

# The TOASTMASTER®

JANUARY 2003

Never  
Give Up!

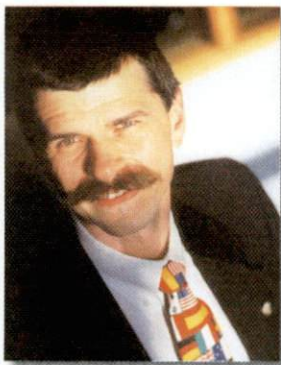
How to Integrate  
New Members

Your Pace  
Or Mine?

## *Speaking* **GLOBALLY**

Respect cultural differences and  
foreign audiences will be on your side.





## VIEWPOINT

# A New Beginning

◆ Happy New Year! In many cultures and countries, the month of January represents a new beginning as we set goals and try to keep New Year's resolutions.

In Australia we celebrate the new year with fireworks and parties with friends and family. Many of us reflect on the events of the past year and resolve to make the new year a better one. We commit to improving our lives and the lives of others. Let's not forget to include our Toastmasters clubs in those plans.

We can resolve to:

- Become a club officer.
- Complete our CTM, or our next educational or leadership goal.
- Enter a speech contest.
- Help our club or district reach Distinguished status.
- Mentor a new member.
- Help a struggling club or build a new club.
- Become a district officer.
- Invite a friend to our club's meeting.

Ted was a Toastmaster for 34 years. He joined when he was 61. He made enormous contributions to the clubs in Queensland. He told me he wished he had joined Toastmasters when he was much younger so he could have enjoyed the benefits earlier in his life.

Donna is a Toastmaster in San Diego. She enjoys her club so much that she invited her mother, Rose, to join. Rose joined when she was 101! She's now 102 years old and still going strong. Rose brings her keen sense of humor to her club, particularly by telling jokes at the meetings.

As Bea and I traveled around the world to attend various fall conferences late last year, we noticed the large number of people in their 20s and 30s attending the conferences. We were so pleased to see their active participation in the Toastmasters program. They are making an investment in their futures and having a great time doing so.

I joined Toastmasters when I was 21. As a young professional, I wanted to overcome my fear of speaking in front of a group. I feel privileged to have had the opportunity to join Toastmasters so early in my life; unlike Ted, I can apply my communication and leadership skills throughout my professional life.

Whether they're 18 or 80, make a difference in someone else's life by inviting them to join Toastmasters. Think of the benefits you have gained from Toastmasters, and how you can share that gift with someone you care about.

Introduce a friend, relative or colleague to Toastmasters, so that they too may experience a new beginning. You'll bring out the best in yourself and help to bring out the best in others.

Gavin Blakey, DTM  
International President

# The TOASTMASTER

**Publisher** DONNA H. GROH  
**Editor** SUZANNE FREY  
**Associate Editor** KELLY ANN LA CASCIA  
**Copy Editor** MADGE HAMMOND  
**Graphic Designer** SUSAN CAMPBELL

## TI OFFICERS AND DIRECTORS

**Founder** DR. RALPH C. SMEDLEY (1878-1965)

## 2003 OFFICERS

**International President** GAVIN BLAKEY, DTM  
Ashgrove, Queensland, Australia

**Senior Vice President** TED CORCORAN, DTM  
Ballykyle, Dublin, Ireland

**Second Vice President** JON GREINER, DTM  
Dunlap, Illinois

**Third Vice President** DILIP ABAYASEKARA, DTM  
Camp Hill, Pennsylvania

**Immediate Past President** ALFRED R. HERZING, DTM  
Yerbu Linda, California

**Executive Director** DONNA H. GROH  
Mission Viejo, California

**Secretary-Treasurer** MARCIE POWERS  
Mission Viejo, California

## 2002-2003 DIRECTORS

JANA BARNHILL, DTM Lubbock, Texas	JIM KOKOCKI, DTM Saint John, NB, Canada
DAN BLANEY, DTM Florence, Kentucky	JUDY LAYTHORPE, DTM Fort St. John, BC, Canada
CHUCK CARPENTER, DTM St. Louis, Missouri	PAUL MEUNIER, DTM Orlando, Florida
ROBERT COCKBURN, DTM Luxembourg	NILA JUNE MILLER, DTM Louisville, KY
FRANK CONNELLY, DTM Powhatan, Virginia	CINDY PAVELLA, DTM Grand Blanc, Michigan
RICHARD DANZEY, DTM Victorville, California	RANDY PRIER, DTM Papillon, NE
BETTY EISENZIMMER, DTM Edmonds, Washington	GEORGE SCOTT JR., DTM Fairfax, Virginia
LINDA HAWK, DTM Medicine Hat, Alberta, Canada	CHRISTINE TEMBLIQUE, DTM Meycauayan, Bulacan, Philippines
JENNIFER O. JOHNSON, DTM Overland Park, KS	MARY JONES WILLIAMS, DTM Fort Huachuca, California

For information on joining or building a club, call:  
1-800-9WE-SPEAK • Or email: [clubs@toastmasters.org](mailto:clubs@toastmasters.org)

To submit articles, contact:

TOASTMASTERS INTERNATIONAL  
PUBLICATIONS DEPARTMENT:

P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA  
(949) 858-8255 • FAX: (949) 858-1207

VOICEMAIL: (949) 858-2865

email: [pubs@toastmasters.org](mailto:pubs@toastmasters.org)

TO CHANGE MAILING ADDRESS:  
[www.toastmasters.org](http://www.toastmasters.org)

ADVERTISING SALES REPRESENTATIVES  
NATIONAL AND INTERNATIONAL  
KGB Media

Tel: (760) 632-8280

Fax: (760) 632-8323

Lisa Ryan - ext 206  
[lryan@kgbmedia.net](mailto:lryan@kgbmedia.net)

Marc Baker - ext. 203  
[mbaker@kgbmedia.net](mailto:mbaker@kgbmedia.net)

THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 25182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office: POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. THE TOASTMASTER magazine does not endorse or guarantee the products it advertises.

Copyright 2002 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, THE TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmaster International registered in the United States, Canada, and many other countries. Marca registrada en Mexico. Printed in U.S.A.



Printed on Recycled Paper



# Contents

January 2003

Volume 69, no. 1

## Departments

- 2 Viewpoint: A New Beginning**  
*By International President Gavin Blakey, DTM*
- 4 Letters**
- 5 My Turn: Confessions of a (one-time) Terrified Speaker**  
*By Marla C. Maeder*
- 6 Looking at Language: How I Write**  
*By Richard Lederer, Ph.D.*
- 17 Manner of Speaking: Start with the Destination**  
*By Ken Askew*
- 18 Can We Talk? Your Pace or Mine?**  
*By Abby Lynn Ross, DTM*
- 23 Membership Building: Growth or Stagnation?**  
*By Frances M. May*
- 24 Topical Tips: Create, Don't Emulate**  
*By Mark Majcher, ATM*
- 28 Tech Topics: Information at Your Fingertips**  
*By Reid Goldsborough*
- 30 Hall of Fame**

### *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.

## Features

- 8 Speaking Globally**  
Respect cultural differences, assume responsibility for misunderstandings, and most foreign audiences will be on your side.  
*By Dave Zielinski*
- 13 How to be a Winner in the International Arena**  
“All people are the same. It's only their habits that are different.” – CONFUCIOUS  
*By Gloria Auth, ATM-S*
- 14 Never Give Up!**  
Motivation transforms impossible dreams into realities.  
*By Victor Parachin*
- 20 Integrate, Don't Isolate Your New Members**  
What's obvious to veterans may not be apparent to new members.  
*By Jennifer Blanck, CL, and Jeannine Parisi*
- 26 Want to Improve Your Memory?**  
Four proven strategies can help.  
*By Daniel Gulchak, CTM*





## LETTERS

### Bad Grammar

I would like to comment on your online poll ad. What sort of English is "Whatchathink?" There are many Toastmasters around the world whose first language is not English, and seeing an advertisement for your online poll will have many of them thinking that is the correct way to write and speak. We have a grammarian at meetings for a reason; maybe there should be one to check the magazine also.

Patricia Keegan, CTM • International Club 9342-U • Amman, Jordan

### Destined for Greatness

I have always felt that TI's International President Gavin Blakey was destined for greatness since my first encounter with him – when five of us traveled two hours to listen to him. And I was hooked! After that day I knew Toastmasters was going to be a huge part of my life, and thankfully it still is, some seven years later. Whenever Gavin appears at a function or convention, it becomes a spectacle and no one goes away without being uplifted, exhilarated and much more knowledgeable. I have no doubt that he is going to make a huge impact during his year in office.

Terry Stormon, DTM • Lismore Daylight Club 1534-69 • Lismore, NSW, Australia

### Kudos

I just wanted to take a minute to thank you for a wonderful September issue. In particular the great articles on leadership and Ken Askew's column, "If You Chase Two Rabbits, Both Will Escape." The articles were entertaining and right on the money.

Philippe Fossier, CTM • Crownmasters Club 1133-4 • San Francisco, California

### The Best Gift

I have always appreciated the skills I acquired at Toastmasters. However, they became most valued when my father died.

I am still a member but haven't been active in a while. The leadership skills I learned instantly resurfaced as my family turned to me to guide them through this difficult time. After I agreed to give my father's eulogy, every skill came flooding back. Practicing in front of the mirror gave me confidence that I could do this without breaking down. The day of the funeral arrived, and I was overwhelmed with doubt and fear. I reflected on my Toastmasters training, my leadership training, and a calm came over me. I gave the best speech of my life. Many

people approached me afterward to say they never could have done what I did. I confidently shared that my Toastmasters training gave me the confidence to do it. The single best gift I have given myself was to join Toastmasters. It gave me the ability to give back to my dad, my family and friends when they needed it most.

Kathy Alcock, ATM-B • South Okanagan 7791-21 • Osoyoos, BC, Canada

### Evaluate Advice

I was reading October's "Ask Miss Behavin'" column and was concerned about the advice that we Toastmasters are never to evaluate content. That strikes me as highly inappropriate advice.

S. Gail Hirst, CTM • Cloverleaf Club 2769-21 • Vancouver, BC, Canada

### A Picture Speaks

In the December 2002 issue, the author of "Toasting Tips" suggests, "When proposing a toast, raise the glass in your right hand held straight out from the shoulder. Look at the person being toasted while you speak." But the picture opposite that tip shows a man holding his glass in his left hand, with his elbow bent at a 45 degree angle. Shouldn't one's pictures support one's printed words?

Terri K. Sparks, DTM • Fountain Hills Club 6993-3 • Fountain Hills, Arizona

### Always on Stage

I was drawn to the sensational picture of Oscar in the November 2002 article, "And The Award Goes To..."

Being a movie fanatic, I'm always glued to the TV on the Academy Award nights and love to make my own predictions. Author Mike Grady gave such fascinating analysis on the films with eloquent words and insightful thoughts; he told personal stories and came up with a life lesson on each masterpiece. He even gave an interesting perspective on how to relate Toastmasters to movies! I particularly like his ending with a positive note: "...Then draft your acceptance speech and be ready when you hear, 'And the award goes to...'"

Aren't we all on a stage of life? Each and every one of us has a role to play, and our ultimate goal is to strive for the best and win our own award! Our best may not be the best, but what's important is that it's *our* best. When we can achieve that, we will be rewarded from the Oscar within our own heart and soul.

Tran Trang, CL • Ville Marie Club 5310-61 • Montreal, QC, Canada





# Confessions of a (one-time) Terrified Speaker

◆ MY FEAR OF PUBLIC SPEAKING STARTED EARLY, BUT THANKS to Toastmasters, it is rapidly diminishing. It's been a long and bumpy ride, though.

My first public performance was at the tender age of 7 when my mother, in some misplaced lust for stage stardom, signed me up for the second-grade talent contest at Bunker Hill Elementary School in Houston, Texas.

Looking back, I can only shake my head and wonder what possessed her: As a youngster I was sickly, stick-thin and painfully shy. I vaguely remember practicing my "talent," a song that went like this: "Around her neck she wore a yellow ribbon . . ." I do not remember dreading the contest, nor do I recall being nervous. Every detail of the actual event, however, is etched in my mind.

Someone pushed me into the lion's den, and there I stood, arms plastered to my sides, looming above the audience on a wooden stage in the school cafeteria, a couple of front teeth missing, wearing a short-sleeved navy dress with an elastic waist, flared skirt and silver trim. (How I loved that dress!) Black patent leather shoes, white bobby socks and a yellow bandanna completed my outfit. The music started, and in a reedy, faltering voice, I launched into the melody: "Around her neck, she wore a yellow ribbon. She wore it in the springtime and the merry month of May . . ." Mercifully, the song was short. Everyone, including my mother, I'm sure, breathed a sigh of relief when I left the stage to polite, but tepid, applause.

The only other contestant was one of those dimpled darlings everyone looks at and thinks, "Isn't she precious?" I can see her now, dressed in a slinky little flapper number, a feather boa draped over her perfectly rounded pink shoulders, a sequined headband circling her luscious, dark, wavy locks, her big baby-blue eyes taking in the crowd, which gazed back at her lovingly, longingly, adoringly. Right on cue, she broke into a finger-snapping rendition of the popular song, "Has Anybody Seen My Gal?"

Cute? She was perfection! Not only could she sing, this gal could swing! Parents leaned forward in their folding chairs, enchanted by this second-grade siren who shimmered, swayed and swung the feather boa in time to the catchy, baby-talk lyrics: "Oh, could she love, could she woo, could she, could she, could she coo, has anybody

seen my gal?" The audience erupted into applause and whistles. My poor mother. Her career as a stage mom never got off the ground.

My subsequent public performances were few and far between. Over the next 10 years, I spoke in church, surprising myself and – no doubt – the congregation, with a fairly coherent presentation. I took a college speech class, which went reasonably well, and I even sang a solo in a small Baptist church, for which I fortified myself by drinking half a bottle of wine.

However, my career as a writer required little in the way of public presentation. Mostly, I hid behind a computer, producing stories, publications and speeches for others. Occasionally, I'd get called on to speak at company meetings or conferences, which inevitably resulted in heart-banging, stomach-churning, nail-biting dread. Like a kid sucking a helium balloon, my voice would spiral higher and higher, faster and faster, until all sound evaporated into the stratosphere.

My fear of public speaking was getting out of control. Determined to beat this paralyzing panic, I visited a Toastmasters club near my office. As luck would have it, I was called on to give a Table Topics speech. It happened that the subject on this particular day – September 12 – was one I longed to talk about: "Describe your reaction to the events of September 11." The words came easily. I won the Table Topics trophy and felt a tremendous surge of confidence.

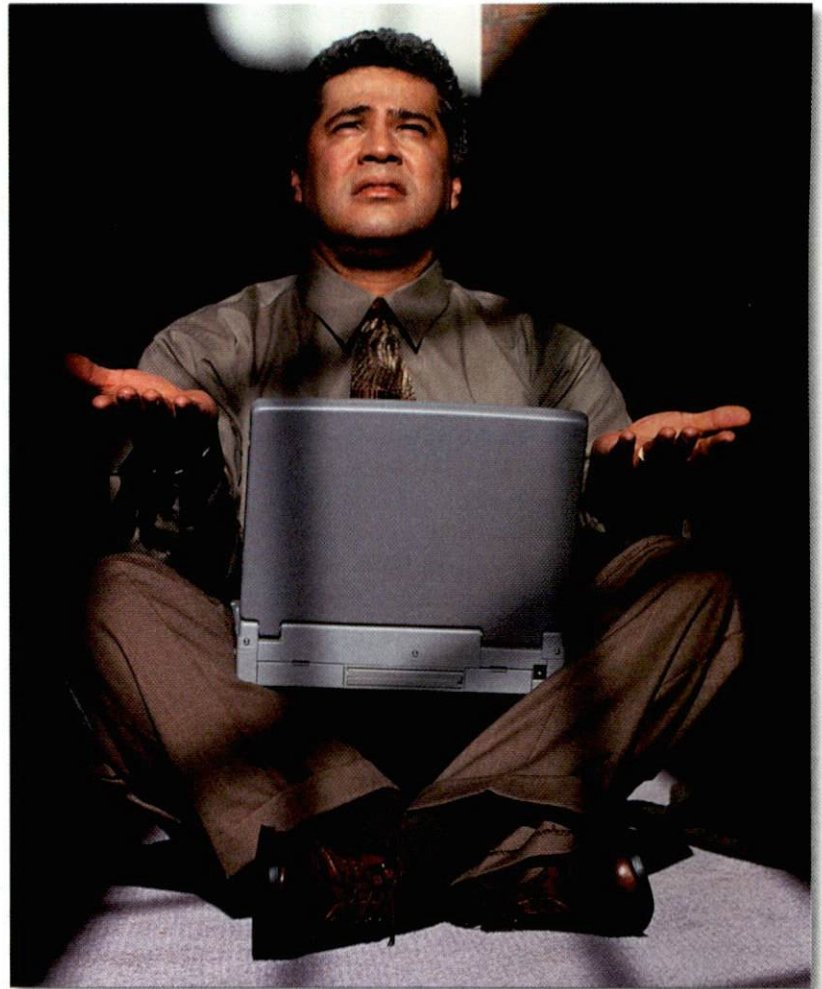
A month later I gave my Ice Breaker speech and was overwhelmed by the supportive, encouraging feedback of other Toastmasters. I couldn't wait to go to work on my next presentation. I've completed several speeches so far, and each time gets easier. I am deeply grateful to my fellow Toastmasters for creating an environment that nurtures such tremendous personal growth.

I only wish I'd found Toastmasters 20 years ago or, better yet, 40 years ago when I was 7! Eager to make up for lost time, I now find myself grabbing every speaking opportunity. Who knows? I may even work up a little song-and-dance routine. **T**

**Marla C. Maeder** is a member of Hill Farms Club 4940-35 in Madison, Wisconsin.



**To be a writer, one must  
behave as writers  
behave. They write.**



## How I Write

Ernest Hemingway's first rule for writers was to "apply the seat of the pants to the seat of the chair." But not all authors are able to survive with such a simple approach.

Emile Zola pulled the shades and composed by artificial light. Francis Bacon, we are told, knelt each day in prayer before creating his greatest works. Martin Luther could not compose unless his dog was lying at his feet, while Ben Jonson needed to hear his cat purring. Thomas Carlyle and Marcel Proust worked in noise-proof chambers. Alexander Pope and Jean Baptiste Racine could not write without first declaiming at the top of their voices.

For stimulation, Honoré de Balzac wrote in a monk's costume and drank at least 20 cups of coffee a day, eventually dying of caffeine poisoning. Johann Schiller started each of his writing sessions by opening his desk drawer and breathing in the fumes of the rotten apples he had stashed there. Victor Hugo went to perhaps the most extreme lengths to ensure his daily output of verbiage. He gave all his clothes to his servant with orders that they be returned only after he had finished his day's quota.

Compared to such strategies, my daily writing regimen is dreadfully normal. Perhaps that's because I'm a nonfictionalist – a hunter-gatherer of language who records the sounds that escape from the holes in people's faces, leak from their pens and luminesce on their computer screens. I don't drink coffee. Rotten fruit doesn't inspire me. My lifelong, heels-over-head love affair with language is my natural caffeine and fructose.

To be a writer, one must behave as writers behave. They write. And write. And write. The difference between a writer and a wannabe is that a writer is someone who can't not write, while a wannabe says, "One of these days when . . . , then I'll . . ." Unable not to write, I write every day that I'm home.

A grocer doesn't wait to be inspired to go to the store or a banker to go to the bank. I can't afford the luxury of waiting to be inspired before I go to work. Writing is my job, and it happens to be a job that almost nobody gives up on purpose. I love my job as a writer, so I write. Every day that I can.



Long ago, I discovered that I would never become the great American novelist. I stink at cobbling characters, dialogue, episode and setting. A writer has to find out which kind of writer he or she is, and I somehow got born an English teacher with an ability to communicate ideas about language and literature.

Jean Jacques Rousseau wrote only in the early morning, Alain René Lesage at midday and Lord Byron at midnight. Early on, I discovered that I am more lark than owl – more a morning person than a night person – and certainly not a bat, one who writes through the night. I am usually up around 7:30 a.m. and banging away at the keyboard within an hour.

I write very little on paper, almost everything on my computer. My work possesses an informational density, and the computer allows me to enter all manner of matter onto the hard drive and accumulate that density. Theodore Sturgeon once wrote, “Nine-tenths of everything is crap.” The computer allows me to dump crap into the hard drive without the sense of permanence that handwriting or type on paper used to signify to me. I’m visual, and shape my sentences and paragraphs most dexterously on a screen. The computer has not only trebled my output, it has made me a more joyful, liberated and better writer.

Genetic and environmental roulette have allowed me to be able to work in a silent or a noisy environment. I’m a speaker as well as a writer, so phone calls and faxes and e-messages chirp and hum and buzz in my writing room, and I often have to answer them during those precious morning hours. That’s all right with me. Fictionalists live with their characters, who get skittish and may flee a noisy room. As I write my essays, my readers are my companions, and they will usually stay through outerworldly intrusions.

Besides, the business of the writing business gives me the privilege of being a writer. In fact, I consider the writing only about a half of my job. Writers don’t make a living writing books. They make a living selling books. After all, I do have to support my writing habit.

When you are heels over head in love with what you do, you never work a day. That’s me – bottom over teakettle in love with being a writer – a job that nobody successful would give up on purpose. Imagine: a job that nobody wants to leave. **T**

**Richard Lederer, Ph.D.**, is the author of many books and articles about language and humor, including his best-selling *Anguished English*. He is Toastmasters’ 2002 Golden Gavel recipient.

## Writing is Like Throwing a Frisbee

By Richard Lederer, Ph.D.

◆ YOU CAN PLAY FRISBEE CATCH WITH YOURSELF, BUT IT’S REPETITIOUS and not much fun. Better it is to fling to others, to extend yourself across a distance.

At first, your tossing is awkward and strengthless. But with time, practice and maturity, you learn to set your body, brain and heart at the proper angles, to grasp with just the right force and not to choke the missile. You discover how to flick the release so that all things loose and wobbly snap together at just the right moment. You learn to reach out your follow-through hand to the receiver to ensure the straightness and justice of the flight.

And on the just-right days, when the sky is blue and the air pulses with perfect stillness, all points of the Frisbee spin together within their bonded circle – and the object glides on its own whirling, a whirling invisible and inaudible to all but you.

Like playing Frisbee, writing is a re-creation-al joy. For me, a lot of the fun is knowing that readers are out there – you among them – sharing what I have made. I marvel that, as you pass your eyes over these words, you experience ideas and emotions similar to what I was thinking and feeling when, in another place and another time, I struck the symbols on my keyboard.

Like a whirling, gliding Frisbee, my work extends me beyond the frail confines of my body. Thank you for catching me.





# *Speaking* **GLOBALLY**

If you are polite, respect cultural differences and assume responsibility for misunderstandings, most foreign audiences will be on your side.





**S**cott Simmerman had done his homework, so he knew something about the “face” issues he’d encounter when delivering training sessions in Hong Kong for the first time. Loss of face happens in “collectivist” or group-oriented cultures in the Pacific Rim and elsewhere when individuals are singled out for attention. Face issues come into play, for instance, when an instructor randomly calls upon a student, or a speaker singles out a member of the audience. Answering the question means showing up fellow classmates or audience members, resulting in a collective loss of face.

People in these cultures don’t want to “gain face” for themselves nor contribute to others “losing face.” Simmerman, who heads up the Performance Management Co. in Taylors, South Carolina, decided the best way to “face-proof” his highly interactive training method was to form small groups for discussion. He then asked each team to select one group leader to speak for others during an end-of-class summary.

But there was one problem. “When the group spokesperson got up to talk, he or she felt compelled to report every comment, perspective and thought their team members had contributed to the discussion,” says Simmerman. “They didn’t want any one person in their group to risk a loss of face. That was fine – but the reports took 15 to 20 minutes each, which killed my schedule.”

Not wanting to cut short any of the spokespeople himself, which – you guessed it – would present further loss-of-face issues, Simmerman solved the problem in later sessions by declaring that each group leader had three timed minutes to summarize comments.

### **THE ONUS IS ON YOU – NOT YOUR AUDIENCE**

Botched international presentations can result in much more than misunderstanding – they can cost millions in missed sales, scuttle important relationship-building opportunities and reduce the yield from international speaking efforts.

And while English continues as the most-studied and most-spoken second language around the world, that doesn’t let American speakers off the hook. In most cases, the challenge isn’t to learn how to work more effectively with translators or interpreters, but how to communicate more effectively with non-native speakers in English.

Global communications skills consultant Patricia Kurtz was inspired to write a book on the topic (*The Global Speaker: An English Speaker’s Guide to Making Presentations Around the World*) after observing European executives struggle to understand presentations made by U.S. managers. The problem wasn’t so much the Europeans’ basic

grasp of English, Kurtz believed, but rather the inability of the native English speakers to make themselves understood.

In countries that share a cultural past with the United States – including the United Kingdom, France and Germany – the interactions between speakers and audiences will closely resemble those at home, says Jan D’Arcy, a Bellevue, Washington-based presentation skills coach. And thanks in part to the media’s growing reach, she says, issues once viewed as regional have become global. But don’t be fooled; differences in cultural expectations and practices can still be vast. Even some countries that are economically Westernized may not be culturally Westernized, D’Arcy says.

A Bedouin’s oil wealth may buy him all the trappings of Western success, but underneath he may still have the conservative mores or customs of his father. In some Arab countries, for example, a simple inquiry from a man about a business colleague’s wife can end a relationship forever.

### **SIMPLIFY AND CLARIFY YOUR CONTENT**

The English proficiency of a given international audience can vary widely, so the best approach is to simplify content at every turn. This doesn’t mean using a “see Spot run” approach, says Kurtz, but rather using simple sentences, making clear transitions, avoiding digressions and synonyms, and reducing use of potentially confusing pronouns. Long, complex sentences require multilingual audiences to put great energy into following word order and grammatical structure. They’ll welcome your use of headline phrases and words.

And while a varied vocabulary may stimulate American audiences, it’s likely to confuse those who don’t speak English as their mother tongue. For example, you don’t want to first talk about benefits, then later refer to them as advantages.

Bill Weech teaches managers in the U.S. Department of State how to lead in cross-cultural environments. In a typical training session, he might have 20 managers from 20 different countries. He helps these audiences along by

BY DAVE ZIELINSKI ■ ILLUSTRATION BY CORBIS



frequently repeating (not rephrasing) his main messages throughout a session.

"With native speakers I may say something once or twice, but with those who don't speak English as a first language, I'm consciously trying to restate my major points in the exact wording used before," Weech says.

Non-native English speakers also retain more of your speech if you speak more slowly and deliberately (but not so slowly as to appear patronizing), use more pauses and gesture to illustrate potentially vague terms.

This doesn't mean turning up your volume, something U.S. speakers often do unconsciously. In his classic book *Do's and Taboos Around the World*, author Roger Axtell passes on this advice: "Speak to the rest of the world as if answering a slightly deaf, very rich old auntie who just asked you how much to leave you in her will."

You also need to be in tune with your audience's cultural idiosyncrasies. Scott Simmerman tells of an American consultant who was presenting in Finland for the first time. Throughout his speech the Finns sat expressionless, hands folded, moving nary an inch. The consultant assumed he was doing horribly and sending them all off to sleep, but found out later it was their way of showing respect. "That respect is demonstrated through completely focused, dedicated listening to the expert," Simmerman says.

Before you get too concerned about slip-ups, remember there is some margin for error. Experts say as long as

you're polite, respect cultural differences and assume responsibility for misunderstandings, most foreign audiences will be on your side.

### A RECIPE FOR CROSS-CULTURAL SUCCESS

Here are additional tips on speaking effectively on the international stage:

#### ■ Screen out jargon, idiomatic expressions and acronyms.

Familiar figures of speech can be confusing or even offensive in other cultures. The word *piggybacking* can be inflammatory in Israel, where the pig is considered a despicable animal. And if you pepper your speech with common American idioms such as *barking up the wrong tree*, *dog-and-pony show* or *shotgun approach*, you're likely to be met with visible confusion – or blank stares – from audiences in Beijing or Madrid.

"When I'm dealing with non-native speakers, I find my language becomes pretty bland because I work to remove idioms and anything else that's potentially confusing," Weech says. Avoid unpleasant surprises – particularly in your first visit to a country – by having your text and visuals pre-screened by someone intimate with the local language, business norms and taboos.

■ **Limit U.S.-centric references and examples.** American speakers need to be careful about self-congratulatory state-

ADVERTISEMENT

## "Let me give you the secrets of **FEARLESS CONVERSATION!**"

"I promise you the ability to walk into a room full of strangers—and talk to anyone with total confidence, authority and flair."

Don't you hate it?

Walking into a room that's packed with strangers, approaching someone you've never met, and striking up a conversation.

It's natural to feel uncomfortable. Are you making a positive first impression? Are you saying the right things?

*Conversation Confidence*™ is the answer. Just by listening, you'll master the proven interpersonal skills you need to deal with every individual, every group, every occasion.

Here's just a sampling of the many secrets you'll discover in *Conversation Confidence*:

- ✓The two most powerful techniques to create "instant rapport."
- ✓Magic phrases that never fail to win a new acquaintance's trust and goodwill.
- ✓Are you hearing the truth—or a lie? Watch for these critical tip-offs.
- ✓Is she (or he) romantically attracted to you? How to know for sure.
- ✓The ten most often-heard expressions—that

you should never say.

- ✓The four rules of effective "small talk"—and the one huge error many people commit.
- ✓And much more!

The result? New doors will open to you. You won't hesitate to accept an invitation, to approach someone important, to seize an opportunity. You'll never again feel like an outsider. Success will naturally flow your way—and with less effort than you ever imagined possible.

### NO-RISK trial offer.

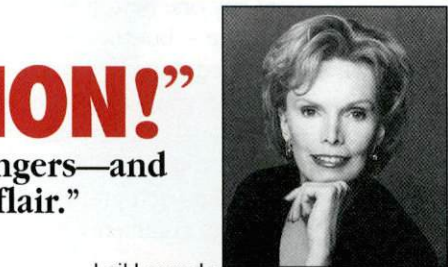
Test this terrific program, put it to work—and watch what happens. I guarantee that with *Conversation Confidence*, you'll be a winner on every occasion, or it costs you nothing!

You'll receive the program (available on

**TEST THIS LIFE-CHANGING PROGRAM WITHOUT RISK!**

 **verbalAdvantage®**

180 La Pata, San Clemente, CA 92673  
©2002 Wordsuccess LLC All rights reserved. Dept. 5332



Leil Lowndes

### The King of Conversation Raves about Leil Lowndes!

"You'll not only break the ice, you'll melt it away with your new conversation skills." -Larry King

CD's or audio cassette tapes) to audition for 30 days. Listen to them as many times as you wish. You may keep the program, or if you are not 100% satisfied, return it within 30 days for a prompt, full, no-hassles refund of the purchase price. Fair enough?

Now you can possess the conversational skills and self-assurance to meet and talk with anyone, anywhere, anytime. **Order today!**

**CALL TOLL-FREE:**

**1-888-559-9673**



# Tips For Taboo-Proofing Your Presentation

◆ HOW CAN YOU TABOO-PROOF YOUR INTERNATIONAL SPEECHES? IF YOU'RE FORTUNATE ENOUGH TO HAVE OFFICES OR A company subsidiary where you're set to speak, ask someone there (preferably a native) to do a "cultural screen" of your text or visuals. Otherwise, contact a professional localization or translation service. But beware of fly-by-night translators or self-appointed cross-cultural experts. Translation is a profession learned at the graduate level for two years and requires skill beyond mastering two different languages.

Veteran international speakers use many tactics to prepare for their entry into new cultures. Presentation coach Dianna Booher's sponsors sometimes recommend she watch a few movies made in the country, or read local newspapers leading up to her visit. Some take formal cross-cultural training if they'll be working or speaking frequently in a given country.

Others tap into the research and networking power of the Internet. Before Bill Weech of the U.S. Department of State made his first trip to India, he posted a message on a popular training listserv asking about taboos, learning styles, health issues and other idiosyncrasies of a specific region in that country. In short order, he received a handful of useful responses, not only from American businesspeople who'd trained or presented there, but from residents of India themselves.

ments because of certain sensitivities around the world. Any notion of superiority or "We're No. 1" might rub, say, a French businessperson the wrong way.

Communications skills consultant Dianna Booher understands the hidden dangers. The first time she spoke overseas, Booher sprinkled examples of model U.S. companies and leaders throughout her speech. Her consciousness was raised after the session, however, when several audience members commented that "over here, we use examples from the entire world, not just the U.S."

Even if all the good examples you can find originate in your own country, you can still win points by being apologetic about it up front, acknowledging that they might as easily have come from another place, say Paris, Singapore or Mexico City.

■ **Be aware of different values and lifestyles.** Booher also warns of assuming that your own country's values apply throughout the world. "American speakers might make a sarcastic remark about a manager having his whole family on the payroll, but in other cultures nepotism is very much an accepted way of doing business," she says. "That's what you do in those cultures – you take care of your family."

U.S. speakers – men in particular – often try to export the same baseball, football or golf metaphors they use at home. But outside of a few countries, those sports aren't well known. If you're presenting in Brazil, France or Germany, for instance, try to relate any sports metaphors to World Cup soccer rather than the World Series.

■ **Run humor through a "cultural scan."** If you're really looking to dig a hole, tell an Irish joke when you're in Dublin. Most foreigners object to an outsider attempting to make jokes about their culture – even if the same joke would result in hardy laughs when delivered by a local. Test any humor you intend to use on someone familiar with the country's – and the audience's – language, culture and customs.

■ **Understand that body language is far from universal.**

Pointing with the index finger is considered impolite in most Middle Eastern and some Asian countries, where speakers use a fully extended hand or closed fist to indicate direction. The American "OK" sign – a circle formed with your index finger and thumb – is considered obscene in Brazil. The "thumbs up" is considered a rude gesture in Australia; in Greece and Bulgaria, a head nod indicates no rather than yes.

In places such as Scandinavia where audiences tend to be more reserved, fist pounding and other emphatic gestures don't go over well. Those gestures may impair your credibility.

But these and other hazards aside, the non-verbals that serve you well in North America can do the same overseas. For instance, spreading your hands apart to indicate height or width can help clear up confusing language.

■ **Change your eye-contact habits – to a point.** Direct eye contact, a key to establishing credibility in the United States, can be considered an invasion of privacy in countries such as Japan or the Philippines. Jan D'Arcy suggests sweeping your gaze across audiences in those cultures, rather than embarrassing individuals by focusing on them for too long.

But other experts say direct eye contact is such a crucial presentation skill that you should be slow to abandon it, regardless of culture. "It pays to remember that when you're in another culture, people in that culture generally expect you to behave in accordance with who you are and where you came from," Kurtz says. "If we find ourselves in the curious position of trying to adapt our behavior to cultural stereotypes of our audience, while the audience tries equally hard to adapt themselves to stereotypes of us, we will be like two ships passing in the night."

■ **Rethink audience participation techniques.** Participatory techniques that shine a spotlight on individuals –



frequent questioning, games or role-playing – need not be abandoned with multicultural groups, but they often need rethinking. Weech is candid about his desire to keep sessions interactive. “I tell my trainees up front that the only way I know to deliver the session is ‘American style,’ which means fairly participatory,” he says. “But I have much more sensitivity with those from collectivist cultures like Guatemala. I almost never call on someone unless I get a strong signal from their body language that they want to be called on.”

U.S. speakers also should be careful about encouraging open debate in multicultural classrooms. In collectivist cultures, any kind of open disagreement ruins group harmony, so audience members are more prone to repress their objections.

■ **Follow the formality protocol.** Speakers and instructors in other cultures often have higher social standing than in the United States; in parts of Asia, they’re viewed as figures of absolute authority. For this reason, jokes, casual dress and other informal behaviors can create a sense of unease. “Sharing a good laugh with these audiences creates too much familiarity, and therefore discomfort,” D’Arcy explains.

Booher was surprised by the reverence shown her as a first-time instructor in Malaysia. She was told it wouldn’t be appropriate to mingle with students during breaks, and was encouraged to eat her lunch in a separate room. “On the final day, all the students brought cameras and each wanted to get a photo with me,” she says. “They treat you as a celebrity.”

Another such cultural phenomenon is called “uncertainty avoidance.” Simply put, some cultures – particularly in Latin America, Southern Europe and Japan – are less comfortable with ambiguity than are Americans. People in these cultures are conditioned to expect absolute truths and they often prefer detailed, concrete instructions to broad guidelines.

In one of his multicultural training sessions, Weech projected on screen a sample administrative form. One class member – a Western European – immediately raised his hand to say the document format shown was different in his country. When Weech responded that a different format was acceptable as long as the same information was included, he sensed confusion – and unease – in the room. “They were uncomfortable first off because someone had directly challenged the teacher, and second that there may be more than one right way to do something,” he says.

In addition, U.S. speakers often need to be more expansive in stressing their credentials in certain countries. “Some cultures have lower trust levels, and you cease to be a viable source to listen to if your credentials aren’t amply established up front,” says Pamela Pappas Stanoch, founding president of the consulting firm Window on the World Inc. in Minneapolis, Minnesota.

■ **Understand that icons aren’t always icons.** Photos, clip art, icons and other graphic symbols used in PowerPoint

may have straightforward meaning to you, but foreign audiences can interpret them in different ways. Robert Griffin, an instructional specialist at Pennsylvania State University, conducted a study in which subjects from Japan, Sweden, Tanzania and the United States were instructed to identify 15 black-and-white symbols selected from the clip-art collection of a popular presentation software package. When asked to identify the star symbol, Swedish subjects provided 20 different interpretations. Japanese subjects offered a dozen more; one identified the star as a sea urchin.

“Many of these symbols are truly U.S. symbols, not cross-cultural symbols,” Griffin reminds. “Use them with care.”

He also suggests using bullet-point word lists more sparingly with international audiences. According to Griffin’s research, word-based slides have increased from about 50 percent of visual materials used by business presenters 12 years ago to more than 80 percent today. “Even if you know your audience is OK with English as a second language, using that many word visuals is asking for trouble,” Griffin says.

Choosing colors for presentation slides is another potential minefield. An abundance of green on a humorous slide might be offensive in some Islamic countries, where green is considered a religious color. Purple is the color of death and funerals in Brazil and Mexico. And the sweeping use of red still carries negative connotations in some Eastern European countries.

■ **Visuals and handouts should correspond to cultural expectations.** Many foreign audiences have voracious appetites for handouts and other paper-based takeaways – no surprise considering that reading proficiency for most non-native English speakers is generally superior to listening comprehension.

Weech strives to provide paper copies of his visuals in advance of foreign training sessions. “If I’m doing a workshop overseas, I send materials out before I get there,” he says. “It gives participants a chance to look up words they might not know and scan materials to get a head start.” You’ll also win points if you include a glossary of key terms and make handouts available in native languages as well as in English, he says.

And whatever you do, don’t turn down the lights. Doing so is a sure way to leave multilingual audiences – who rely heavily on your physical cues for comprehension – in the dark.

In sum, whatever your worldly destination or speaking purpose, applying this piece of advice from consultant Kurtz will keep you in good stead: “Whenever English speakers have an international encounter, it’s wise to remember that while we may be the guests geographically, we are the hosts linguistically.” **T**

**Dave Zielinski** is a Minneapolis-based freelance editor and writer. Contact Dave at [zskidoo@aol.com](mailto:zskidoo@aol.com).



# How to be a Winner in the International Arena

*"All people are the same. It's only their habits that are different."* – CONFUCIUS

◆ THIS QUOTE SHOULD SERVE AS A REMINDER THAT IN A GLOBAL ECONOMY, CROSS-CULTURAL AWARENESS IS NO LONGER optional. Doing your homework is number one on the Top 10 list of do's and don'ts of visiting another country. To avoid potentially costly and embarrassing miscues when dealing with other cultures, remember the following tips:

1 Don't be uninformed. You ought to invest at least 30 hours studying your target country before doing business abroad.

2 Avoid being overly informal. In many cultures, using the first names of people you don't know is socially unacceptable, even insulting. Be prepared for a very formal atmosphere in all of your dealings abroad. If you're unsure, it's always safe to ask, "What would you like me to call you?"

3 Don't leave home without your business card. Most business contacts demand it. Have the local language printed on the reverse side and present the card in that language. When receiving a card, take time to look at it before placing it in the breast pocket of your jacket, in your wallet or your briefcase – never in your pants pocket. Present your card to the receptionist when you arrive at a company at home or abroad.

4 Sometimes Americans possess a strong sense of urgency and can come off as being rude and pushy. Don't be loud or abrupt, and don't be afraid of silence. In most cultures, silence is a sign of strength.

5 Be aware of personal space, which varies from 12 to 36 inches. You may insult someone if you back away or come too close and invade their space. Arabs tend to stand the closest and are insulted when people back away from them during conversation. Resist the urge to move closer to Japanese people, who often feel uncomfortable at a distance of less than three feet away.

6 Be sensitive to eye contact. In some cultures, direct eye contact is avoided and may be interpreted as rudeness. The Japanese practice eye contact before visiting the United States. The Arabs believe you can see into a person's soul through their eyes. When you talk to Arabs, their gaze can be quite intense.

7 Acknowledge everyone present with a handshake and a greeting. To stop halfway through even a crowded room is considered a rejection of those you omitted. The ranking or oldest person extends his or her hand first.

8 Be careful with gestures. Those innocent winks and well-meaning hand gestures may get you into trouble. Do not beckon with the second finger or with the palm up, and never point a finger. It is safer to merely close the hand and gesture with the entire hand. Don't cross your legs – it suggests premature familiarity and is considered a sign of bad breeding. In the United States, the OK gesture means that something is just right. In other countries, it could mean worthless, a homosexual invitation, or a lewd comment about a female. So be subdued with your gestures when you travel.

9 Gift giving is a revered custom in some cultures. Know the traditions of what, when and how to give gifts. For example, never give an Arab person liquor; it is forbidden by the Islamic religion. Never surprise a Japanese person with a gift; he or she may be embarrassed by not having one for you. Do not give a Chinese person a clock; its pronunciation is the same as *funeral* in English. Books are usually safe, but be sure there is no nudity in them.

10 Smile – it is a form of communication understood by everyone.

*"Avoid unpleasant surprises by having your text and visuals pre-screened by someone intimate with the local language, business norms and taboos."*

Gloria Auth, ATM-S, is a member of Edmond Club 170-16 in Edmond, Oklahoma. She is the founder of Protocol Plus, which provides seminars in business etiquette, international protocol and dining skills. She can be reached at [gauth@protocolplus.net](mailto:gauth@protocolplus.net).



Motivation transforms  
impossible dreams into realities.

# Never Give Up!

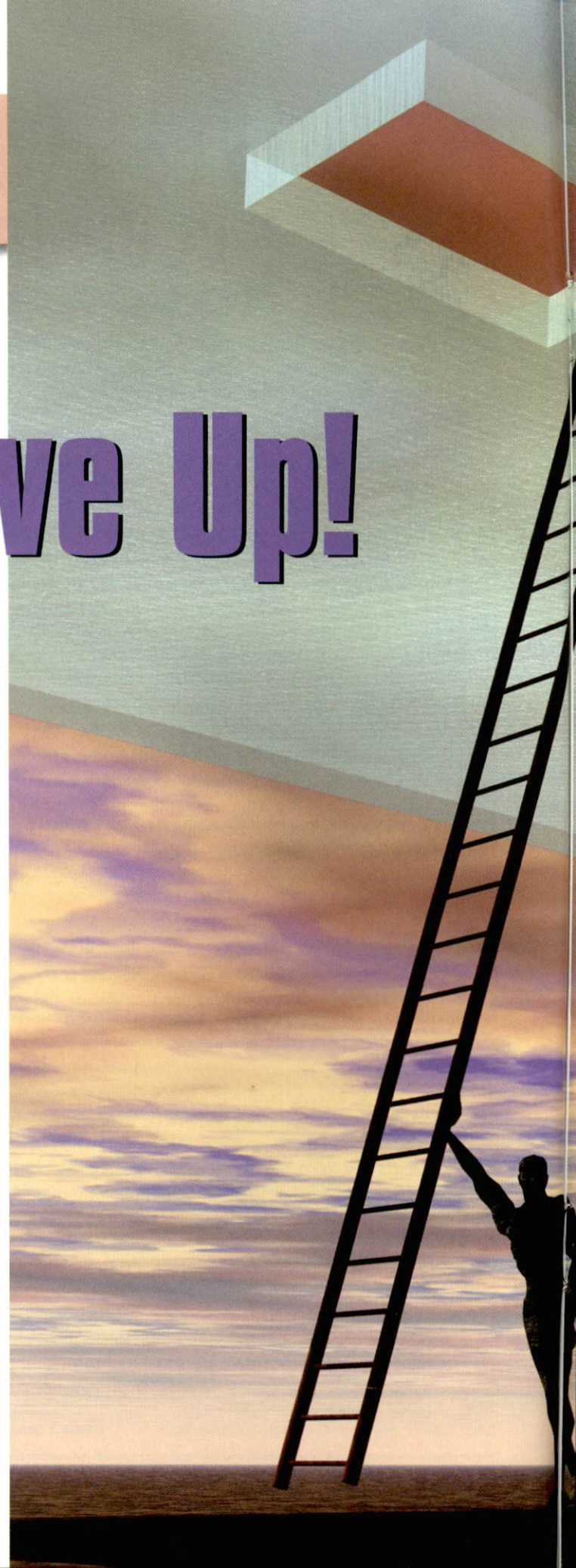
**H**enry Ford didn't invent the automobile. Actually, the first automobile was designed in 1769 and was powered by steam. The first gasoline-powered vehicle was built 18 years before Ford sold his first car. As Ford was getting ready to build his car, there were about 250 other manu-

facturers busy at work. Yet, Ford had the dream that every family in America could have its own car. Many believed Ford's vision was unrealistic because early in the 20th century every car was built by hand, one at a time. That made automobiles affordable only to the very wealthy.

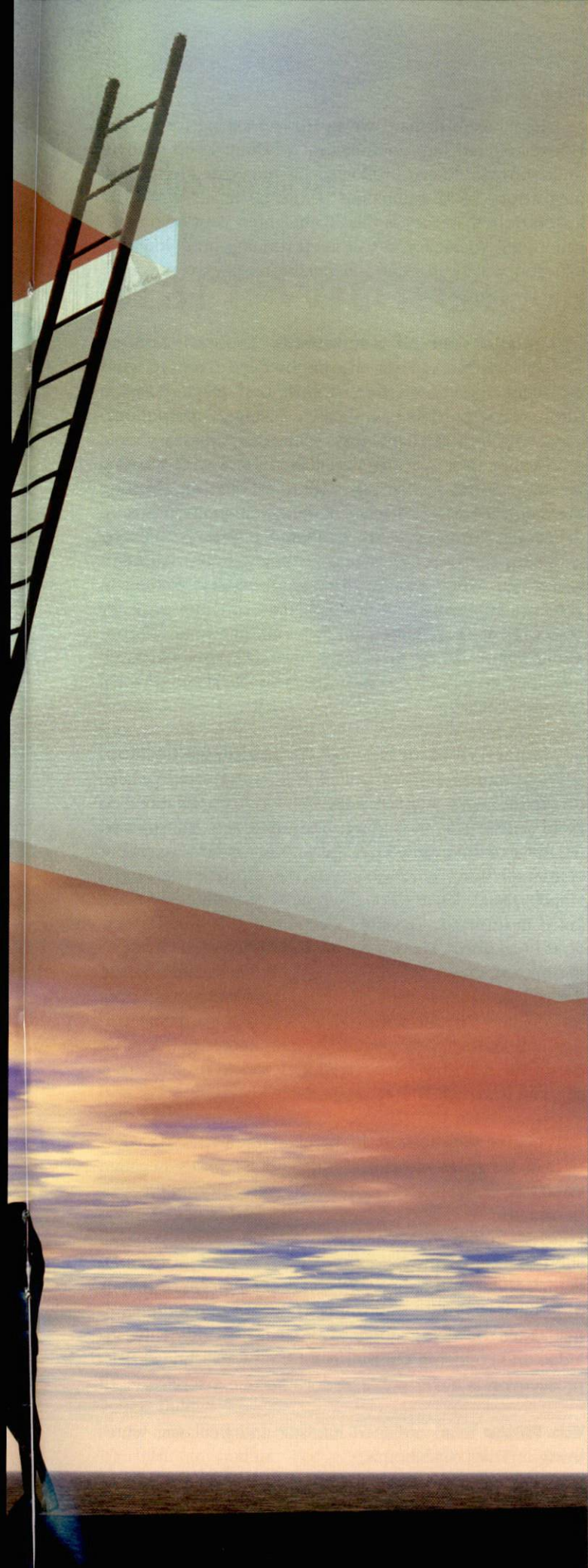
Despite many competitors and cost-prohibiting expenses, Ford built his first plant in 1908, eventually making an automobile available to nearly everyone. He did so by creating the moving assembly line. With this assembly line, he built more cars in one day than his rivals did in one month. By 1914, Ford was building more cars per day than most competitors could build in an entire year, producing more than 17 million cars between 1908 and 1928.

The key to Henry Ford's enormous success was his motivation for creating an affordable automobile. Self-motivation drove him to disregard competitors, critics and negative thinkers, freeing him to discover a way of building an automobile and making it financially accessible to the general public. It is motivation that transforms "impossible" dreams into realities. Likewise it is motivation that empowers us to act while others hesitate, flounder and fail. Regardless of one's background, education and training, when a person is

BY VICTOR PARACHIN







*"The key for continuing to build self-motivation is to get back up when you slip and fall."*

self-motivated obstacles are overcome, challenges are creatively faced and discouragement is derailed. And the good news is that we don't all have to be Henry Fords to experience this transforming, energizing ability. Here are seven tips for generating and maintaining self-motivation:

**1 Begin with this belief: Every obstacle contains an opportunity.** Live by the philosophy that there is good in everything. When you face an obstacle, train your eye to see the opportunity that the obstacle contains. Doing so will empower you to solve the problem, and solving problems further motivates and strengthens your belief in yourself.

An impressive example of this belief is Aimee Mulins. On her first birthday, Aimee's legs were amputated just below the knee. She was born without a fibula, one of the lower leg's major weight-bearing bones, in both legs. Doctors told her parents that Aimee would likely be bound to a wheelchair. But by age 2, she learned to walk using a heavy wooden prosthesis. As a teen she swam, played soccer, skied and biked each morning to deliver the paper.

Although Aimee never seems uncomfortable with her body, her prostheses have made others uncomfortable. Once, while Aimee danced with her second-grade friends, one of her legs snapped in half and the kids screamed. A gym teacher wanted Aimee out of her class. "I decided at an early age to transform any setbacks into strengths," Aimee says, "and to tackle them head-on." Her belief that every obstacle contains an opportunity has paid off for her.

Now in her 20s, she is a Paralympic runner holding two world records among athletes with disabilities. She often beats more able-bodied athletes in sprints despite the fact that a double-amputee's body requires three times the energy to exercise as a regular body and 40 percent more oxygen. Aimee was awarded one of three yearly academic scholarships from the United States Defense Intelligence Agency, which she used to attend Georgetown University's School of Foreign Service. She graduated in May 1998. Today, Aimee is a fashion model. "The truth is, I'm sort of lucky to have this body," she says "because it forced me to find my strength and beauty within."

**2 Be your own best friend.** That advice comes from author and motivational speaker Zig Ziglar who says,

ILLUSTRATION BY PICTUREQUEST



"You must be in your own corner!" Ziglar suggests taking a notecard and writing positive affirmations such as: "I am an honest, intelligent, responsible, organized, goal-setting, committed individual whose priorities are firmly in place." "I am a focused, disciplined, enthusiastic, positive-thinking, decisive extra-miler who is a competent, energized, self-starting team player determined to develop and use all of these leadership qualities in my personal, family and business life. These are the qualities of the winner I was born to be." Then, Ziglar recommends reading these positive affirmations to yourself several times a day.

**3 Follow your dreams.** We all have dreams, hopes, aspirations and desires. Follow your dreams. Give them time to become real. Many people reduce their drive and erode self-motivation because they give up and quit prematurely. Our motivation is heightened greatly when we are engaged in tasks that truly energize and captivate us and lead us toward fulfilling our dreams.

Robert Schuller, the famous founder of the Crystal Cathedral in Garden Grove, California, tells of asking a colleague, "What's one of your most vivid memories of going to school as a child?" That colleague told of a time in third grade when students were asked to stand up in front of the class and say what they wanted to be when they grew up. "I remember very distinctly one girl who stood up and said, 'I'm going to be a movie star.' As I remember, there wasn't anything special about this girl. She wasn't very pretty. Her grades were average; some of them were even below average. She didn't come from a wealthy family. In fact, the only thing I really remember about her was the class laughing at her."

In spite of the class laughter at her announced intention to become a movie star, the girl just stood there smiling. "I don't remember ever seeing that girl again in school," Dr. Schuller's colleague continued to explain. "Now I see her all the time. She's one of the biggest stars in Hollywood. Every time I sit in the movie theater and watch her up there on the silver screen, I think, 'She was always so proud of who she was. She had a dream she always held onto. Back then they laughed at her. Now they pay to see her!'"

**4 Live your life by the three Ps: persistence, patience, perseverance.** Those three form a sacred trinity, which ultimately leads to achievement and accomplishment. "There is no great achievement that is not the result of patient working and waiting," wrote J. G. Holland, a 19th century American writer.

Consider the story of Richard Sutton, who as a young boy living in Hawaii met future U.S. President Herbert Hoover. Hoover took a liking to the youth and advised him to become a lawyer. Richard followed his advice. Later, Hoover urged Sutton to run for state office as a Republican representative even though Hawaii was heavily Democratic. Richard ran and lost.

Discouraged, Richard wrote Hoover asking for advice. Hoover offered him this practical wisdom: Keep running until you win. Richard followed his mentor's advice, running a total of 12 campaigns before he finally won. The lesson from that story is this: To heighten your own motivation, tell yourself you will keep running until you win; that you will be patient and persistent, persevering until there is progress.

**5 Visualize yourself as successful.** "Those who can see the invisible can do the impossible." That 10-word statement appears on the back of Carl Mays' business cards. Mays, president of Creative Living, a motivational consulting firm in Gatlinburg, Tennessee, advises people to visualize their success. Visualizing is a way of creating mental pictures of what you wish to accomplish. Creating these images for yourself can heighten motivation and deliver the power necessary to attain the goal. "Visualizing is seeing things happen before they actually happen," Mays says. "When you visualize, you form vivid pictures in your conscious mind. Those pictures of your goals or objectives are kept alive until they sink into your subconscious mind. When they reach the subconscious mind, untapped energies are released to help visualized pictures become reality."

**6 Be like President Lincoln: If you slip, get back up.** The journey of life is filled with unexpected pitfalls, disappointments and setbacks. The key for continuing to build self-motivation is to get back up when you slip and fall. One of the greatest examples of one who slipped but continued rising is Abraham Lincoln. Born into poverty, Lincoln faced defeat throughout most of his life. He twice failed in business, lost eight elections and suffered a nervous breakdown. He could have stayed down but chose to get up and move forward. As a result, he became one of the greatest American presidents. After losing Senate races in 1854 and 1858 he wrote: "The path was worn and slippery. My foot slipped from under me, knocking the other out of the way, but I recovered and said to myself, 'It's a slip and not a fall.'"

**7 Forgive yourself.** Scolding, blaming or berating yourself for errors, mistakes and failures causes negative energy to grow in your soul, which will suffocate creativity and the motivation to move on. Pardon and forgive yourself frequently, generously, lavishly when you fall short of your own expectations. Here is wisdom from D. Patrick Miller, author of *A Little Book of Forgiveness*: "Never forget that to forgive yourself is to release trapped energy that could be doing good work in the world. Thus, to judge and condemn yourself is a form of selfishness. Self-prosecution is never noble; it does no one a service." **T**

**Victor Parachin** is an ordained minister and freelance writer living in Tulsa, Oklahoma.





Save the first for last.

## Start with the Destination

◆ SURELY YOU KNOW WHAT HAPPENS WHEN YOU PLAY A country song backward – you sober up and your ex-wife brings your dog back. But I bet you don't know who conceived that idea.

It was the great country songwriter Albert Einstein, who believed time will eventually come to a halt and reverse direction. (Sadly, his songs were about dachshunds and diesels, not hounds and pickups, which limited his musical appeal to a small group of confused people.)

But he was onto something with this things-in-reverse idea. And as a new year rolls in, it's not a bad thing to ponder time-in-reverse for a moment – from a Toastmasters point of view.

### Writing Backward

It's a mistake to start writing a speech from its beginning. I should know – I make this mistake every time I write a speech, and I write a lot of them. It's wiser to start at its end.

But it doesn't come naturally. We're trained to write in a linear flow, beginning at the beginning and ending at the end. Fret the opening. Rewrite it 10 times. Spend half our time writing one-tenth of the speech.

Maybe, instead, we should write a speech with its destination in mind. Where do we want to end up? Work backward from there.

### Persuasion, not Pedagogy

Last month I spoke to a group of scholastics who want to write better speeches. These were academics – accustomed to hurling lectures at exam-bound captives. In the world of real speeches, I observed, things are reversed – the speaker gets graded. And the test is: Are listeners still with you at the end? Best to know right up front where you want to take them, so you can meet them there.

One speech coach I respect recommends making this process formal. She instructs her clients to start a speech-writing task with a destination document. Before they write scarcely “thank you for that kind introduction,” her clients – celebrity CEOs in some cases – write a simple declarative sentence that starts, “At the completion of my speech, the audience will...” (know something, believe something, do something). Each speech varies, but the point is this: The speechwriting starts at the destination.

This is a really good idea, I think.

### Outline Outlaw

In my case it's good because I've always had trouble writing from an outline. For years I cringed when clients

requested one, but I suffered through them anyway – agreeing to them, writing them, hating them, trying to stick with them, and finally trying to defend to the client why the final speech looked nothing like them. I eventually rebelled. I just don't do outlines anymore; they're too linear for me. It may be different for you, but for me speechwriting's organic, circular and emotional.

So my New Year's resolution in 1997 was to give up outlines. Now when I tackle a speech assignment, I provide the client a destination document of sorts. I call it a ‘precis’ – a tight one-pager describing where we want to leave the audience. Folded into that page may be themes, ideas, main points and illustrations, but its focus is the audience takeaway.

May I suggest that, as speakers, we champion this concept writ large throughout the year ahead?

### Goals for December 31

Tradition says we write New Year's resolutions – stepping-stones set down a path of promised perfection. Trouble is, these fade into fog by February. Instead, this year, might we consider the Einstein approach, and write a practical destination document of where we want to be as a speaker by December 31, 2003?

A research psychologist dubbed “Dr. Happiness” by *USA Today* – whose life work is to study what makes folks happy – summed up his findings in a recent article: “We do know that people who pursue internal goals they can attain tend to be happy.”

Well, I happily reckon two attainable goals, for me as a speaker, are better pace and eye contact by December 31, 2003. More important (to me professionally), I intend to be a better speechwriter than too – better at saving the first for the last when I write.

I'm not suggesting we abandon beginnings. A great hook up front is essential to any good talk. But maybe, for me in 2003, with the destination in mind as I take the first step, the beginning will write itself in the end.

What's your happy ending? That the prettiest girl in Nashville will sashay back sober with your dog? How about shooting for dreams more useful? **T**

**Ken Askew** is a former White House speechwriter whose current clients include Fortune 50 CEOs, executives from small businesses and a variety of other communicators.





**We all march to  
different beats.  
But as long as we  
reach the finish  
line, who cares?**

## Your Pace or Mine?

When I think of the word *leadership* I think of a person "leading her ship." I see a bold image of someone firmly grasping a ship's massive wheel, steering and leading the boat. Huge waves crash against the vessel and little ripples make miniature swirls.

As Toastmasters, we become sensitive to working within time frames. Because we have learned to respect time, we are often intolerant when an agenda runs overtime or discussion on a topic runs wild. How many times at a non-Toastmasters meeting have you wanted to hold up a near-by bottle of mustard or ketchup in lieu of a yellow or red light or card? "Get to the point, sit down, enough already!" you want to scream.

Recently I have applied to business meetings the tools I have learned in Toastmasters. It's been a learning experience for me to lead the meeting and guide the ship back on course. It is an art that's often challenging but fun. Try it! You may be surprised at first by your own assertiveness, but then delighted to see how effectively the rest of the meeting flows because of your interventions.

We all march to the beat of different drummers. Having dissimilar paces can be more than simply annoying. It can affect our relationships, careers and successes in life. Not only do we have different paces; our paces start at differ-

ent times! We tend to label ourselves as "morning" or "night" persons. And if indeed your significant other's pace is different from yours, it may seem as if you are two ships passing in the night. When we embark upon relationships, we may discuss our values, religion, politics and our dreams, but we may not focus on whether we are "night" or "day" persons. Parents can tell you that their teenager may not begin his or her Saturday until noon or even later, and that this difference in time synchronization can be aggravating.

Indulge yourself and attend a Toastmasters meeting that meets at a different time than you are accustomed to. See how a morning, noon or evening Toastmasters meeting can affect you. Those of us who exercise regularly know that the time of day we choose to exercise can affect our experience and pace. Some people are the most energetic in the wee morning hours. Others are reenergized by stopping at their gym for a quick pick-me-up on the way home. So be it!

This pace thing comes up all the time. Recently I asked a fellow Toastmaster who had completed nine speech projects when she would present her 10th speech and receive her CTM. Her casual "Oh, I have no idea!" response was not something that would ever come out of my mouth! My instinct was to immediately advise her, "Oh, do it soon!" I



told her about the sense of accomplishment she would have when preparing that final speech in the CTM manual. Then she shared with me more about herself. Her present struggles just to keep afloat and even to just make it physically to a Toastmasters meeting were admirable. That reminded me of numerous other Toastmasters who had related similar stories. We need to respect our individual differences and acknowledge our respective time clocks.

Our individual paces also differ with respect to what we are doing, what the project is and our motivational level. It is a growth experience for us not to be critical of our own or others' pace. I see how I can be slow in one area and fast in another. Does that happen to you also? Here's an example of my being slow in one area of my life but faster in another.

Although I'm no longer running, I was a runner for 25 years. A marathon is 26.2 miles. I had figured out how to do them easily, while making the experience fun and enjoyable. Within four years, I was quite proud of having finished 37 marathons throughout the United States. When someone was hurting during a race I would stop and help him or her get through the race. I didn't care how long the race took me. It didn't occur to me that not caring about time was an odd thing to do during a race. To me it was important just to finish.

During the New York Marathon, I've even been known to stop for a hot dog! After all, I am out there running for four and a half hours and get hungry. And yes, I did call home on my cellular phone during the Chicago Marathon to wake my son because I was afraid he would oversleep and miss his SAT tests. For years, both friends and strangers asked me, "What was your time?" I always answered, "I had a very good time, thank you very much!" Because time was never important to me. I didn't care how long it took me to finish. I just wanted to cross the finish line, race after

*"We need to respect our individual differences and acknowledge our respective time clocks."*

race. It always seemed to me that no one could understand my personal goal.

Only recently, when I asked this fellow Toastmaster when she would earn her CTM, did I understand how pace affects our lives when she said, "I will when I will." Personally, I had a strong desire to move quickly and earn my CTM and my ATM at a rapid personal pace. But when I look at the race results from all my marathons I see my name listed in the middle and yes, sometimes even at the back of the pack. I once finished a race with a member of the Caboose Club – for runners known to finish races last. Yet, I earned my DTM designation within two years. So our paces may be swift in one area and relaxed in another. Such is life.

I think of pace when I think of leadership. We all have personal rhythms and move at different rates through our lives. Visit your local post office at lunchtime and watch pace in action. Some of us welcome and almost seem to enjoy a long line. We actually prepare for the wait and bring a newspaper to read, or we start to chat pleasantly with the person next to us in line. Others are impatient and complain about the lack of staff, or the unfair wait. Isn't this a microcosm for a meeting you have to attend? Are you the one who waits patiently for the meeting to start and for the agenda points to be made, or are you drumming your fingers, impatiently waiting and wanting to get the show on the road?

Don't be hard on yourself. Respect your pace. Know that in some areas, you are like a sailboat gliding easily through life, but in other areas, you are a race boat riding the waves at record speed. Whatever your pace, enjoy the journey. **T**

**Abby Lynn Ross, DTM**, is a member of South Dade Club 2463-47 in Miami, Florida. A psychologist and professional speaker, she also teaches public speaking at the University of Miami.

## Are You Ready To Live Your Dreams As a Fee-Paid Professional Speaker?

Professional Speakers enjoy significant financial rewards and tremendous feelings of success and fulfillment...not to mention an unparalleled lifestyle.

**The Bill Gove Speech Workshop** has been the training ground of the world's most successful professional speakers since 1947.

Visit us at [www.feepaidprofessionalspeaker.com](http://www.feepaidprofessionalspeaker.com)  
Or Call **Gove-Siebold Group** Toll Free 877.789.2915





# Integrate, Don't Isolate Your New Members

**What's obvious to veterans  
may not be apparent to  
new members.**

**H**ow does your club integrate new members into its culture? As Toastmasters, we are constantly striving to recruit new members. However, the work doesn't end when a person joins the club. Many clubs have an orientation process for members that includes mentors or information packets. While this process introduces the idea of Toastmasters, it doesn't necessarily welcome new members into the club environment itself. If you expect new members to automatically understand and adhere to the norms of your club, you may lose them.

Many Toastmasters policies and structures are outlined and explained thoroughly in the meeting script and the booklets provided. However, each club has its own unique culture with expectations, rules and underlying processes specific to that group. If new members aren't given specific guidelines or expectations, they may feel isolated and never fully become a piece of the club's mosaic.

There is a significant difference between being a guest and being a member. In addition to confronting potentially overwhelming fears, new members will be overloaded with information – club rules and policies, names, and expectations for contributing not only speeches but time spent in serving various club functions. Even after being a member for several months, new members may barely grasp the details of what it means to be a Toastmaster. For those who have been involved in Toastmasters for any significant amount of time, it's easy to

forget what it was like in the beginning. What's obvious to veterans may not be apparent to new members. Here are some ideas to remember when people join your club:

### **Just Getting Up to Speak is an Accomplishment**

Since new members may find the task of completing the entire basic manual an overwhelming feat, it's helpful to congratulate them on each accomplishment. Veteran members can suggest that new members sign up for roles such as Grammarian before presenting their Ice Breaker speech. These tasks can help lessen new members' fear of completing the first speech, involve them early in their Toastmasters career and enable them to feel comfortable in their new environment. Congratulating new members on these small accomplishments can help build confidence for greater challenges. Everyone has a unique level of readiness and capacity for risk. Respect and appreciate each milestone and the club will continue to thrive.

*"If new members aren't given specific guidelines or expectations, they may feel isolated and never fully become a piece of the club's mosaic."*

### **Everyone Else Looks Experienced**

Prior to joining, people may have the notion that Toastmasters is a club for people with a fear of public speaking. Therefore, they may expect to see nervous speakers in need of major improvement. New members may be surprised to witness extremely talented and entertaining speakers at their first meeting. They might wonder how they could possibly follow them at the lectern.





What many new members don't realize until later is that practice can make perfect – or nearly perfect. Veterans have had this opportunity. It may be helpful to remind new members that they are just beginning, and improvement is imminent.

### **Table Topics Can be Terrifying**

Many new members find Table Topics nerve-racking, especially if they are called on before understanding the purpose and basics of impromptu speaking. Veterans can help new members understand that Table Topics are essentially mini-speeches; they should have an opening, body and closing. This part of the meeting can be re-framed by explaining to new members that people speak extemporaneously every day – when talking to friends or answering questions in a meeting. Of course, Table Topics can vary in difficulty, and no speaker is perfect every time. New members can be reminded of the following mantra both with regard to Table Topics and prepared speeches:

Tell them what you're going to tell them, tell them and then tell them what you just told them.

### **Encouragement is Essential, Pressure is Not**

One of the wonderful aspects of Toastmasters is its individualized program – meaning that members can set their own goals and move at their own pace. Some members may not make it a priority to complete all the required speeches right away, but instead will find taking small steps and observing the new atmosphere enough to meet their immediate goals of becoming better speakers. Also, competing life priorities can take precedence at times.

New members can be encouraged to challenge themselves to complete new tasks. However, too much encouragement can isolate members by making them feel unprepared or feel as if they are not meeting the expectations of their fellow members. Veterans should do their best to make new members feel welcome and supported, without their feeling pressured or stressed to live up to someone



else's expectations. This will encourage new members to keep coming and, thus, allow everyone to benefit from the club's purpose.

### Members Should Introduce Themselves

Learning everyone's name can be difficult for new members, especially when trying to remember everything else and worrying about speaking in front of people. Socializing with club members after the meeting creates opportunities to connect on a more personal level, increasing the potential for remembering not only names, but the people themselves. These connections will ease anxieties when delivering a speech and will help create a friendly atmosphere. This also can be applied to any speaking engagement outside of Toastmasters. If you make an effort to get to know your audience on a more personal level, the room can be a lot less threatening.

Creating mechanisms for explaining a club's culture is just as important for newly transferred members as it is for first-time Toastmasters. Members who started at a different club have an already-established concept of Toastmasters. Although the Toastmasters structure is similar throughout its more than 9,000 clubs worldwide, it's amazing how different clubs can put that structure into practice.

For example, some clubs begin their meeting with an invocation. Some clubs present the timer's report after each segment, and others wait until after the evaluations for the summary. Some clubs have speech evaluators read aloud the speaker's presentation objectives before the speech itself, as well as provide an oral evaluation later, while others simply offer the evaluation. While these differences may seem minor, they add up when someone is used to a certain format and must adapt to a number of new approaches. Add meeting an entire group of people for the first time, and a transferred member can become a bit overwhelmed.

### Ideas to Consider

Here are just a few ideas to help communicate your club's norms to members, thereby helping them achieve their goals and maximizing the club's potential:

- Convey your club's expectations and processes (such as scheduling, attendance, mentoring, administrative tasks, leadership, modes of communication and contests).
- Allow time for members and visitors to introduce themselves at the beginning of each meeting.
- Review the meeting structure and provide a detailed handout of the sequence for everyone.
- Use introductions throughout the meeting as an opportunity for members to get to know each other; vary the introductions to incorporate new information.
- People fulfilling the various meeting roles should explain their duties, the purpose and the objectives for each activity.

*"Too much encouragement can isolate members by making them feel unprepared, or as if they are not meeting the expectations of their fellow members."*

- Ensure that evaluations provide constructive feedback and encouragement for future presentations.
- Encourage veteran members to sit with new members, and to take time after each meeting to talk to them and ask if they have questions.
- Provide detailed written descriptions and expectations for each meeting role for members, especially to those fulfilling the role for the first time. (While mentors can help, having something in writing ensures that all expectations are being communicated.)

If you are a new member, be sure to:

- Ask questions, even if you think they are minor; the answer to a seemingly basic question might clarify the larger picture for you.
- Spend time after the meeting talking to members.
- Take your time in getting used to the new club; start getting involved in the smaller, but no less important, roles.

The efforts you make to integrate your club's new members can make the difference between a thriving club and one that is merely surviving. Each new member brings another piece to the Toastmasters mosaic and offers a fresh perspective from which everyone can learn and grow. As Thomas Carlyle wrote, "The great law of culture is: Let each become all that [s]he was created capable of being." **T**

**Jennifer Blanck, CL**, is a member of Vinegar Hill Club 7537-66. **Jeannine Parisi** is a former member of Vinegar Hill Club, located in Charlottesville, Virginia.

## Whatchathink?

**W**e want your opinion. For the next few months we're going to ask for your response to different types of questions. To answer, visit the home page of the TI Web site at [www.toastmasters.org](http://www.toastmasters.org) and click on the button to take our online poll. The results will be posted in a future issue of *The Toastmaster*. This month's question is:

**Is your club Distinguished?**

*We look forward to hearing from you!*



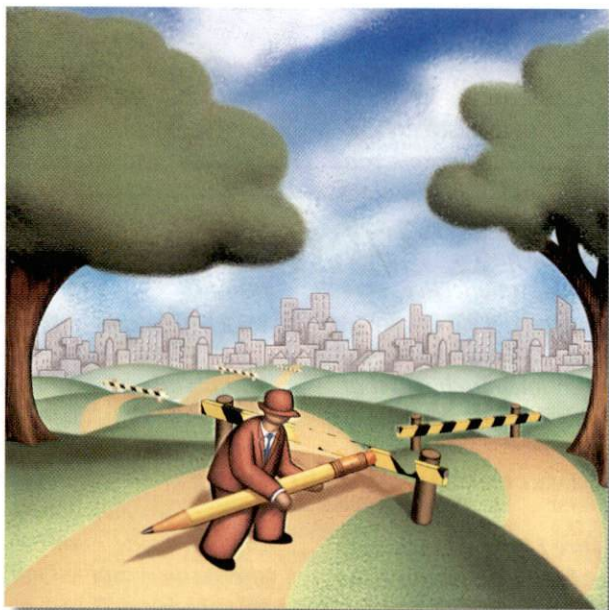
**Becoming Distinguished is not as difficult as it may seem.**

## Growth or Stagnation?

◆ WHEN OUR MEMBERS, CLUBS OR DISTRICTS CONTINUE ON a path of growth, we mature and develop as communicators. With stagnation, our personal growth often follows suit.

I'm confident there isn't a Toastmaster who would knowingly choose to stagnate. I'm just as sure, though, that many cease to grow without realizing it. It is easy to become complacent about club meetings and assignments. We stop inviting others to our meetings. We don't participate in area, division and district activities. Missed meetings become the norm rather than the exception. Each of us can easily list reasons others have given for their own decline in Toastmasters. The question we should ask ourselves is, am I growing or stagnating? Is it I who am making excuses? An honest assessment of where you are on your Toastmasters journey is the next step toward further personal and professional development.

Just as members stagnate, so do clubs. How is your club doing? What are you doing to further its development? True, you are just one person. But when you are part of a team, synergy builds and much more can be accomplished. The number one thing members can do to bolster their club is to insist on its active participation in the Distinguished Club Program. Set as your club's goal to achieve President's Distinguished status. Once you embark on the goal of President's Distinguished, you should make two commitments: Each year, achieve a new educational level and recruit at least one new member. The second part of this is to visualize yourself earning recognition as a Distinguished Toastmaster (DTM) and then working toward fulfilling that goal.



*“The number one thing members can do to bolster their club is to insist on its active participation in the Distinguished Club Program.”*

Just as we should aspire to reach the Distinguished Toastmaster award as members, so we should also want our area, division and district to be Distinguished. To help make this happen, concentrate on reaching your educational and recruitment goals, support your club's efforts in the Distinguished Club Program, and help start a new Toastmasters club.

“Start a new club? You've got to be kidding! I'll recruit a member and achieve an educational goal, but start a new club, not me.” This comment is all too common. Most of us believe starting a new club involves more time and effort than we are willing to give. Yes, time and effort are needed. However, it's a building process done by many people.

The main thing you can do is help identify where a club can be started. Where do you work? Would your company benefit from having a club? Where do you live? Would your community benefit? Provide your district leaders with this information and they will do the follow-up. The district leaders will need a name, title, address, phone number and e-

mail address. Once an inquiry has been made, these leaders will contact you and let you know the outcome. When the club is started, you'll be listed as one of the two sponsors, which will satisfy one of the tasks for the Advanced Leader (AL) award, and you will have the opportunity to help the new club in its development.

Which do you choose – growth or stagnation? **T**

**Frances M. May** is a member of Speaking Out at the Y Club 48-58 in Spartanburg, South Carolina.





## Toastmasters Share Their Lessons Learned

# Create, Don't Emulate

◆ IT'S ALL TOO EASY TO FALL INTO THE POP-CULTURE TRAP OF repeating what we hear others say. Our days can be filled with the chatter of "Wassup?" "Got game?" or "How ya doin'?" People expect more of us as Toastmasters. We should be wary of repeating the creations of Madison Avenue marketing groups or of using other slang.

Here are some suggestions from fellow Toastmasters on how to be a better communicator:

■ Use the word "you" many more times than the word "I" when speaking. Listeners like hearing about themselves. You engage them every time you say "you." Name persons you quote. Take a slightly different stance, and use a slightly different voice for quotes. That will make it seem more as if the authors themselves were delivering the quotes.

Using rhetorical questions is a simple, yet effective, way to transition between points in a speech – especially a detail-packed speech. Some examples: "So how do we do that?" "What does that mean to you?" "How much will that cost?" "What do we do next?" "What's holding us back?" "What can you do now?"

GEORGE TOROK, CTM • BURLINGTON, ONTARIO, CANADA

■ When I prepare speeches, I make sure I have enough time – at least two to three weeks – to scout for a title, research the subject, organize the facts in my mind and practice presenting the speech. I memorize, at the very least, the beginning and ending. I start reading it at 5 a.m. every day, because I pray and this is the best time to fix it in my memory. Before I start, I devote a minute to breathing – inhaling through my nose and exhaling through my mouth. I then read my speech loudly, exaggerating the movement of my jaw and covering alternate ears to better hear my own voice. I read the speech with gestures at the same time. I'm blessed with a good memory, and after three days I can give my speech without notes. I feel confident, I'm smiling and looking forward to delivering my speech at the next club meeting.

MELROSE S. LUNN • BACOLOD CITY, PHILIPPINES

■ The Reader's Digest is a valuable resource for jokes and words. I frequently tear out the magazine's "Word Power"

page and throw it into my Toastmasters' bag. The "Word Power" section is a feature of vocabulary words with definitions and examples of sentence usage. By having this resource with me, I am always ready to contribute a word or pass the page to a fellow member to choose an appropriate word for the evening.

CAROL MON, ATM-B • NEWINGTON, CONNECTICUT

■ Accepting the role of Table Topicsmaster at a regular club meeting, I decided to conduct a light and easy session. I sang a few lines from a popular song, and the speaker's topic was about what I sang. I serenaded them with gesture and emotion and they responded. Club members enjoyed the event. In fact, even the speakers volunteered to participate. Members and guests said the experience was creative and fun.

PAUL N. H. LIM CL • KUALA LUMPUR, MALAYSIA

■ Our club meets during a lunch break and lasts less than an hour, so we can't have fully developed Table Topics themes. Still, we have fun. At one meeting I played an excerpt of an Elvis Presley CD and asked participants – in terms of an Elvis song – what they planned to do the coming weekend. I said to one member, "Put on your blue suede shoes and tell me about the adventures you will find this weekend." And to another member: "This weekend, check into Heartbreak Hotel. What will you do there?"

At another meeting I asked questions about TV Westerns. Some ideas with a Western theme: Wrap your Table Topics in colored bandannas and have participants select bandannas. This idea works best when the Topicsmaster reads the topic. The Topicsmaster might ask what type of job participants would like to hold if they were living during those times – cowboy, sheriff, saloon keeper or doctor?

MARY PRINGLE • RESEARCH PARK, NORTH CAROLINA

■ A tip to calm nerves: When you feel butterflies start to drum their wings in your stomach, use that feeling to turn nerves into excitement. Put a huge grin on your face and repeat the word "excitement." At the same time, take a deep breath, feel it go all the way to the butterflies. Keep the grin. Now let the



breath suck up the butterflies, blow them all out, keep the grin and repeat, "I am so excited about doing this." Your mind soon will fill with positive thoughts, and the negative thoughts will fly away with the butterflies.

MAUREEN MASOTTO • MARGARET RIVER, WEST AUSTRALIA.

■ To make it easy to keep in touch with fellow club members, I keep their contact information in my purse. This procedure ensures that I am always ready to call members – and to provide information to members who call and ask for it. I hope other Toastmasters will try this very useful form of communicating.

VIMAL GOYLE, CL • WICHITA, KANSAS

■ My career has honed my ability to stay on schedule in all-day presentations without the use of a timing device. But in my role as a citizen, it's been harder to effectively use public-comment periods before boards and local government agencies because the time is often restricted to three minutes or less. Many boards will stop a speaker mid-sentence when the timer goes off.

To overcome this problem, consider the building blocks: A prepared speech should have a beginning, middle and end. If a seven-minute speech were to be divided equally, two minutes and 20 seconds would be available for each segment. It isn't always appropriate to divide those segments equally, but we can

choose to repeatedly rehearse speeches by segment. Timing rehearsals by segment can help us regulate our internal clocks, enabling us to make sure we have enough time to present a strong concluding statement.

APRIL KELCY, CL • PASADENA, CALIFORNIA

■ When working through the various Communication and Leadership manuals, carefully study the feedback that you receive from evaluators and other club members about your speeches. Work on areas that several members have suggested you need to improve. This technique has worked for me and helped me to gradually become a better presenter.

JEFFREY BROWN, CTM,CL • TORONTO, ONTARIO, CANADA

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

ADVERTISEMENT

## Now, you can amass a HARVARD GRADUATE'S VOCABULARY in just 15 minutes a day!

### PEOPLE JUDGE YOU BY THE WORDS YOU USE.

Studies over many decades have *proven* that a strong command of the English language is *directly linked* to career advancement, to the money you make and even to social success.

Every day, *people judge you by the words you use*. Right or wrong, they make assumptions about your intelligence, your education and your capabilities. So, doesn't it make sense to have at your command as large, as diverse, and as exact a vocabulary as possible?

### JOIN THE TOP 5%.

With Verbal Advantage®, you'll acquire a powerful vocabulary that catapults you into the top 5% of all educated adults—the most successful, highest earning people!

When you complete the program, your vocabulary will surpass that of most executives and professionals, including those with advanced degrees. You'll be equipped to speak with *confidence at all times* and hold your own with *anyone*, at any level.

### ALL YOU HAVE TO DO IS LISTEN!

Verbal Advantage puts thousands of powerful words at your command—and gives you the tools you need to communicate effectively and confidently. Best of all, it's on audiocassette tapes. To benefit, all you have to do is listen!

### "PUT A \$ IN FRONT OF EACH WORD YOU LEARN."

More than 200,000 people have already benefited from Verbal Advantage. And companies ranging from Aetna to Microsoft to Xerox have purchased the program.

### CALL NOW FOR YOUR NO-RISK SHIPMENT...PLUS A FREE BONUS.

Wouldn't you like to command a vocabulary so rich, so dynamic, that people will be absolutely riveted by every word you speak?

All you have to do is call the toll free number at right and request your trial shipment. Listen to Verbal Advantage in the privacy of your own home or car. Prove to yourself how, in just one month, you can learn thousands of new words and attain a vocabulary




level that EQUALS THE TOP 5% OF ALL EDUCATED ADULTS!

Order now, and you'll also receive *Memory Advantage* absolutely FREE! This 2 1/2-hour program will help you remember names, faces, numbers and vocabulary as never before.

You risk absolutely nothing. The entire package is yours to audition on a no-risk basis: If you are not satisfied for any reason, you may return the tapes within 30-days and receive a no-nonsense refund of the purchase price. You must be fully convinced that Verbal Advantage gives you the powerhouse vocabulary you need to join the top 5% of all educated adults...OR IT COSTS YOU NOTHING!

CALL NOW TOLL-FREE

1-888-524-9673

 **verbalAdvantage®**  
180 La Pata, Dept. 5325  
San Clemente, CA 92673 USA  
© 2002 Wordsuccess, LLC





Try these proven strategies.

By Daniel Gulchak, CTM

## Want to Improve Your Memory?

If a Toastmaster speaks to an audience and nobody remembers what was said, was the Toastmaster really there? We need to ask ourselves if what we say is important. If not, why are we speaking?

If our message is important, one of our goals should be for people to remember what we said. We have many tools and strategies to accomplish this at our disposal. We can use humor, vocal variety, eye contact, and a repeated message or phrase. But an even more powerful approach is available to us.

As a special-education teacher, I'm often asked to help other teachers and parents have "tried everything." Most of the time I'll have dozens of research-proven strategies that have never been attempted by those seeking help. Most people in the fields of medicine or business wouldn't dream of using methods that haven't been proven scientifically sound. But often in education, as in public speaking, we tend to use the same methods over and over again without consulting the research. Yet we wonder why our listeners don't remember or care about what we say!

After trying my suggested strategies, most kids achieve more than many people expected. My advice, "There are a million ways to teach poorly, but only a few proven ways that are effective." Use powerful strategies to get powerful results.

I apply many of these same strategies to my Toastmasters speeches. If I want people to remember my speech, my secret is to use the most powerful memory strategy known to science... mnemonics (new-mon-ics). Use one of the following four different mnemonic strategies in your next speech and people will remember it.

### ACRONYM

This simple device groups the first letter of words in a list to make a new word or acronym. By remembering one simple word, your audience automatically memorizes all the words in your list.

During one of my speeches, I wanted people to remember all the colors of the rainbow – no small task. I told them a story of how a professor, Dr. Biv, used a prism to sort light into a rainbow of color. This led one student to say to the professor, "Gee Roy that's beautiful." I told my audience that from now on, they too could use the professor's name, ROY G. BIV, to remember that the colors in a rainbow: Red, Orange, Yellow, Green, Blue, Indigo and Violet.

### ACROSTIC

Use a short descriptive phrase – in the form of an acrostic – to help remember lists. The first letter of each word in the phrase is a cue to remember a word from a list. A math



teacher once complained to me that none of her students could remember the correct order for solving certain math problems. I told her about Aunt Sally, who as an adult went back to school and was so afraid of failing her math class that she asked her doctor, also her niece, to write a note to her teacher. Her niece simply wrote, "Please Excuse My Dear Aunt Sally." The note helped her pass the exam, because the easily-remembered message was really an acrostic for the correct order of math operations: The first operations to solve are any numbers in Parenthesis. Next, do the numbers with Exponents. Then, Multiply or Divide. And finally, do all of the Addition and Subtraction problems.

**FIGURE 1**  
**Acrostic**

"Please	Excuse	My	Dear	Aunt	Sally"
a	x	u	e	d	u
r	p	l	v	d	b
e	o	t	i		t
n	n	i	d		r
t	e	p	e		a
h	n	l			c
e	t	y			t
s	s				
i					
s					

**KEYWORD**

Have you ever needed to use technical words or jargon as part of your speech? Sure, we try to avoid complicated words if we can, but sometimes we need to use specific words, and we want our audience to not only remember them, but remember what they mean. Lucky for us, there is the keyword method. At first this method may seem elaborate, but after you explain it once to your audience, they won't be able to stop themselves from remembering your word.

Here's how to use the keyword method: First, a word that sounds like the target word is pictured and paired with the target word for easier recognition. Follow these three steps to make up your own keyword:

1. In order to teach that *bliss* means *happy*, pair bliss with kiss.
2. Reconstruct a picture of a boy with a smile getting kissed by a girl.
3. To remember that bliss equals happy, retrieve the memory of the happy boy getting a kiss.



**FIGURE 2**  
**Keyword**

Forevermore, if your audience needs to remember *bliss*, they'll have the picture of a boy getting kissed to remind them of happiness or blissfulness.

**PEGWORD**

It seems that everywhere we turn, we need to remember facts and lists of numbers. In science we need to remember that all insects have six legs, but spiders have eight legs. In baseball, there are nine people on the field, while in basketball only five players are allowed on the court. And in Toastmasters we need to remember that we must complete 10 speeches to earn a CTM, and that there are 10 criteria for the Distinguished Club Program.

How can we remember all of these facts and numbers? It's easy when you use the most powerful memory strategy – mnemonics! The pegword method uses the following rhyming words to remember numbered or ordered information: 1=bun, 2=shoe, 3=tree, 4=door, 5=hive, 6=sticks, 7=heaven, 8=gate, 9=vine, 10=hen.

These steps are easy! If you need to remember the number of players on a baseball field, think of the vines on the wall at Wrigley Field in Chicago to remind you that baseball requires nine players. To remember that we need ten speeches to earn a CTM award, picture a hen on a lectern!



**FIGURE 3**  
**Pegword**

- Vines = nine players on the field!
- Hen = Ten speeches needed for CTM award!

Now don't laugh; these are serious solutions to making your speeches memorable. If you still don't believe me, try forgetting the order of math operations. Dear Aunt Sally doesn't have an excuse, and now neither do you! **T**

Daniel J. Gulchak, CTM, is a member of Speakers In Paradise Club 5565-3 in Phoenix, Arizona. He teaches special education students and regularly conducts professional development workshops for schools. He can be contacted at [gulchak@yahoo.com](mailto:gulchak@yahoo.com).



Getting your facts straight with  
a little help from the web.

# Information at Your Fingertips

Say you're writing a speech and need to double-check a fact or two. Or say you just heard something on TV or the radio and want to make sure it's correct. What do you do?

In the past, you reached for an almanac or encyclopedia or headed to the library. Today, in the Age of the Internet, these facts are as close as your computer screen.

To check a fact you might be tempted to fire up **www.Google.com**, the best general-interest Web search engine. But despite its sophisticated search technology that helps you home in on relevant information, Google can still be too scattershot an approach when fact checking.

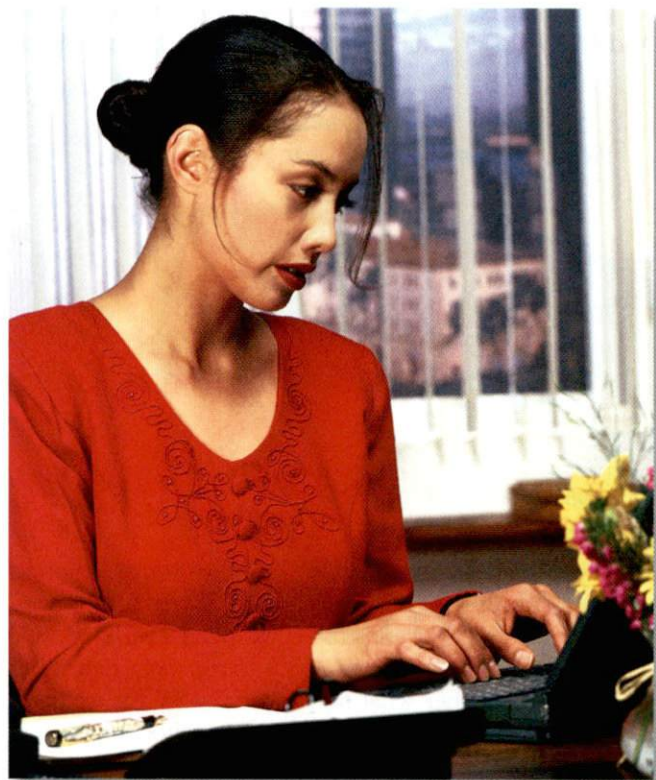
Nothing beats an almanac for quick facts on everyday items, and nothing beats **www.infoplease.com** as a source for free online almanacs. It offers a range of almanacs on world and domestic issues, history and government, business, society and culture, biography, health and science, arts and entertainment, and sports, not to mention a dictionary, concise encyclopedia and atlas.

For more meaty material, you should surf to a full-fledged online encyclopedia. Britannica Online includes the full text of Encyclopedia Britannica, at **www.britannica.com**, along with a dictionary, thesaurus, atlas, audio and video clips, and links to other Web sites. You can read the first few sentences of encyclopedia articles for free, with full access costing \$10 (USD) per month or \$70 per year.

Though they're more concise, other excellent online encyclopedias include MSN Encarta, at **www.encarta.msn.com**, and **www.Encyclopedia.com**.

Encarta, however, can be overloaded and slow, and some of its articles require you to have bought the CD-ROM version. **Encyclopedia.com**, along with providing free encyclopedia articles, includes links to eLibrary, a compilation of articles from thousands of newspapers, magazines, and TV and radio transcripts, with a subscription costing \$25 per month or \$125 per year.

An excellent biographical encyclopedia on the Web is **www.Biography.com**, with more than 25,000 articles on both current and historical figures.



If it's word wisdom you're after, try **www.Dictionary.com**. It offers a dictionary and thesaurus, as well as translation tools for Spanish, French, German, Italian and Portuguese. The site also includes links to foreign language, medical, science and other dictionaries. An even more comprehensive translation site is AltaVista's Babel-fish, at **world.altavista.com/tr**. It handles the above languages plus Russian, Chinese, Japanese and Korean.

Another good word site is **www.yourdictionary.com**. Along with English language and foreign language dictionaries and various thesauri, it provides links to 60 specialized glossaries, from business and computing to law and medicine.

Say you come across an acronym that you can't make sense of. Acronym Finder, at **www.acronymfinder.com**, offers definitions of more than 242,000 acronyms, abbreviations, and initialisms. If it's technology related, CMP's TechEncyclopedia, at **www.techweb.com/encyclopedia**, may be an even better choice, with definitions of more than 20,000 acronyms and other terms related to computers and the Internet.



Sometimes you want to know in detail how something works. The appropriately named site, **www.HowStuffWorks.com**, provides descriptions, diagrams and photos of more than 2,500 devices and processes in categories from automotive and electronics to health and money.

If it's a statistic you need or want, check out at **www.statistics.com**. You'll find numbers from government and other sources on a range of different topics, though you'll be more likely to find regularly published data than private market research there. Another good site is the University of Michigan's Statistical Resources on the Web, at **www.lib.umich.edu/govdocs/stats.html**.

Two excellent sites for checking general health information are Harvard University-affiliated IntelliHealth, at **www.intelihealth.com**, and the Mayo Clinic at **www.mayoclinic.com**. RxList (**www.rxlist.com**) and the National Library of Medicine's Medline Plus Drug Information, at **www.nlm.nih.gov/medlineplus/druginformation.html**, provide information about brand name and generic pharmaceutical drugs.

A number of sites compile links of reference materials. The best overall is the University of Michigan's Internet

Public Library (**www.ipl.org**). There you'll find links to almanacs, calendars, dictionaries, style and writing guides, quotations, biographies, encyclopedias, atlases, books, magazines and newspapers, among other materials.

Another good general reference site is **www.Researchville.com**. It conveniently lets you do "metasearching" of multiple sources at once with just a single query, though it doesn't combine results on a single page. You can search multiple almanacs, encyclopedias, dictionaries, newspapers, newswires, magazines, health sources, education sources, government sources and discussion forums.

Finally, you might think that **www.UselessKnowledge.com** is fairly useless. But this whimsically named site is a great trivia resource, letting you search for arcane information, among other things, by keyword. **T**

---

**Reid Goldsborough** is a syndicated columnist and author of the book *Straight Talk About the Information Superhighway*. He can be reached through his Web site **www.netaxs.com/~reidgold/column**.

## Trade Your Newsletter for an E-Zine

◆ TOASTMASTERS CLUBS AROUND THE WORLD ARE ENCOURAGED TO PROVIDE A NEWSLETTER for their members. Many heed that request in the conventional manner of printing and mailing or handing out the publication.

As we continue to find improved and efficient uses of technology, an online newsletter becomes a method of communicating with our members, district officers and potential members at a minimum expense. In many cases, an online newsletter is more professional, attractive, colorful and versatile than a printed document.

As the Vice President Public Relations, I was delighted to find a source for an e-zine. After setting up our initial edition, I found that another Toastmasters club had also created one. Even though ours was new and "a work in progress," our members were delighted!

The source is **www.ezduzzit.com**. It's not necessary to know or understand Web design or HTML. Templates are available with many tutorials. It's not even necessary to find a server to "host" your e-zine; your account with **Ezduzzit.com** provides that.

These e-zines can be interactive since they can be designed to collect feedback and ideas from those receiving the publication.

Finding out about EZ-zines has opened up endless possibilities for me in my new PR role in Toastmasters. Others who are holding that office might also want to try. I promise that if a retiree like me can figure it out, so can you!

Club newsletters can have a new look and always be up-to-date. Take advantage of instant communication by putting your publication on-line. **T**

**Newsletters  
can have a new  
look and always  
be up-to-date.**

---

**Phyllis May, ATM-B**, is a member of Key West Club 6298-47 in Key West, Florida.





## HALL OF FAME

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.

Stephanie Clark-Ochoa 8839-F, Duarte, California  
Kenneth D. Sisco 5803-F, Los Alamitos, California  
Mark A. Oshman 8660-F, Costa Mesa, California  
Judith L. Gauthier 9591-F, Yorba Linda, California  
Antony Harold Lobo 514-U, Ghala, Oman  
Saleh Ampaso Bucay 3082-U, Riyadh, Saudi Arabia  
Saidali M. Malic 3082-U, Riyadh, Saudi Arabia  
Pacaambung G. Panolong 3082-U, Riyadh, Saudi Arabia  
Lokesh Shankkarappa 9015-U, Bangalore City, India  
Zaheer Uddin Ahmad 9462-U, Riyadh, Saudi Arabia  
Bonny Kamen 280-1, Torrance, California  
Kathleen Taylor Sharp 5030-2, Shoreline, Washington  
Janice Winscot 3900-3, Phoenix, Arizona  
Donald E. Goddard 276-5, Vista, California  
Mary E. Smith 2850-5, Chula Vista, California  
Barbara Jean Anderson 5553-5, San Diego, California  
Narrie Babao 9493-5, National City, California  
Owen L. Nelson 208-6, St. Paul, Minnesota  
Maria M. Johnson 2342-6, St. Paul, Minnesota  
Laura Hutt 7280-6, Woodbury, Minnesota  
Burnetta "Burnie" L. Lundsford 3697-7, Milwaukie, Oregon  
Rajeev Pandey 7900-7, Corvallis, Oregon  
Cheryl L. Spears 5927-9, Kennewick, Washington  
Julianne Kay Hyde 159-11, Fort Wayne, Indiana  
Glory J. Smith 9049-11, Indianapolis, Indiana  
David Edward Sullivan 9642-11, Goshen, Indiana  
Linda L. Stevens 1914-18, Edgewood, Maryland  
Bernice McLennan 4598-21, Fort St. John, BC, Canada  
Mike Robinson 7275-21, Aldergrove, BC, Canada  
John R. Ward 8326-23, Albuquerque, New Mexico  
Rodney J. Christmann 7585-24, North Platte, Nebraska  
Lori Anderson 4538-25, Dallas, Texas  
Ronald G. Wachenheim 1965-26, Denver, Colorado  
Helen J. Burkett 1792-27, Springfield, Virginia  
Earl G. Bateman 3241-30, Schaumburg, Illinois  
Charles H. Brooks 5534-30, South Holland, Illinois  
Chris Lowe 7677-31, Clinton, Massachusetts  
Ralph Gordon 3332-33, Westlake Village, California  
William Nichols 3389-33, Modesto, California  
Emogene Stephens 8487-33, Rosamond, California  
Luis A. Borrego Hernandez, 5837-34, Monterrey, NL, Mexico  
Kathleen A. Sorenson 2920-36, Washington, D.C.  
Lisa D. Arquette 3739-36, Washington, D.C.  
Larry D. Brown 1835-37, Burlington, South Carolina

Doreyl Ammons Cain 3261-37, Sylva, North Carolina  
Dottie Miller 5743-37, Gastonia, North Carolina  
Joann Edstrom 4024-41, Rapid City, South Dakota  
Andrew Kirk 302-42, Saskatoon, SK, Canada  
Carolyn B. Reilly 6901-42, Edmonton, AB, Canada  
Marie Soprovich 6901-42, Edmonton, AB, Canada  
Anthony Chim 7318-42, Calgary, AB, Canada  
Walter C. Graham 5440-44, Abilene, Texas  
Paul R. Thompson 773-46, Wayne, New Jersey  
Terence John Stormon 1534-69, Lismore, NSW, Australia  
Amelia L. Abad 451-46, New York, New York  
Cleveland N. Stevens 5985-47, St. Petersburg, Florida  
Coleman Stokes 7911-47, Jacksonville, Florida  
Caroline K. Wang 9783-48, Huntsville, Alabama  
Martha Baxley 345-50, Sherman, Texas  
James P. Oppedal 2229-50, Addison, Texas  
Debra F. Pickral 2690-50, Richardson, Texas  
Michael Goforth 7879-50, Sherman, Texas  
Vicki Blank 8983-50, Plano, Texas  
Ng Yee Chong 5255-51, Singapore  
K. Sow 4391-51, Selangor, Malaysia  
Rosalind Yee Fong Chan 7764-51, Penang, Malaysia  
Charles R. Coombs 5741-55, Round Rock, Texas  
Clark Lyman 6755-55, Austin, Texas  
Gary L. Wheeler 4035-58, Greenville, South Carolina  
Stephen Larocque 3886-61, Brockville, ON, Canada  
K. Graham Wright 5108-61, Nepean, ON, Canada  
John L. Lloyd 7009-63, Lebanon, Tennessee  
Bernardine Czamecki 506-65, Buffalo, New York  
Rosemarie Eskes 1831-65, Rochester, New York  
Roydan Curtis Conley 2015-65, Beaumont, Texas  
Andreas Ouyang 5844-67, Taipei, Taiwan  
Barbara Fay Richardson 1444-69, Redcliffe, QLD, Australia  
Ian Allan Schleiter 832-70, Raymond Terrace, NSW, Australia  
Kevin D. Benge 2011-72, Raglan, New Zealand  
Joseph Edmund McLroy 2417-72, Wanganui, New Zealand  
Pat Gurnsey 7535-72, Christchurch, New Zealand  
Margaret H. Percival 3473-73, Hastings, New Zealand  
Kathleen Mary Hastings 4416-73, Scarborough, WA, Australia  
Alan Smith 7986-73, Bentley, WA, Australia  
Brandon Rodney Topham 7056-74, Pretoria, South Africa

### 55 years

Tarsus 532-8, St. Louis, Missouri  
Orlando 28-47, Orlando, Florida

### 50 years

Waukesha 1173-35, Waukesha, Wisconsin  
Main Line 1198-38, Wayne, Pennsylvania  
Trinity Toastmasters 1190-50, Dallas, Texas

### 45 years

Eyeopeners 2607-3, Tucson, Arizona  
Jetstream 2624-4, Moffett Field NAS, California

### 40 years

Heart and Soul 2563-6, Edina, Minnesota  
Hattiesburg 3553-29, Hattiesburg, Mississippi  
Dynamic North Shore 3543-70, Sydney, NSW, Australia  
Miranda 3554-70, Sutherland, NSW, Australia  
Melbourne 3362-73, Melbourne, VIC, Australia  
Fukuoka 3405-76, Fukuoka City, Japan

### 35 years

Saddleback Valley 2657-F, Laguna Hills, California

### 30 years

76 Speakers Forum 3327-F, Brea, California  
Mixedmasters 3686-F, Huntington Beach, California  
Downtowners 2696-15, Salt Lake City, Utah  
Powell River 1363-21, Powell River, BC, Canada  
Leavenworth 2301-22, Leavenworth, Kansas  
Credit Union Center TM 2023-35, Madison, Wisconsin  
Belaborers 2221-36, Washington, D.C.  
Morning Knights 2875-64, Binghamton, New York  
Sunnybank 3110-69, Brisbane, QLD, Australia  
Kapi-Mana 1679-72, Tawa, New Zealand

### 25 years

Speakeazys 3855-30, Northbrook, Illinois  
Speakeza 1816-35, Kohler, Wisconsin  
Crown of Laurel 77-36, Laurel, Maryland  
Hornet's Nest 1811-37, Charlotte, North Carolina  
Metro 3644-58, Greenville, South Carolina  
Manukau Toastmasters 3461-72, Auckland, New Zealand

### 20 years

Chirp N' Choke 5027-3, Glendale, Arizona  
Applied Materials 5015-4, Santa Clara, California  
Heads-Up 5021-4, San Jose, California  
Warsaw Noon 5016-11, Warsaw, Indiana  
Peak Trailblazers 2191-26, Lakewood, Colorado  
Apple Polishers TM's 5018-26, Lakewood, Colorado  
Early Risers 5014-39, Nevada City, California  
University 5024-42, Edmonton, AB, Canada

## Anniversaries

### DECEMBER 2002

### 70 years

Seattle International 10-2, Seattle, Washington



Lubbock Professional 5011-44, Lubbock, Texas  
Treasure Coast 3466-47, Stuart, Florida  
Newark 1118-57, Newark, California  
Ceci 5013-67, Taipei, Taiwan  
Over the Hump Bunch 3271-68, New Orleans, Louisiana  
TM Club of Metro Davao 4403-75, Davao City,  
Philippines

## JANUARY 2003

### 65 years

Waterloo 101-19, Waterloo, Iowa

### 55 years

Lynchburg 562-66, Lynchburg, Virginia

### 50 years

Northrop-Grumman 212-1, Hawthorne, California  
Aerospace 401-1, El Segundo, California  
Dynamic Speakers 457-5, San Diego, California  
Community Masters 1216-11, Indianapolis, Indiana  
Frederick 1082-18, Frederick, Maryland  
Garland 1207-50, Garland, Texas  
Lincoln-Douglas 1196-54, Canton, Illinois  
Lake Charles 1225-68, Lake Charles, Louisiana

### 45 years

Century City 2681-1, Los Angeles, California  
Cariboo 786-21, Prince George, BC, Canada  
Hays 2609-22, Hays, Kansas  
Spectacle City 2602-35, Milwaukee, Wisconsin  
West Shore 227-38, Camp Hill, Pennsylvania

Algoma 2648-62, Sault Ste Marie, ON, Canada  
Susquehanna 2644-65, Owego, New York  
West End 2661-66, Richmond, Virginia  
Taipei 1890-67, Taipei, Taiwan

### 40 years

Downey Space 513-F, Downey, California  
Myrtlewood Hootowlers 158-7, Bandon, Oregon  
Capital Mexicana 3493-34, Mexico City, Mexico  
Mainland-FAA 1107-38, Atlantic City, New Jersey  
Picatinny 3547-46, Picatinny Arsenal, New Jersey  
Toronto Business Club 3568-60, Toronto, ON, Canada  
Mikasa 1727-76, Yokosuka, Japan

### 35 years

Sunrisers 2269-17, Billings, Montana  
New Providence 3596-47, Nassau, Bahamas  
Strowger 3848-54, Genoa, Illinois  
Table Bay 2232-74, Cape Town, South Africa

### 25 years

Mound 3255-40, Miamisburg, Ohio  
Suncoast 1667-47, Tampa, Florida  
City 1324-74, Johannesburg, South Africa

### 20 years

Nordonia Twinsburg Gaveliers 912-10, Twinsburg,  
Ohio  
Downtown Detroit 5043-28, Detroit, Michigan  
Pahrump 1970-33, Pahrump, Nevada  
Siam 5040-51, Bangkok, Thailand  
Hawthorn 5028-73, Hawthorn, VIC, Australia

## Ralph C. Smedley Memorial Fund

### Associate

Darren LaCroix  
District 14 Governor George Kan, DTM, and Gale  
Kan, in memory of John P. Lister, DTM,  
International Director 1986-88

### Contributor

District 6 Governors Club, in memory of Ann Thompson  
Past International Director Ron Harger, DTM and Past  
District Governor Lois Harger, DTM, in memory of  
Ruby Hammitt, DTM, District 23 Governor 1997-98  
Past International Director Robert W. Blakeley, DTM,  
in memory of John P. Lister, DTM, International  
Director 1986-88  
District 14 Lt. Governor Marketing Steve Williams,  
DTM, in memory of John P. Lister, DTM,  
International Director 1986-88  
Past International Director Mary Drew Hamilton,  
DTM, John P. Lister, DTM, International Director  
1986-88  
Darren LaCroix, in memory of Evelyn-Jane Burgay,  
DTM, International Director 1991-93  
In loving memory of Bill Wilson

### Contributing Club

River City Toastmasters Club 3227-8, in loving  
memory of Richard "Dick" Chadwick

# High Performance Leadership

The High Performance Leadership Program is part of Toastmasters' leadership track. One of the requirements for the Advanced Leader is completion of the program.

Learn to lead by completing Toastmasters' High Performance Leadership Program. This exciting hands-on program follows Toastmasters proven three-part learning process of study, action and feedback.

With this hands-on, skill-building program you conduct a project of your choice in which you serve as a leader. Reflecting your own goals, the project may be affiliated with your participation at Club, Area, Division, District, business or community level. The High Performance Leadership manual walks you through the project's different phases, providing study material and activities to complete.


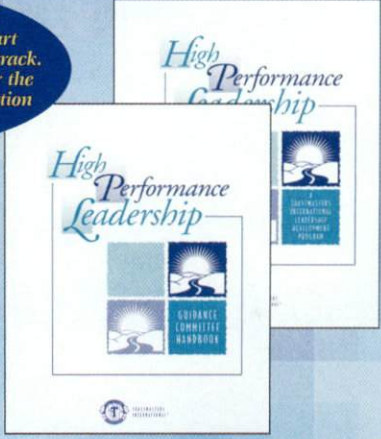
Providing help through each phase is a Guidance Committee - people you select to counsel you and evaluate your work.

### THE LEADERSHIP EXCELLENCE AWARD

Your efforts will be recognized! After you complete the manual and submit an application, Toastmasters International will send you a handsome, numbered certificate that secures your place as a recognized participant in this innovative program.

**Catalog No. 262, \$10.95 plus shipping**

**To Order Contact: TOASTMASTERS INTERNATIONAL, P. O. Box 9052 • Mission Viejo, CA 92690**  
(949) 858-8255 • (949) 858-1207 • [www.toastmasters.org/store](http://www.toastmasters.org/store)



TOASTMASTERS INTERNATIONAL®



Show your

# Toastmasters

## Spirit!

Great Gift Ideas!



7000-A

7000-B

7001

7017

7016

7015

7019

7018

7020

**7000-A TOASTMASTERS LOGO CAP**

Natural/burgundy

\$ 8.95

QTY

**7000-B TOASTMASTERS LOGO CAP**

Khaki/blue

\$12.00

**7001 "TOASTMASTERS" CAP**

Denim blue

\$ 8.95

**7015 TOASTMASTERS T-SHIRT**

White with full-color logo on left front.

B Medium  C Large  D X-Large  E XX-Large

\$12.00

**7013 SWEATSHIRT**

White with full-color logo on left front.

B Medium  C Large  D X-Large  E XX-Large

\$20.00

**7016 TOASTMASTERS T-SHIRT**

Royal blue with white logo on left front.

B Medium  C Large  D X-Large  E XX-Large

\$12.00

**7017 NAVY BLUE/TEAL JACKET**

High-quality jacket with liner. Navy blue with "Toastmasters" embroidered in teal on left front.

B Medium  C Large  D X-Large  E XX-Large

\$40.00

**7018 POLO SHIRT**

Royal blue with "Toastmasters" embroidered in white on left front.

B Medium  C Large  D X-Large  E XX-Large

\$22.95

**NEW! 7019 MEN'S LONG-SLEEVE DRESS SHIRT**

Light blue in color with Toastmasters logo embroidered in navy blue over pocket.

B Medium  C Large  D X-Large  E XX-Large

\$27.00

**NEW! 7020 LADIES SHORT-SLEEVE DRESS SHIRT**

Light blue in color with Toastmasters logo embroidered in navy blue over pocket.

A Small  B Medium  C Large  D X-Large

\$27.00

**PAYMENT MUST ACCOMPANY ORDER**

Enclosed is my check in the amount of \$ \_\_\_\_\_ (U.S. FUNDS)  Please charge my MasterCard / Visa / Amex (CIRCLE ONE)

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Club No. \_\_\_\_\_ District No. \_\_\_\_\_ Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Merchandise Total \_\_\_\_\_

Shipping \_\_\_\_\_

CA residents add 7.75% sales tax \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**ORDER ONLINE TODAY!**

**MAIL TO:**  
 Toastmasters International  
 P.O. Box 9052  
 Mission Viejo, CA 92690 USA

**Standard Domestic Shipping Prices - 2003**

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.65	\$5.01 to \$10.00	\$4.00
2.51 to 5.00	3.30	10.01 to 20.00	4.75
5.01 to 10.00	4.00	20.01 to 35.00	6.75
10.01 to 20.00	4.75	35.01 to 50.00	\$7.75
20.01 to 35.00	6.75	50.01 to 100.00	9.00
		100.01 to 150.00	12.00
		150.01 to 200.00	15.00
		200.01 to —	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax. All prices subject to change without notice.

Order online at [www.toastmasters.org](http://www.toastmasters.org). If using this coupon, please submit entire page.

