
RUNNERS, ON YOUR MARKS!

What goals have you set for yourself? What milestones are you pursuing? Have you gone public with your aspirations?

Poet Thomas Carlyle said it best: "The block of granite which was an obstacle in the path of the weak becomes a steppingstone in the path of the strong." T

Step forth boldly!

Craig Harrison, DTM, is a professional speaker and member of Pro-Toasties Club 7146-4 in Redwood Shores, California. Craig keeps setting new goals for himself. In 2001-02 he will pursue the Accredited Speaker program. You can reach him at his website, www.craigspeaks.com.



HOW TO

By Linda Adams, CTM

When You are the Vice President Education

Overcoming the Challenge of Schedules

As Vice President Education, you are an integral part of everyone's investment in Toastmasters. You are responsible for helping members fulfill their speaking goals and for providing guidance for the various meeting roles. But scheduling weekly or biweekly meetings can be difficult, especially if your club is large or small. Here are some tips to help you meet the needs of your members and to stay on top of things:

Start by contacting the Vice President Membership (VPM). Your club's VPM keeps track of new people joining the club as well as those who have left. You may want to have the VPM drop you an e-mail whenever the membership roster changes so your schedules are up-to-date.

You'll also need to ask the VPM which members are inactive; that is, they've paid the dues but they don't attend meetings. These are the people you want to either not schedule or schedule them for just minor roles such as Timer or Ah Counter that are easy to fill on the spot. When I was VPE, our club had the policy of scheduling inactive members for speeches to help encourage them to come. On only two occasions did an inactive member agree to speak, and he didn't show up for either meeting! The rest of the time, the Toastmaster of the Day ended up finding another speaker.

Next, ask your members what their schedules are like. Some will know months ahead when they won't be available. For instance, you may have members who are in the National Guard or the Reserves who, once a month, will be unable to attend meetings.

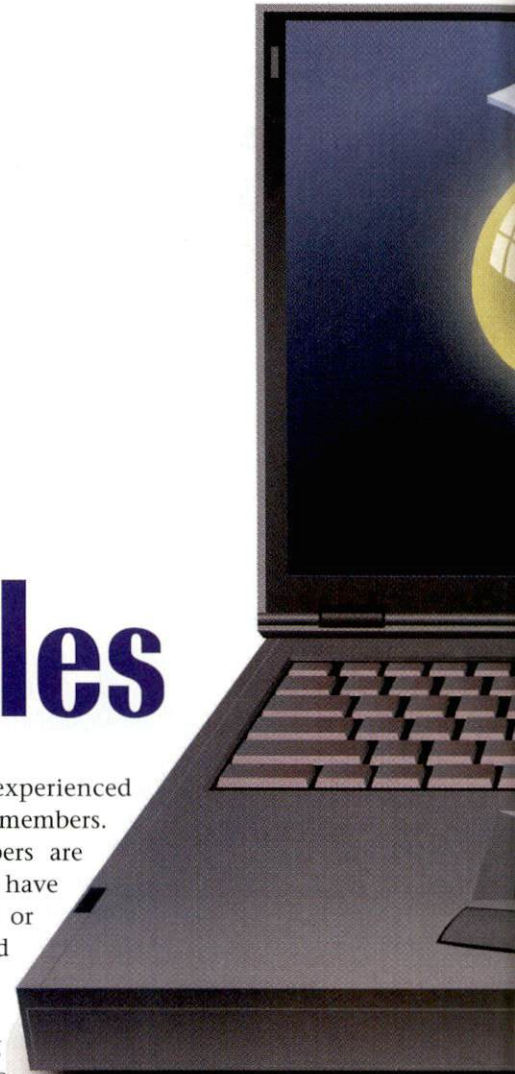
Identify your experienced members and new members.

Experienced members are Toastmasters who have done four speeches or more and have filled every meeting role.

New members are those still working on their first three speeches, and they should have priority on the schedule. Speeches

No. 1-3 are important and should be given as soon as possible. We all remember how we felt coming to the club for the first time and then signing up, ready and eager to give speeches. But the glow of that excitement can be replaced by fear pretty quickly, and it's important to give the new Toastmaster confidence before the glow fades.

But at the same time, it's important not to overwhelm the new member with roles that are too challenging. Imagine if you'd just given your second speech, and the VPE assigned as your next task Toastmaster of the Day. Just getting the courage to give a speech is hard enough; being assigned the difficult task of running the meeting might make a novice speaker leave the club. Good roles to give to a new member are Grammarian/Word of the Day, Ah Counter and Timer. These functions familiarize them with the meeting format in a non-threatening way.





As new members progress into the fourth speech, they can be assigned the role of evaluator. They've had time to observe and participate in the meeting and become comfortable with speaking in front of an audience. An easy way to assign evaluator duties on the schedule is to give them to the people who gave speeches the previous meeting.

Once the member becomes familiar with the basic roles of the meeting, you can schedule them as Toastmaster of the Day (TMOD). Like the 10 speeches in the Communication and Leadership Manual, each of the meeting roles helps build the experience for being the leader of the meeting.

For first-time TMODs, you may want to schedule an experienced Toastmaster to assist them with the meeting. When I first served as TMOD, I was left to figure out on my own what I needed to do. The manuals helped some,

but it didn't take the place of having someone with experience as a support system. Participating in a meeting is quite different from organizing it!

After a member has served as Toastmaster of the Day, schedule him or her for General Evaluator. This, of course, makes it easy to pick people for your schedule. But it also has the added benefit of allowing the Toastmaster to apply what he learned from the previous meeting.

For the schedule itself, keep it as simple as possible. The more complex it is, the more risk for mistakes. You can use a spreadsheet program or the table function in your word processing program to create an easy-to-read schedule. But before you distribute it, set it aside for a day or two so that it becomes fresh in your mind. Then go back and proofread it. Look for the following mistakes:

- Scheduling one person for two different roles in the same meeting. That's easy to do if your club is small and struggling for members.
- Scheduling one person for the same role too often. Members will become disgruntled if they are scheduled for TMOD for next week's meeting and again two meetings later.
- Scheduling new members for roles they may have difficulty with. Always double-check this one.
- Scheduling more experienced members too often. It's easy to rely on experienced members to fill the roles and not give enough time to those who need the experience.

Finally, take the time to update the schedule when it changes. Yes, this can be time consuming, but members also find it frustrating to see their names on the schedule after they told you four weeks ago that they're going to be on vacation. It's hard enough for the TMOD to deal with last-minute changes for a meeting; don't add more changes by not keeping the schedule current.

You'll find that staying on top of the schedule can be very rewarding – especially when you see members earn their CTMs and ATMs because you helped them. It takes some time and organization – and a lot of patience – but everyone in your club will benefit from your efforts. **T**

Linda Adams, CTM. is a member of G.U.T.S. Club 5986-27 in Annandale, Virginia.

Stretched out, stressed out and
missing in action from meetings?

Restoring BALANCE to Your Life

I got home late from work. Johnny needs help with his homework. I really should start on that quarterly report tonight. I've got to get dinner on the table. The laundry basket is overflowing. The lawn needs mowing. I didn't have time to prepare my speech. I'm just too tired!

Ring a bell? Any of these excuses for missing a club meeting sound familiar? Feeling a little guilty? You're probably not alone! Toastmasters are busy people. You're juggling work, family, community service and maybe even school as well, no doubt thinking to yourself, "If only I had a few more hours in the day!" We all have the same 24 hours, and whether or not we feel gridlocked may boil down to the choices we make about how to use those hours.

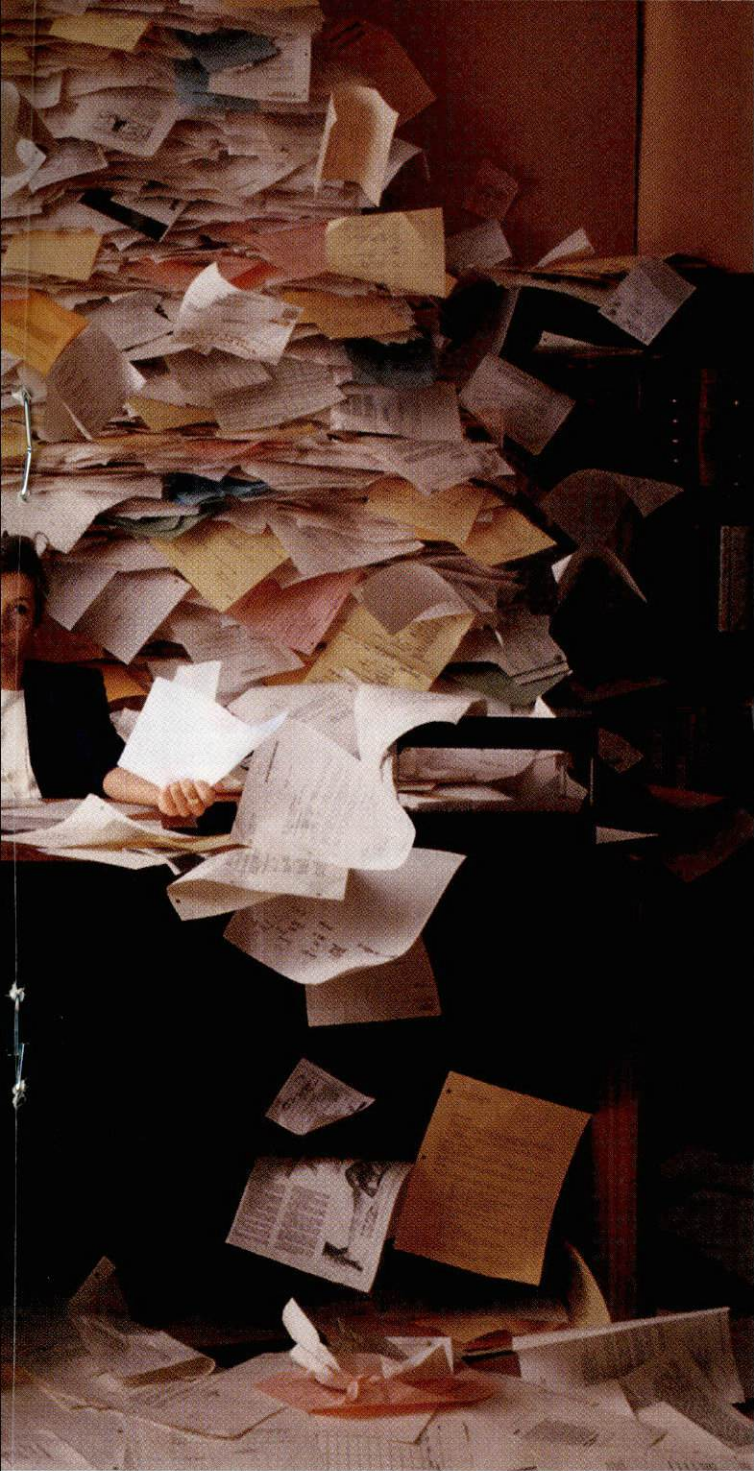
At the Mad Hatter's Tea Party in *Alice's Adventures in Wonderland*, the subject of time comes up. Alice confesses that the only thing she knows about time is that she has to beat it when she learns music, to which the Hatter smugly replies: "Ah! That accounts for it...He



won't stand beating. Now, if you only kept on good terms with him, he'd do almost anything you like with the clock." If you aren't on good terms with time, if you want to do more things with your clock and decrease your level of stress, then consider taking these steps:

1 Rethink your priorities. In *The Seven Habits of Highly Effective People*, personal development guru Stephen R. Covey observes: "As individuals, groups and businesses, we're so often busy cutting through the undergrowth we don't even realize we're in the wrong jungle... We are more in need of a vision or destination and a com-

BY DEBORAH W. FLORE



pass (a set of principles or directions) and less in need of a road map." Are you in the right jungle? Are your time, energy and resources being directed toward the things in your life that matter most? Toward those activities that will help you achieve your goals? If not, it's time to reconsider your priorities or, as Covey suggests, to get in touch again with your vision and desired destination.

Begin by imagining yourself on a magic carpet flying above your life five years from now. You look down, and you really like what you see! Now, write down where you are, what you're doing and how it feels. Finally, bring yourself back to the present and decide which

paths or activities need to be abandoned because they're dead-ends and which ones may offer the most direct route to your destination. Post your goals on your mirror, in your desk drawer, on your dashboard or in your daily planner to keep yourself on course.

2 **Avoid procrastination and just get started!** Often, the greatest stress we experience comes not from a lack of discretionary time but the amount of time we spend avoiding something we really don't want to do, especially those things we regard as boring, difficult or intimidating. "Stress comes from not completing tasks," says Dr. Michael Crabtree, professor of psychology at Washington & Jefferson College in Washington, Pennsylvania. Using housework as an example, he explains: "As soon as you start doing housework, you lose that sense of dread that you are not doing the things you need to do. When you're done with the housework, you feel a sense of accomplishment."

The same can be said of tasks that need to be completed at work, homework that needs to be done – or your next Toastmasters speech! If the task seems overwhelming, break it down into smaller subtasks. For example, speech preparation can be divided into the following six steps: 1) choosing a topic; 2) researching the topic; 3) selecting the best quotes or most relevant information from your research; 4) drafting a speech outline; 5) preparing note cards; and 6) rehearsing. As you check off each step along the way, your sense of accomplishment and confidence will grow.

3 **Devote your time to activities that maximize positive stress and success.** If we didn't experience at least a little stress in our lives, we wouldn't have a reason to get out of bed each day. Stress is a necessary component of motivation, but what matters is whether we experience good stress or bad stress. How do you know the difference? Well, can you think of a time when you faced a difficult task but still felt sharply focused, energized, motivated and challenged? If so, then you – like athletes and other top performers – know what positive stress or "eustress" feels like. According to Kristine Brewer, author of *The Stress Management Handbook*, "Positive stress can help us concentrate and focus. Our physical stress response helps us to meet challenging (or threatening) situations."

The flip side of the coin is bad stress. This kind of stress makes you feel tense, anxious, angry or frustrated; it zaps your energy, contributes to health problems and, if it becomes chronic, often leads to depression. People respond differently to stress, and Brewer contends our response depends largely on how we perceive ourselves and our circumstances. If we feel competent and confident about our ability to handle a challenging situation, it may be less stressful and even energizing. Accordingly,

ILLUSTRATION BY CORBIS

opportunities to learn new skills or hone our existing talents can be real stress-busters, and Toastmasters clubs are designed to serve just that purpose by helping members build leadership and communication skills necessary for success in today's business, service and civic sectors.

4 Eliminate "time-eaters." Most of us complain about not having enough hours in the day, but on closer inspection, we might be surprised to learn how much time you simply waste or fritter away. In *Time for Success* Alec MacKenzie identifies a number of time-eaters, among them telephone interruptions, personal disorganization, ineffective delegation and attempting too much. Answer these questions honestly to determine your own personal time-eaters. Then resolve to eliminate them!

- Have you become a slave to your telephone, pager, hand-held computer or e-mail? Many of us willingly place ourselves at the mercy of our electronic devices because we feel we have to answer every page, phone call or e-mail message immediately. Unless you are expecting an important message regarding a time-sensitive issue or a potential emergency, set aside two or three blocks of time each day just for the purpose of checking your messages and returning calls or responding to e-mails. You'll accomplish a lot more if you minimize distractions and interruptions as you try to complete other tasks.
- Do you faithfully maintain a calendar and a daily or weekly task list? It's impossible to keep all the details and deadlines of our work and personal lives in our heads, so be sure to maintain a consistent calendar system. Effective organizers engage in both short- and long-range planning: long-range planning so that tasks don't sneak up on them, and short-range planning for day-to-day appointments and responsibilities. Without a calendar, you're more likely to forget

things and to live your life in a constant state of crisis management.

- You may complain about your workload, but do you find it difficult to delegate? Frequently, we feel overwhelmed because we're simply unable to let go of tasks, or we're afraid to ask co-workers, subordinates or family members to help us out. At the heart of the failure to delegate is the belief (usually erroneous) that someone else won't do as good a job or the fear that we'll somehow look lazy or incompetent if we hand a task off to someone else. Remember, appropriate delegating isn't "dumping" and it's not avoidance. It's an equal sharing of responsibility that assures that the job gets done, that frees up time for everyone and that allows others to grow and contribute.
- Do you suffer from a terminal sense of obligation and the inability to say "No"? If so, you aren't doing yourself or others any favors. You may find yourself torn between obligations and loyalties, and you may feel guilty because you can't complete a project in a timely fashion or with the level of quality you would like to have associated with your work. If you can't follow through, the organizations or individuals you made a commitment to may feel that you've let them down or that you just weren't "up to the task." Either way, you lose!

If, like Alice, you haven't been on very good terms with Time, maybe you need to stop beating it and learn to let it be your friend and ally. Within its daily gift of 24 hours, there is, as Don Quixote observes, "a time for some things, and a time for all things; a time for great things, and a time for small things." A time for work, a time for play and, yes, a time for your Toastmasters club, too! **T**

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**World
Headquarters
now has**

Voicemail

(949) 858-2865



This new number directs callers to an "automated attendant," with a list of options – including a department directory and a dial-by-name directory. (Or if you know your party's extension, you can dial it and contact the person directly.)

**The voicemail system is available
24 hours a day, 7 days a week.**

The original number, (949) 858-TALK (8255), is still functional and answered by the a receptionist during normal business hours, Monday-Friday, 8 a.m. through 5 p.m. PST.

During off hours, the voicemail system will forward calls to the "automated attendant." Callers then have the option to leave a message for a specific individual or department, or they can leave a message in a general voice mailbox that will be forwarded to the appropriate person the following business day.

By Nelson Quintero, ATM-G



Use the TEECO evaluation tool!

Want to Have Better Meetings?

“THE KEY TO SUCCESS IN ALL CLUBS AND ORGANIZATIONS IS TO have good, interesting meetings.” What makes a meeting good and interesting? This was the question our club faced when we decided to improve the quality of our meetings in order to retain and increase our membership.

After much deliberation, we summed up our findings: A good meeting is one that meets its members' expectations and needs. At first we thought expectations and needs would vary. But we soon identified five components that are common in all good meetings.

These five components give us the acronym TEECO:

Timely – Meetings should start and end on time. Most members have busy schedules, and their commitments to Toastmasters have time limits. Starting on time is critical because it lets members know the club is serious about its goal of having good meetings.

Educational – Although there are many different reasons for joining a club, a common one is the desire to improve one's speaking skills. To encourage learning, good clubs must provide the proper supportive environment. Emphasis on evaluations that inspire members to constantly improve their speaking abilities is a must. Good clubs also must ensure that members are working toward specific goals, such as CTM, ATM and beyond. Having a well-prepared agenda, following procedures and having experienced club members give speeches also provide the kind of educational background that members want.

Enjoyable – Membership in Toastmasters is only one of many activities available to potential members. Since club membership is voluntary and requires a time and money investment, it's understandable that members expect to enjoy meetings.

Challenging – Many Toastmasters expect and want challenge. We must constantly review each club member's progress and provide a stimulating educational program. Simply relying on contests may not provide all the growth opportunities that members seek.

Organized – Many of us attend disorganized meetings at work because we have to. However, we attend Toastmasters meetings because we want to, and we expect them to be organized. Good organization displays professionalism and is useful not only in retaining members, but also as a great way to encourage visitors to join.

Once we determined the five components our members want in meetings, we decided to evaluate how well our club met these expectations. We now rate our meetings using the TEECO tool.

Our evaluations using TEECO gives each of the five components a rating from 1 to 10. We then average the totals of the individual components and give the meeting an overall rating. Besides rating each meeting, we emphasize our best component and provide suggestions for improving the weakest.

Since we have been using the TEECO evaluation tool, we have seen constant improvement in the quality of our meetings. Our meeting average is now consistently about 1.5 points higher (in the 8.5 range) than in the pre-TEECO period, and members' satisfaction is evident after each meeting.

So if your club wants to retain or increase its membership, start using the TEECO evaluation process. Remember the key to success is to have good and interesting meetings!

T

Nelson Quintero, ATM-G, is a writer living in Cypress, Texas.

Weary of research? 10 great websites for speakers.

By William Hennefrund

Panning for Gold on the Internet



For many speakers, the most time consuming part of preparing a presentation is the research. Finding the perfect quote, unearthing the memorable anecdote, or digging for impressive statistics can take hours. But relief is not only on the way – it's already here, thanks to the Internet.

With the click of a mouse, today's speakers can tap into an extraordinary trove of information, saving hours of hunting through directories, newspapers or reference works. In fact, the major challenge in panning for research gold on the web is finding and selecting sites that will yield the information you need in the shortest time. There are, literally, hundreds of sites that yield information for a speaker, so the challenge is to be selective. I've found 10 sites to be particularly useful:

1 The Polling Report (www.pollingreport.com). This is the place to go when you want to support any claims you make in your speech. Need to know what Americans think of public schools? Do most people now favor capital punishment? The Polling Report has the answers.

Here's a sample: How do people feel about the direction our nation is taking? The *NBC News-Wall Street Journal* poll of April '01 tells us that 47 percent of Americans feel the nation is headed in the right direction. Global warming? The *ABC News* poll of the same month shows 61 percent of those polled favor more steps to deal with the problem. The Polling Report gives the results from scores of U.S. polling firms on a wide variety of subjects including politics, news events, business, social issues, sports and entertainment.

2 The Yearbook of Experts, Authorities and Spokespersons (www.yearbooknews.com). This site is particularly useful for journalists, but speakers would also find the yearbook a great place to locate authorities on particular subjects. With 14,000 topics listed, it's also a great place to get ideas. With this site, you'll never run short of expert opinions and advice. About 1,500 individuals, corporations, academics and public interest groups

contribute to the yearbook; it's easy to get in touch with them and get their ideas.

Suppose, for example, you need an expert's opinion on legislation to increase job opportunities for the blind. Scrolling through the yearbook, you encounter the American Foundation for the Blind. The name of the person to contact is listed, and you can click and send an e-mail query on the spot.

3 Biography (www.biography.com). If you're planning to deal with personalities in your speech, this is the site to reach. Here you'll find biographies of some 25,000 personalities. It's heavy on entertainment people. The site also lists the week's Top 10 biographies. (A recent Top 10 list included George Harrison, Drew Barrymore and Sting.)

If you look up your subject, you'll get information on how long they lived, their major achievements and basic biography.

4 History Channel (www.historychannel.com). If you want a historical highlight, just enter your search for any topic, any time. You also can have access to speech archives; if you're looking for inspiration, this may be the place to go.

Enter your search for any topic, any time, and a historical highlight appears. The site also features a This Day page, with information on what happened on any given day on

Wall Street, in the automotive industry, or in World War II, for example.

You'll find a lot of information about individuals on the History Channel. Ask for "Harry S. Truman", for example, and you'll get a biography, a description of what's included in the Truman Library, and summaries of Truman's major speeches.

5 **The New York Times** (www.nytimes.com). Many newspapers have Web sites, but the *New York Times* is still America's prime newspaper. Much of the information is free of charge. To get full-text articles from the entire paper, though, you'll need to become a subscriber for \$35. A free 30-day trial is available.

An interesting feature of the *New York Times* site is "Ask a reporter." You can ask a question, and in due time a *Times* reporter specializing in that area will get back to you with an answer. Just in case you're about to ask a question that has already been answered, the *Times* lists old Q & As.

I recently needed to hunt up some recent Supreme Court decisions. Up popped a biography of Linda Greenhouse, the paper's expert on Supreme Court activities, along with summaries of her recent articles.

6 **Encyclopedia Britannica** (www.britannica.com). This site gives you access to the full contents of the encyclopedia. Until recently, there was no charge for access to the entire encyclopedia. It now costs \$5 a month or \$50 a year for access to the full text. If you enjoy browsing, numerous categories will keep you occupied.

The *Britannica* also poses some current questions that may prompt you to consider including some offbeat information in your talk. A typical question recently: Is our ethical relationship to animals based on bad science? The article goes on to point out some new discoveries about animals: that chimps, for example, make and use tools, and that elephants communicate with ultra sounds.

7 **Humor** (www.humournet.com). Need to lighten up your talk with a joke about traveling with kids? Or military research? Or in-flight service? This site introduces you to thousands of anecdotes, jokes and one-liners – enough, arguably, to turn you into a durable standup comedian. It also has links to many other sources of humor.

8 **The Executive Speaker Newsletter** (www.executive-speaker.com/spk_m.html). The Executive Speaker Company publishes the newsletter, and it's a goldmine of inspirational tidbits to spice up a talk. Here you'll find effective speech openings, closings, point makers and quotations.

Let's say you want to make the point that success depends on hard work, not inside information or special techniques. In the newsletter you'll find that someone in

the audience once asked James Lofton, wide receiver for the Buffalo Bills, what "tricks" he used to achieve success. Lofton replied: "One trick is to work harder than the other guy. The second trick, always hustle. Third trick, study and know what you're doing. Fourth trick, always be prepared. Fifth, never give up. Those are my tricks."

9 **The Internet Public Library** (www.ipl.org). This is a great site for basic research. The reference section sends the user to appropriate sites for information on a wide range of areas, but it's particularly useful for information on business and finance. The online text contains more than 16,000 titles that can be browsed by author, title or Dewey decimal classification. A popular feature is an experimental "ask a question" desk. The Internet Public Library is an ambitious project of the University of Michigan.

10 **FedWorld Information Network** (www.fedworld.gov). If the U.S. federal government has issued a report or kept a statistic on your chosen topic, you can find it through this site. More than 480,000 reports, in 375 subject areas, from 200 U.S. government agencies, are on file. You'll get summaries of the reports on your computer screen, and you'll get instructions on how to get the full report by mail.

Aside from research, several sites offer tips on giving presentations, and it's definitely worthwhile looking into them:

Public-speaking.org offers a collection of articles on public speaking and presentation skills. Typical speaking subjects are "On Stage Tips," "Ten You's for Every 'I'" and other articles on "personal appearance," "practice" and "room set-up."

Powerpointers.com features such tips as "Designing an Influential Presentation," "Giving Impromptu Speeches" and "20 Ways to Make Yourself More Memorable."

Presentersuniversity.com is a project of InFocus Corp. of San Diego, California, and offers courses, tutorials and a newsletter covering multimedia presentations.

Abacon.com/pubspeak is managed by Allyn & Bacon, publisher of reference books and textbooks on public speaking. The site offers tips and exercises for speech presentations, some designed to be used in connection with the company's texts and workbooks. A section also includes useful research tips.

Toastmasters – and potential members – also should try www.toastmasters.org/index.html. Here's where you can get lists of clubs and their locations, directions on how to join, and other useful information. There's even a short feature on public speaking tips. Start with a reading of the tips, embellish with some facts you can obtain from the web, and you may have a "winning" speech at your fingertips. **T**

William Hennefrund is a corporate speechwriter based in Woodbury, Connecticut.



MANNER OF SPEAKING

By Dennis Kessinger

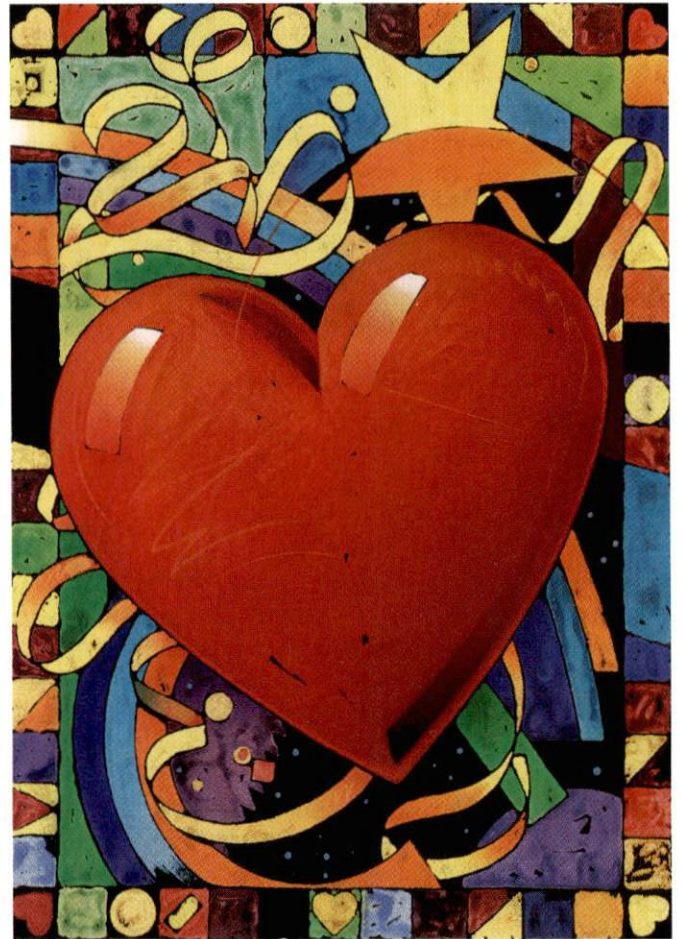
Become a verbal philanthropist.

Giving Voice to Your Heart

When it comes to philanthropy, we generally think of wealthy patrons who endow charitable groups with huge amounts of money. We read of a new hospital wing or performing arts center and are impressed with the giver's generosity. Although we don't often think of it, we ourselves engage in philanthropy when we write a check for a cause that touches us or when we buy a candy bar that we really don't need from a timid child raising money for a youth group.

But charity doesn't always have to involve money. A currency of incalculable wealth that never runs out of value – heartfelt words – is always at our disposal. Whether blazing with impassioned zeal or softly caressing with a compassionate tone, words can heal and soothe or ignite dynamic action and forge a lasting bond between speaker and audience. Consider yourself a verbal philanthropist whose soul-stirring gifts come from the deepest part of your self. Perhaps the most accurate definition of philanthropy is this: giving voice to your heart.

Dominique Lapiere in his classic book *The City of Joy*, describes the numbing poverty of Calcutta, India, and the constant struggle to push back death at least a few more hours. Tales of horrific suffering and casual brutality are exquisitely balanced by loving acts and words of such persuasive power that healing occurs and hope is restored. Lapiere tells of two unassuming women who had no money, no prestigious rank, and nothing that modern-venture philanthropists would consider worthy. They had only words, time and thoughtful attention. One of the women was well known – Mother Teresa; the other was a wise, elderly Hindu woman named Estrid



Dane who would also hold a sick or dying bundle of humanity and softly whisper words of caring.

When these givers of the heart spoke to reporters or gave presentations, they did not strive for grammatical perfection, nor consciously plan which gestures or anecdotes would sway their audience; they simply gave voice to their feelings. Their speeches were not maudlin – with the cold and calculated intent to exploit the suffering – but rather were honest glimpses into the heart of giving. Their sincere eloquence would lift the audience beyond the boundaries of the room and convince them – even if just for a moment – that they, too, could serve and love without condition.

Certainly, these two women learned the basic structures that supported their mission. They had practiced the

technical skills of their work – Mother Teresa teaching in a private school and Estrid Dane working in a medical clinic. Mother Teresa’s and Estrid Dane’s transition to pure generosity was a logical evolution of their service ethic.

In a similar way, one’s journey as a Toastmaster begins with an Icebreaker speech, a timed presentation using gestures and persuasive language. A dedicated Toastmaster can then advance to giving technically perfect speeches and reaching an even higher level – becoming a verbal philanthropist, expressing to audiences matters of the heart that are important to him or her.

I once heard a young financial planner speak to an audience, using the jargon of his profession to discuss in deadening detail “basis points” and the distinctions between small-cap and mid-cap investments. The audience’s glazed looks made it clear that we were mentally far, far away. However, he then told us about a recently widowed client. What followed was a marvelous story of a caring friendship – more than just a business plan – between two people. The words described trembling and blue-veined hands serving tea in a chipped cup and the reality of a man – two generations younger – desiring nothing more than to serve this elder giver of wisdom.

The audience was now thoroughly engaged in the compelling speech and enjoying the imagery because the speaker had connected on a common level: heart-to-heart. We also learned a great deal about financial planning, which was the speaker’s original intent!

What truly matters to you? If gardening moves you, go ahead and speak of soil amendments – but also of the glorious dew-sprinkled daffodils brightening your daughter’s room. Likewise, if you are a civil engineer, describe roadbed

overlays, but include the story of helping a newlywed couple change a flat tire on a sultry summer day. If you’re a homemaker, tell of stacks of dishes and mounds of laundry, but also of your child’s joy at finding cookies on the kitchen counter after school and your spouse’s appreciation for dinner. Connections to love are everywhere; we merely have to look and then share the story.

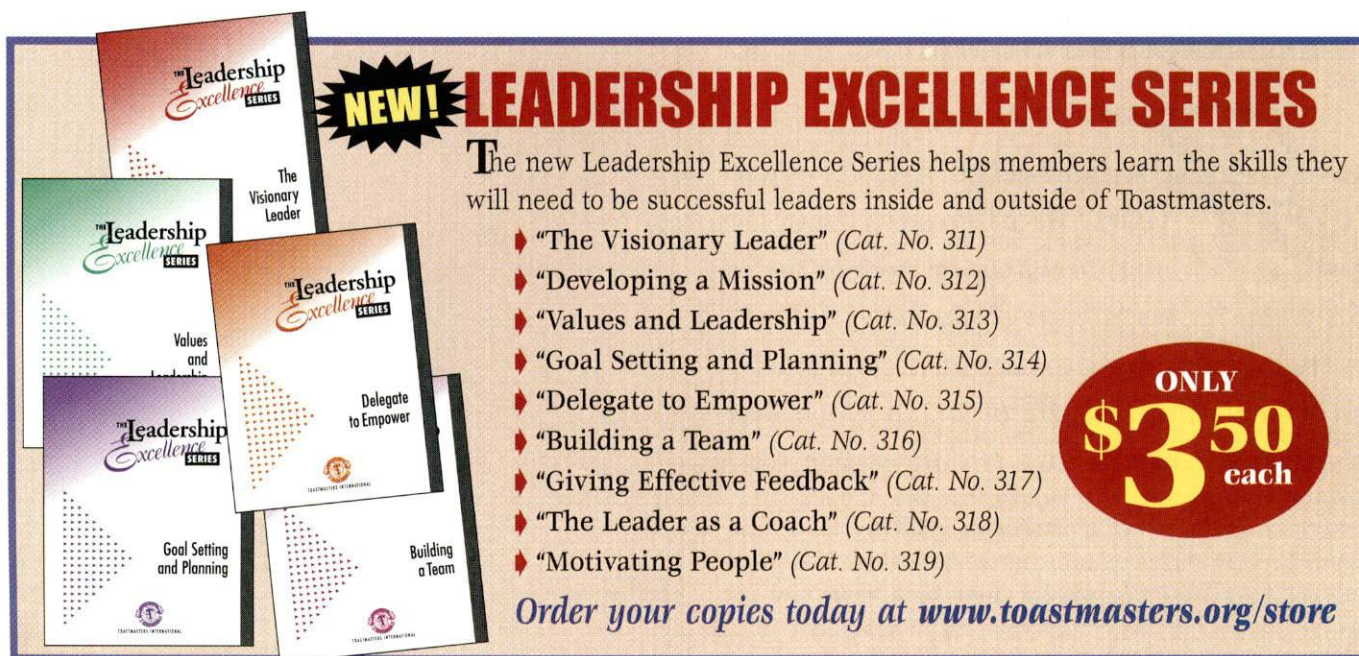
Just remember this philanthropic connection can’t be forced or artificially created. Rather than inventing elaborate and structured strategies (timing, introductory thought, logical support, dynamic conclusion and call-for-action) for our presentations, all we really need to do is realize that the connection to our audience is already there when we speak from the heart.

The great Sufi poet Rumi observed that we often create unneeded boundaries when we try too hard to connect to another. With loving clarity he wrote, “Why struggle to open a door between us when the whole wall is an illusion?”

Most of us have heard technically perfect speeches that were forgotten in minutes. We have also heard grammatically awful talks that moved us deeply and are remembered in detail years later.

Imagine the impact your presentations will have when you combine the technical skills of your Toastmasters training with the passion of your convictions. Become a verbal philanthropist and share the voice of your heartfelt gift. Giving a speech will never be a struggle again. **1**

Dennis Kessinger, a writer and poet, attributes much of his success in living a life of love and compassion to the skills and wisdom he learned in Toastmasters meetings.



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Forgiveness Sets You Free

Ten guidelines for ending resentment.

*A*s poet Edwin Markham approached his retirement years, he discovered that the man to whom he had entrusted his financial portfolio had squandered all the money. Markham's dream of a comfortable retirement vanished. He began to brood over the injustice and the loss. His anger deepened.

Over time, Markham's bitterness grew by leaps and bounds. One day while sitting at his table, Markham found himself drawing circles as he tried to soothe the

turmoil he felt within. Finally, he concluded: "I must forgive him, and I will forgive him." Looking again at the circles he had drawn on the paper before him, Markham wrote these lines:

"He drew a circle to shut me out, Heretic, rebel, a thing to flout; But love and I had the wit to win. We drew a circle to take him in."

Although Markham wrote hundreds of poems contained in many book volumes, the words he wrote while forgiving are his most popular and memorable. As he forgave, a tremendous act of creativity was released within

BY VICTOR PARACHIN ■ PHOTOGRAPHS BY DYNAMIC GRAPHICS

Markham. The poets and mystics among us have long known and declared that the act of forgiveness releases great healing power. Author and minister Charles Filmore recommended forgiveness as the most effective way of restoring inner harmony and balance: "There is a mental treatment guaranteed to cure every ill that flesh is heir to: Sit for half an hour every night and forgive everyone against whom you have any ill will or antipathy," he wrote.

While forgiveness has always been an important concept in religion and ethics, only recently have psychologists begun to discover its powers as a psychotherapeutic tool. In three separate studies, people who had not resolved the wrongs done to them – college students, elderly women and incest survivors – all improved when therapists helped them learn to forgive. Although an increasing number of counselors recommend that we forgive those who have hurt us, many people find forgiveness difficult to offer. Here are ten guidelines to help extend forgiveness and ease resentment:

1 Educate yourself about forgiveness. "Forgive" according to *Webster's New World Dictionary*, means: "to give up resentment against or the desire to pun-

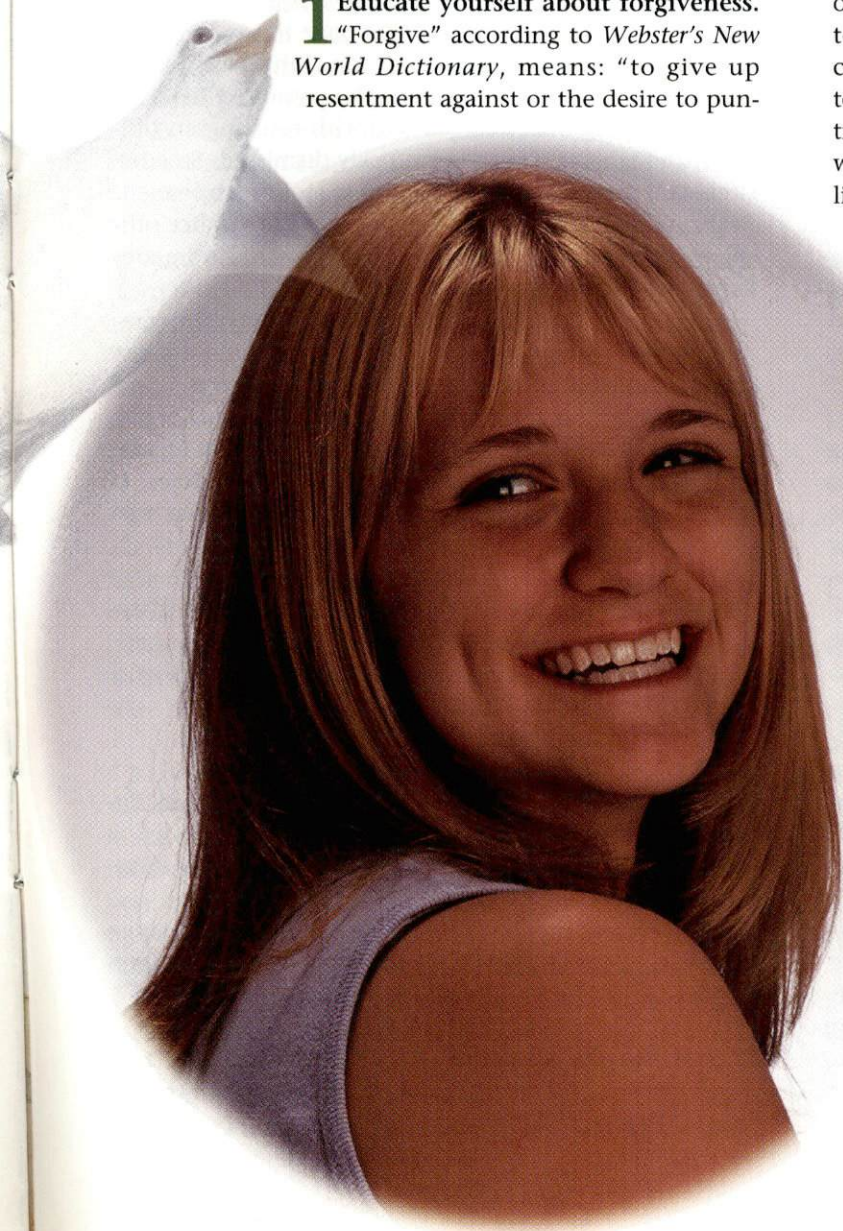
ish; pardon; to overlook an offense; to cancel a debt." Thus, the goal of forgiveness is to let go of a hurt and move ahead with life. Visit a library and research some books or magazine articles on forgiveness so that you understand the difference between healthy and unhealthy forgiveness. For example, Robert Enright, Ph.D., an educational psychologist at the University of Wisconsin, Madison, stresses that true forgiveness is *not*:

- **Forgetting.** If the hurt wounded you enough to require forgiveness, you may always have a memory of it.
- **Excusing or condoning.** The wrong should not be denied, minimized or justified.
- **Reconciling.** You can forgive the offender and still choose not to re-establish the relationship.
- **Weakness.** You do not become a doormat or oblivious to cruelty.

2 Spend a few minutes each day cleaning out your thinking. At a local florist shop I once watched the owner remove tiny bugs from a potted plant. Using a cotton swab he meticulously plucked off one small tenaciously clinging offender after another. Although that tedious process took him several hours of silent concentration and steady work, he was able to rid the plant of what would ultimately stunt its growth and ruin its loveliness. There is a lesson from that florist that applies to daily living: The only way to keep ourselves free from the infestation of troublesome thoughts is to spend a few minutes each day cleaning out our thinking. Has someone hurt you by her comments? Were you publicly insulted by someone? Did a friend fail to come through for you? Pluck off each offending layer of thought and dispose of it just as the florist disposed of the tiny insects destroying his lovely plant. Doing so ensures that a vague irritation does not transform itself into deep resentment and intense hatred.

3 Practice on small hurts. To become a generous forgiver of major pains, practice forgiveness on small hurts. Forgive immediately the small slights inflicted by strangers – a rude clerk, a driver who cuts you off, a doctor who keeps you waiting. Use those events as practice to prepare you for the tougher task of forgiving major offenses.

4 Challenge the 'shoulds' in your thinking. Forgiveness is much easier when you give up the irrational belief, which fuels your frustration, anger and hostility – the expectation that other people will always act in the way you want. Beware of the "shoulds" in your thinking and speaking:



- He shouldn't have done this to me.
- She shouldn't act this way.
- My daughter should have known better.
- My son should be more attentive to me.
- I worked hard, so I should have been rewarded.

Whenever you find the word *should* in your mind and talk, challenge yourself. Tell yourself it is unrealistic to expect people to always act decently and respectfully toward you. Remind yourself that everyone is fallible.

5 Understand that resentment has a high price tag. "Holding a grudge takes mental, emotional and physical energy. It makes you obsessive, angry and depressed," observes Barry Lubetkin, Ph.D., a psychologist and director of the Institute for Behavior Therapy in New York City. "There's a strong connection between anger and a wide spectrum of health miseries – chronic stomach upset, heart problems and skin conditions among them. Without question, the more anger we experience within, the more stress we're under," he adds. Whenever a hostile or hateful thought enters your mind, try to be fully aware of the harm that resentment can do to you, even making you ill. Let that knowledge further motivate you to forgive and let go.

6 Remember: Lack of forgiveness is giving others power over you. Withholding forgiveness and nursing resentment simply allows another person to have control over your well-being. It is always a mistake to allow such negative emotions to influence your living. Forgive and you will be able to direct your life with positive thoughts and actions. An excellent example of someone who did this is educator Booker T. Washington (1856-1915). Born into abject poverty to emancipated slaves, he had to work from age nine to help support his family. Instead of becoming bitter about his hardship and viewing himself as a victim, Washington worked hard to improve his situation. He first became a school janitor to obtain his education. Then he went on to teach at Hampton Institute, one of the first African-American colleges in the United States. Later he organized and became president of Tuskegee Institute in Alabama. "I shall allow no man to belittle my soul by making me hate him," was Washington's lifelong motto.

7 Recognize the ripple effect of harboring a grudge. The inability to forgive can create a ripple effect, which negatively affects your family and friends. In a letter to popular American advice columnist Dear Abby, a woman wrote: "I have something to say to the millions of families whose lives are affected by divorce. An unforgiving and bitter person who has not let go of animosities can poison an entire family and ruin the holidays for everyone. I know. I was that person." The writer, who signed herself as "Free in Vermont," explained that she was able to forgive her former husband and his new wife only after she noticed how her children suffered as a result of her anger. "One day

after a particularly harsh outburst, I understood the pained reaction on my children's faces. I prayed for the strength to change my ways so I could stop hurting those I love most in the world." Although it was difficult for "Free in Vermont" to extend forgiveness, she did so and says: "I have peace in my heart and my children are happy. They are free to enjoy both homes." Forgiveness is a priceless gift that you can give to yourself and your family.

8 Bury the grudge – literally. Write a letter to the person who hurt you – but don't mail it. Express fully, clearly, honestly how you feel and why that person's act and made you angry. Conclude with the bold declaration that you have forgiven him or her. Then, bury the letter in a potted plant or somewhere in your yard. This is a powerful symbolic exercise, one which many people have found to be extremely therapeutic.

9 Try instant forgiveness. Lewis Smedes, a professor of ethics at Fuller Theological Seminary in Pasadena, California, and author of *Forgive and Forget: Healing The Hurts We Don't Deserve*, tells of his rage toward a police officer that brutalized his young son, John. The officer was a large 250-pound lawman who assaulted his 140-pound son and then charged him with resisting an officer. Although the charge was quickly dismissed, Smedes' rage and hostility were not so quickly appeased. Realizing that his intense feelings toward the police officer were creating a personal emotional crisis, Smedes knew he had to find a way of forgiving.

"I tried a technique that everything in my temperament resisted," he writes. "I thought about how a priest gives instant absolution to a penitent parishoner, right off the bat, in the confessional booth. And I decided to give this cop absolution. 'In the name of God I hereby forgive you – go in peace' I said out loud, at least six times. It worked enough to get me going. I felt myself pried a couple of inches off my hate. And, I was on my way."

10 Recall repeatedly this one vital fact: Forgiveness is a gift you give yourself. A former inmate of a Nazi concentration camp was visiting a friend who shared the ordeal with him.

"Have you forgiven the Nazis?" he asked his friend.

"Yes."

"Well I haven't. I'm still consumed with hatred for them," the other man declared.

"In that case," said his friend gently, "they still have you in prison."

That story points out this reality: Ultimately, forgiveness is a gift you give yourself. Bitterness and anger imprison you emotionally. Forgiveness sets you free. **1**

Victor M. Parachin is a minister, freelance writer and frequent contributor to this magazine. He lives with his family in Tulsa, Oklahoma.



By Fran Capo

Want to Be Funny?

MY 20-YEAR CAREER AS A STAND-UP COMEDIAN HAS TAUGHT me how to succeed with any kind of audience. When I moved into professional speaking, I quickly discovered the great advantage professional speaking has over comedy.

In speaking you don't have to be funny! But if you are, you're considered a sensation. Knowledge and humor is a powerful mixture, and in speaking it's a win-win situation.

Unlike a comedian, a speaker can bomb with little risk. But a comedian who bombs risks never getting booked again. If your humor fails as a professional speaker, simply continue with the presentation.

No one, however, likes to "hear" a round of silence after an attempt at humor. Here are some proven methods to give your humor the best chance to produce laughs.

1 Find your comic persona. Realize that you don't have to be a comedian to be funny and that anyone can tell a joke. Determine what type of humor you are most comfortable with. Some speakers are better at one-liners, some at observational humor, and others at storytelling. Proper timing is essential. The closer you stick to your natural timing, the more success you will have.

2 Know your audience! Are your listeners blue- or white-collar? Liberal or conservative? What do they have in common? Are there regional sensibilities? The nature of the audience should determine your type of humor. A colleague of mine jokingly yelled out "Last call at the bar!" only to discover that most of his audience were recovering alcoholics.

3 Localize and personalize your materials. Audiences love to be included. Tailor your humorous anecdote. Make it seem as if the event just happened. Listeners will think you are incredibly talented. Mark Twain said, "The best improvisation is rehearsed for 48 hours." It is better to say "On my way here from Newark Airport" than "A month ago when I was in Dallas." Personalize humor from a joke book or speakers' file. The audience wants to relate to you, and you want to relate to them.

4 Be prepared with a few "What IF" lines. If the mike malfunctions, if the lights go out, if a fire alarm sounds,

if, if, if. Have a stockpile of jokes that you can use in these situations.

5 There are many ways to speak funny. Make enlargements of relevant funny cartoons. Use props. Have silly pledges or awards. You are limited only by your imagination.

6 Humor is important because it keeps your audience interested. Your job is to impart information. Humor keeps an audience tuned to your message. The more attentive listeners are, the more they will retain.

7 Space out the humor. The beginning, middle and end of a speech are the strategic places for a joke. Start with a laugh to warm up the audience. Throw some humor in the middle to keep them interested. And end with a laugh to leave them with a nice, warm feeling.

8 Practice telling jokes to unsuspecting friends. As with your speech, practice your jokes and delivery. Don't tell someone you are going to tell a joke. Just work it into a conversation and watch the person's reaction. If he or she laughs, you know you have a winner and that you've mastered the joke.

9 Do not telegraph the end of the joke. Keep the audience in suspense and surprise them. If listeners feel they know the punch line, a joke becomes a letdown.

10 Be yourself and have a good time. If the audience sees you enjoying yourself on stage, your enthusiasm will be contagious. If you are having a good time, then your audience will too.

Follow these simple steps, and always leave them laughing! **1**

Fran Capo is a stand-up comic, author, lecturer and voiceover artist. She is also the *Guinness Book of World Records'* Fastest-Talking Female. She can be contacted at FranCNY@aol.com.



The pioneer of speechwriters
was a sly scalawag named
Flavius Cassiodorus.

The Origin of Specious

Speechwriting is not a new profession. It seems novel only because we writers no longer practice discretion. Now, speechwriters verge on megalomania. "Peggy Noonan presents Ronald Reagan!" "Today, George W. Bush will be reciting the words of Mike Gerson!" We are the world's loudest ventriloquists. Yet, speechwriters have been quietly working for centuries. Did you really think that the Renaissance popes wrote their encyclicals? Our profession has a long and covert history, but I am about to divulge our origins.

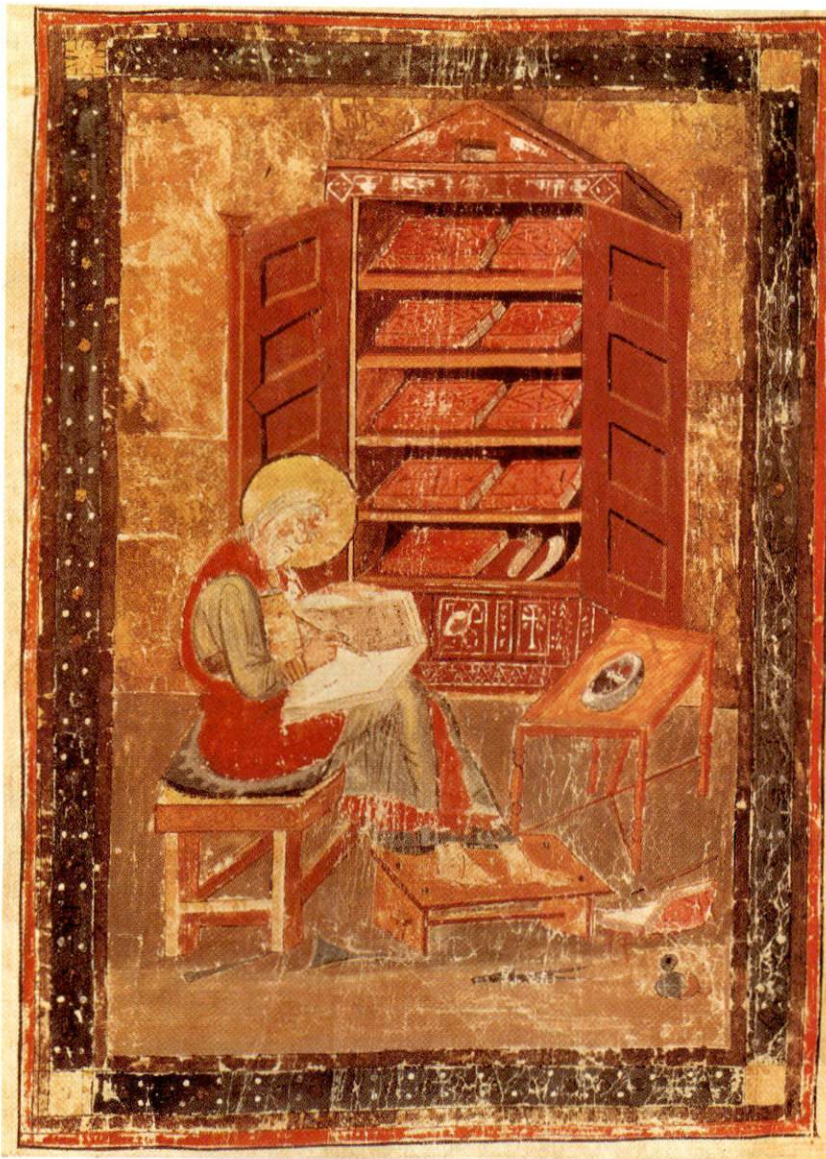
In ancient Greece, both rhetoric and politics evolved, and the art of one lent itself to the artifice of the other. To govern a volatile populace, statesmen found rhetoric to be cheaper than terror and easier than competence. When Pericles had to address a grieving Athens about its casualties in the Peloponnesian War, he preferred to speak of patriotism rather than the ineptitude of his generals. Such beguiling manipulation is implicit in the word "rhetoric;" it is Greek for "flowing art."

The Sophists now are remembered only as an epithet, but they were highly regarded and richly rewarded as teachers of speech. Every educated Greek was expected to master the correct manner and effective ploys for public speaking. Plato lamented that the study of rhetoric emphasized persuasion rather than truth. The Sophists retorted that truth is but fickle perception, and its plausibility depends upon the craft of persuasion. Aristotle continued the debate, expounding that rhetoric required standards for logic and sincerity. The pedantic philosopher had rules for everything, but his precepts of rhetoric do not mention originality. There was no need to do so, and the Sophists would have agreed. The pagan Greeks believed in many things, but not the existence of ghostwriters. A speaker always composed his own oration.

Rome conquered Greece and succumbed to it—in infatuated imitation and shameless plagiarism. Every patrician and ambitious plebeian mastered rhetoric. Of course, praising Caesar was always the safest topic for an oration. If Cicero had remembered that, it would have saved him a decapitation. The emperors encouraged the teaching of rhetoric, endowing schools with chairs in the gliberal art. Even as Rome's legions were increasingly unreliable, at least the Empire was assured of a steady supply of educated sycophants.

Yet, those florid hypocrites did have one scruple: they composed their own speeches. The Roman culture could abide most crimes and any depravity, but not ghostwriting. Of course, when the Empire fell, so did literary standards. Amidst the invasions and the chaos of the sixth century, rhetoric became a commodity. The pioneer of speechwriters was a sly scalawag named Flavius Cassiodorus. A Roman patrician, he survived the barbarians by serving them. The Ostrogoths had conquered Italy, but they had little idea how to govern it. They relied on Cassiodorus (c. A.D. 490-585) to translate German demands into Latin compliance. He was more than just a flunky and a traitor; he was a media consultant.

If hypocrisy is an art, then Cassiodorus was a prodigy. While still a teenager, his unctuous eloquence had earned him the position of orator at the Ostrogoth court. In his eulogy for an obscure kinsman of the king, Cassiodorus stole the attention from the corpse. With dazzling histrionics, he embellished the mundane and glorified the trivial. The Germanic nobles barely understood the Latin oration but they deferred to the more ostentatious culture. Theodoric (A.D. 454-526), the king of the barbarians, realized that the young orator could be of great use. The warlord hoped to reconcile the



This eighth-century portrait from the Codex Amiatinus depicts the scribe Ezra of Biblical fame, but many scholars consider this image to be a thinly-veiled portrait of the aged Cassiodorus.

Italians to their servitude, and Cassiodorus had the audacity to do it.

Yet Cassiodorus knew the limits of Italian tolerance. His countrymen usually were quite indifferent to their rulers. They had ignored a gruesome assortment of emperors: five centuries of thugs, lunatics and buffoons. But each of those tyrants had the redeeming virtue of being Roman. The Ostrogoths were unforgivably foreign. If those German warriors hoped to rule a passive Italy, they had to undergo instant assimilation. How does one imbue a thousand years of civilization into a horde of illiterate barbarians? Cassiodorus managed this miraculous metamorphosis by faking it.

As the royal secretary, Cassiodorus created a new personality for the king of the Ostrogoths. Theodoric was presented as a man of sublime refinement, more of a connoisseur than a conqueror. This cosmetic conversion

began in the year 507, when Theodoric suddenly became fluent in Latin. Read aloud by heralds throughout Italy, His majesty's edicts and proclamations now flaunted eloquence and erudition. A zoning ordinance would include a discourse on aquatic life or the etymology of sports terms. Consider this sampling of the new Theodoric, translated by the British historian Thomas Hodgkin. (My knowledge of Latin consists of four years of high-school French.)

"We delight to live after the laws of the Romans, whom we seek to defend with our arms; and we are as much interested in the maintenance of morality as we can possibly be in war...Let other kings desire the glory of battles won, of cities taken, of ruins made; our purpose is, God helping us, so to rule that our subjects should grieve that they did not earlier acquire the blessings of our domain."

"The wandering birds love their own nests; the beasts haste to their lodgings in the brake; the voluptuous fish, roaming the fields of ocean, returns to its own well-known cavern. How much more should Rome be loved by her children!"

Theodoric apparently was a philosopher king and a paragon of classical culture. In fact, the warlord could neither read nor write, but he was no fool. If this chicanery would placate the Italians, he was prepared to indulge the theatrics of Cassiodorus. The Italians may not have been completely gulled by the metamorphosis, but they politely accepted the gesture. Otherwise, history would have noted the massacre of an

audience and the execution of Cassiodorus. In fact, the Italians grew to appreciate the "assimilated" Theodoric. He actually was a very good ruler, possibly the best one that Italy had in the last sixteen centuries.

Cassiodorus served and survived four Ostrogoth monarchs, retiring a rich man and living to be 95. His ingratiating talents probably helped him in the next world as well. A patron of the arts and charity, he was an early investor in his cousin Benedict's franchise of monasteries. Yes, that Benedict. Cassiodorus always had friends in the highest places. His legacy is both our profession and our predicament. We speechwriters still work for barbarian kings who want to sound "classy."

T

Eugene Finerman is a speechwriter, humorist and lecturer on the topics of rhetoric, humor and history. He lives in Northbrook, Illinois.



TOPICAL TIPS

By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

We Stand Together

The terrorist events of last year proved how our lives can change in an instant. This year, let us encourage, learn from and lean on each other. Now more than ever, we need to have an attitude of sharing.

Here fellow Toastmasters share ideas that you and your club may find useful.

■ *Trial and error has helped me become an effective communicator. Three years ago, I joined Toastmasters to improve my skills. Today I am a public speaking facilitator who helps large groups of people strengthen their presentation abilities.*

How did I get to where I am now? I started by delivering informative, funny and entertaining talks before members of W.C.B. Toastmasters in Toronto, Canada. I experimented with the role of a serious speaker. Then I tried making my audience laugh. Was I to be serious or funny? Trial and error has led me to become comfortable with who I am. The kind of speech I am delivering no longer matters.

NICOLE ATTIAS • TORONTO, ONTARIO, CANADA

■ *I tried and tried to get our local community newspaper to publish articles about our Toastmasters club. The editor undoubtedly knew I was trying to use his columns as freebie advertising.*

At last I broke through the barrier. Naively, I sent him a story about a member's Table Topic: "The First Time I Kissed a Boy," along with a color photograph. The last sentence in my article was a quote by a senior member of our club, who is also a well-known businesswoman in our community and is easily accessible to anyone interested in contacting her. Her quote: "Speaking confidently is a great benefit at a job interview." Using the quote did the trick.

BRYAN SHAW, CTM • AUCKLAND, NEW ZEALAND

■ *Want a unique way to promote your corporate club? Put on a Speechcraft program! Experienced club members can conduct a project to help motivate the company's customer service representatives. On the final night, the Speechcraft leaders can present a panel discussion about the success of the project.*

Benefits: (1) A project for the management is completed. (2) Management takes notice of improvement in employees' speaking skills. (3) And the Toastmaster who moderates the discussion completes the Advanced Manual speech on leading a panel.

RAY WOLKEN, DTM • PORIRUA CITY, NEW ZEALAND.

■ *At a recent club meeting, our TopicsMaster asked us to pick a number. He then selected an advertisement from that page number in the telephone directory and asked us to present a mock commercial for the firm advertised. Another Topicsmaster used the numbers we picked to locate pages in a dictionary and chose a word on that page for us to discuss. Both activities were great fun.*

LORRAINE MYERS • SAN JOSE, CALIFORNIA

■ *When bad things happen, particularly when I receive bad customer service, I inwardly smile as I outwardly suffer. I say to myself, "Wow, this will make a great story for a speech." Sometimes I even tell people who cause my pain, "You know, I can't wait to describe what you did to me in my next speech."*

GEORGE TOROK, CTM • SAN JOSE, CALIFORNIA

■ *Use a personal computer to prepare visual aids on poster boards. Type the text in the largest and boldest font available. Don't include blank lines. Instead key in the text as a long run-on sentence. Use scissors to divide phrases. Print the pages on legal paper and cut out each phrase. Arrange the text on poster board and space evenly. Tape or glue the phrases in place. This procedure is especially helpful for people who have poor handwriting.*

CHARLES FAGG, CL • COLUMBIA, SOUTH CAROLINA

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: majcher@spacey.net



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.

Chanth Phongsa 2436-F, West Covina, California
 Andrija Vukmir 205-6, Red Wing, Minnesota
 Lois Sicking 2330-12, Ontario, California
 Floyd N. Adams 2579-14, Conyers, Georgia
 Carol Wolken 7804-14, Atlanta, Georgia
 Alston B. Voorhees 5664-22, Overland Park, Kansas
 Raymond W. Dukes Jr. 1049-25, Arlington, Texas
 Narayanan Doraswamy 9758-33, Las Vegas, Nevada
 Carol A. Raitz 4271-40, Lexington, Kentucky
 John H. Crawford 8739-40, Pickerington, Georgia
 Jeanette N. Waters 1875-44, Amarillo, Texas
 Nebra J. Peters 5440-44, Abilene, Texas
 John Konselman 4557-45, Raymond, New Hampshire
 William D. Tighe 9719-45, Lebanon, New Hampshire
 Dorothy Day Fogel 1066-47, Orlando, Florida
 Helen A. Joseph 1066-47, Orlando, Florida
 Sharlot Snyder 4454-47, Tallahassee, Florida
 Jack Balko 1783-50, Dallas, Texas
 Dana R. Dudley 7881-50, Tyler, Texas
 Omar Elliott 1888-51, Johor Bahru, Malaysia
 Datu Casey Leong 2574-51, Kota Kinabalu, Malaysia
 Leann Tang Foong Lean 5895-51, Kuala Lumpur, Malaysia
 Poh Kim Siong 7702-51, Singapore
 Yau Kong Siew 7564-51, Petaling Jaya, Malaysia
 Virginia M. Mullinax 6918-56, The Woodlands, Texas
 Ronnie Rodes 6918-56, The Woodlands, Texas
 Henry Duke 7455-56, Webster, Texas
 Kenneth Smith 2056-57, Concord, California
 Larry Sinn 2070-58, Greenville, South Carolina
 Colin Robert Perfect 6336-72, Wellington, New Zealand

Anniversaries

60 years

Amarillo 211-44, Amarillo Texas

55 years

Voice of the Lakes 435-6, Bloomington, Minnesota
 Towne Club 443 443-10, Canton, Ohio
 Asheville 436-37, Asheville, North Carolina
 Greensboro 439-37, Greensboro, North Carolina
 Assiniboine 419-64, Winnipeg, Canada

50 years

Town & Country 402-20, Alexandria, Minnesota
 Capitol 422-32, Olympia, Washington

Madison 173-35, Madison, Wisconsin
 Greater North Stockton 64-39, Stockton, California

45 years

Caesar Rodney 2297-18, Wilmington, Delaware
 Lewiston & Auburn 1741-45, Auburn, Maine
 St. Petersburg 2284-47, St. Petersburg, Florida
 Mason-Dixon 2186-48, Huntsville, Alabama
 Alfa Econchati 2313-48, Montgomery, Alabama
 Podium 2303-60, Toronto, Canada

40 years

Los Gallos de la Bahia 3400-4, Sunnyvale, California
 Ellsworth Park TM's 2745-30, Downers Grove, Illinois
 Keynoters 3390-35, Madison, Wisconsin

30 years

Safeco Indy 2691-11, Indianapolis, Indiana
 Goddard 3496-36, Greenbelt, Maryland
 Arlington 892-47, Jacksonville, Florida
 Bay of Quinte 2057-60, Trenton Canadian Forces Base, Canada
 Whangarei 1666-72, Whangarei, New Zealand

25 years

Figures of Speech 2565-F, Brea, California
 I-5 3091-7, Vancouver, Washington
 Torchlighters 2942-16, Tulsa, Oklahoma
 Toast O'Town 2094-19, Sergeant Bluff, Iowa
 Farmland 3355-22, Kansas City, Missouri
 Farmers Insurance Group 1445-26, Colorado Springs, Colorado
 Dynamics Research Corp. 3638-31, Andover, Massachusetts
 Early Risers 2448-42, Saskatoon, Canada
 Greater Tyler 393-50, Tyler, Texas
 Westside 1136-65, Rochester, New York

20 years

Hill Talkers 2372-5, San Diego, California
 Crescent City 3506-11, Evansville, Indiana
 Cranbrook Phoenix 1911-21, Cranbrook, Canada
 Downtown 1145-44, Lubbock, Texas
 "Danube Sparrows" 4766-59, Neu-Ulm, Germany
 IOL 1610-60, Toronto, Canada
 Energizers 477-62, Jackson, Mississippi

Ralph C. Smedley Memorial Fund

Associate

Gilbert Toastmasters Club 499-3, in memory of Vicki Treclak
 Spouses of Past International Officers and Directors, in honor of Lucille McCann

Ingham Toastmasters Club 3208-71, Bayview
 Toastmasters Club 4084-71, Willows Toastmasters Club 7435-71, Tropic City Toastmasters Club 2987-71, Witsunday Toastmasters Club 6934-71, Dave Murray, Paul Alexander, Jamie McInnes and Dianne McInnes, in memory of Fran Smith, ATM
 George Manoogian, DTM, in memory of David McIlhenny, DTM, District 31 Governor 1993-94
 AMYAC Toastmasters Club 4460-4 in memory of David Hall
 Palomar Community College, on behalf of Donna H. Groh, Executive Director, Toastmasters International
 St. Vincent's Private Hospital Toastmasters Club 1865-70, we share the feelings of loss and outrage experienced by the American people as a result of the events of September 11
 Nigel Bryan, DTM, in honor of the brave people of America in the wake of September 11
 Michael R. Davis, in honor of all firefighters and policemen who participate in Toastmasters
 District 2 Lt. Governor Education & Training Steven J. Kennedy, DTM, in memory of Harold Frye, DTM, District 2 Governor 1975-76
 Leading Knights Toastmasters Club 3666-2, in memory of Harold Frye, DTM, District 2 Governor 1975-76

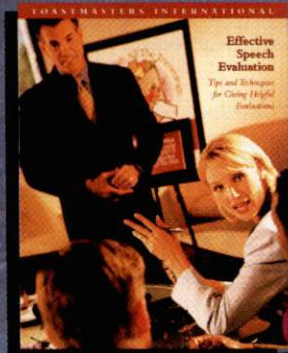
Contributing Club

Panhandle Pro Toastmasters Club 7608-44, in memory of Dr. Milton Adams
 Outrageous Orators Toastmasters Club 6132-57, in memory of Irene Monroe, DTM
 Hereford Toastmasters Club 275-44, in memory of Dr. Milton Adams
 Jantzen Toastmasters Club 2979-7
 Master Motivator Toastmasters Club 4671-21, in memory of Normand Rodger
 Saanich Peninsula Toastmasters Club 1288-21, in memory of Bill Blackstock
 First Canadian Toastmasters Club 38-21, in memory of Patricia Hedman
 Oak Bay Toastmasters Club 1882-21, in memory of Berit Eklof

Contributor

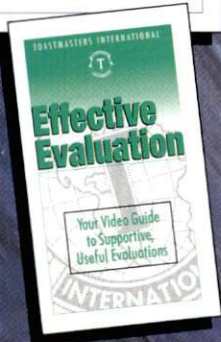
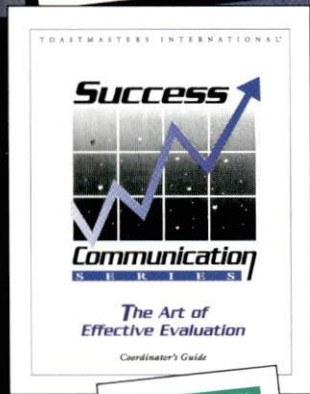
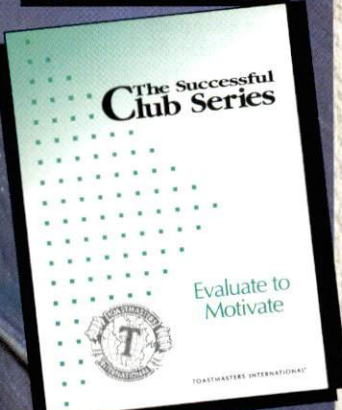
Masanori Kushi, in memory of Stewart Richard Schenck
 Pietermaritzburg Toastmasters Club 1590-74, in honor of David Kettley
 K. G. Hughes, in memory of Stewart Richard Schenck
 Phyllis D. Vosbeck and Kenneth W. Rau, in memory of Evelyn Barnett
 Mary Lou Dull, in memory of Irene Monroe, DTM
 Robert O. Clark, in memory of Evelyn Barnett
 Craig Harrison, DTM, in memory of Irene Monroe, DTM
 Mary Jane Gill, in memory of Anna Evelyn Barnett
 Kurt V. Reuter, in memory of Anna Evelyn Barnett
 Nenita M. Elazegui, in memory of Irene Monroe, DTM
 Patricia Jo Hargis, in memory of Irene Monroe, DTM
 Past District 33 Governor Jon J. Jackson, DTM, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91 and Norm Young, DTM
 Monica Sullivan, in memory of The Toastmasters Victims of the September 11th Tragedy
 M. Dawn Knight, in memory of Anna Evelyn Barnett

Evaluation is Key!



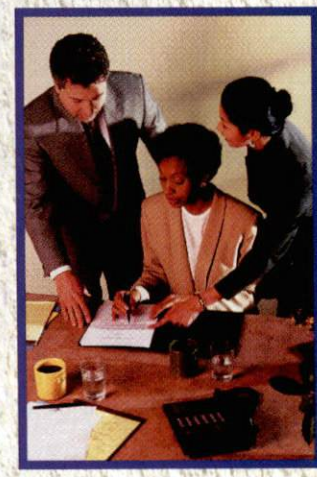
The evaluation process is probably the best part of Toastmasters' membership. By giving and receiving practical, serviceable evaluations, members sharpen their listening skills as well as hone their speaking proficiency.

These materials can help your club develop an outstanding evaluation tradition



- 163 **Ballots and Brief Evaluations** \$10.95
Perforated form with ballots for best speaker, evaluator, and Table Topics speaker, with a space for each member to make brief comments. Set of 500.
- 165 **Individual Written Speech Evaluation Form** \$3.50
One-page form for a detailed written evaluation of the speaker. Available in quantities of 100.
- 167 **Evaluation Kit** \$4.25
Materials for adding variety to the evaluation portion of your meetings. The kit contains 25 each of these:
• Panel Discussion (160) • Speaker's Profile (161) • Individual Written Speech Evaluation Form (165) • Evaluation of the Evaluator (1323)
- 202 **Effective Speech Evaluation** \$1.25
Contains an explanation of the Toastmasters evaluation program with tips for speakers and evaluators and imaginative evaluation programs.
- 228 **Communication and Leadership Program - Evaluation Guides** . \$1.25
Contains reprints of the evaluation pages of the Communication and Leadership Manual, one for each project. May be used when members forget to bring their manuals to the meeting.
- 292 **Evaluate to Motivate** \$3.50
Learn to give an evaluation that benefits the speaker and the audience! Script and three overhead transparencies. (Approximately 15 min.)
- 251 **The Art of Effective Evaluation** \$35.00
This program will give Club members the knowledge, motivation and skills they need to become more effective evaluators. Designed for use by 20 people. (2-1/2 - 3 hours) Includes:
• One Coordinator's Guide (251-A) • 20 Participant's Notebooks (251-B) • 13 overhead transparencies (251-OH) • 20 Club Climate Questionnaires (251-C) • 60 Speech Evaluation Forms (251-D) • One Coordinator's Certificate (260) • 20 Participant's Certificates (261)
- 4008V **Effective Evaluation** VHS \$5.95 (PAL 4008 P, \$9.95)
A video guide to supportive, useful evaluations. This 9-1/2 minute video includes 10 tips for preparing and presenting a concise, thorough evaluation full of useful pointers and counsel.

QTY



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