

# THE TOASTMASTER

JULY



1969



**GEORGETOWN, GUYANA**  
Toastmasters Town of the Month

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 James L. Wu 851 Tantau Ave., San Jose, California 95129

## FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,133.

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 35 NO. 7



JULY, 1969

## INDEX

VIEWPOINT '69 — TI's Goals — Your Goals.....	3
ALL-NEW PROGRAM TO MEET NEW COMMUNICATION NEEDS.....	4
DISTRICT GOVERNORS 1969-1970 .....	6
TOWN OF THE MONTH — Georgetown, Guyana .....	11
TI RECOGNIZES OUTSTANDING MEMBERSHIP	
BUILDING ACHIEVEMENT.....	12
THE EXPERT SPEAKER SYNDROME — by Burt Malakoff, ATM.....	14
A CONVENTION INVITATION FOR TOASTMASTERS' WIVES.....	18
CONVENTION COUNTDOWN.....	20
HONOR ROLL.....	23
TOASTMASTERS IN THE NEWS.....	24
NEW CLUBS.....	27
INTERNATIONAL NEWS.....	28
PRESIDENT'S PROGRAM PROGRESS REPORT.....	31
ON THE MOVE WITH PRESIDENT POTTER.....	32
THE STYLE OF SPEECHCRAFT — by James L. Wu.....	36
SPEAKER'S PAGE.....	40

Editor

JAMES J. SHOWALTER

Managing Editor  
BOB SATTERTHWAITE

Art Director  
PHIL INTERLANDI

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## In This Issue...

**NEW AND EXCITING**—Toastmasters International will introduce your new communication and leadership program at the International convention in Cleveland, Ohio. What is the "Communication and Leadership" program? See Page 4.

**DISTRICT GOVERNORS**—*The Toastmaster* presents the recently elected district governors and presidents of TCA and TCBI for 1969-1970. See Page 6.

**INTERNATIONAL RECOGNITION**—TI salutes Toastmasters who sponsored five or more new members during the special February-through-May membership building program. President's 40 Clubs are announced. See Page 12.

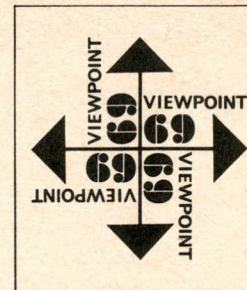
**EXPERTS AND SPEAKERS**—Burt Malakoff, ATM, pens an article pointing out that the "experts" aren't always expert speakers. What can Toastmasters do about it? See Page 14.

**WIVES INVITED**—Mrs. William R. Armstrong and Mrs. Eldon Phillips, wives of your 38th International convention host District 10 governor and the host committee chairman, respectively, invite Toastmasters' ladies to attend the convention next month in Cleveland, Ohio. See Page 18.

**CONVENTION REVIEW**—The outstanding educational programs and social events scheduled for your International convention are reviewed in this final reminder to be in Cleveland, Ohio, August 6-9. See Page 20.

**ON THE MOVE**—A pictorial report of the continuing travels of International President Earl M. Potter. See Page 32.

**PRESENTED WITH STYLE**—International Director James L. Wu contributes an article urging Toastmasters clubs around the world to present Speechcraft in their communities. See Page 36.



## TI'S GOALS - YOUR GOALS

Like all successful organizations, Toastmasters International has established its long-range objectives and goals, but unlike many organizations TI's corporate objectives can be every member's personal goals as a Toastmaster.

Our International, long-range objectives are to:

- Provide educational opportunities in communication and leadership
- Provide opportunities for individual development of the club member
- Better prepare men for participation in business, the professions, government, and the community
- Have the benefits of the Toastmasters program enjoyed by a maximum number of men.

TI's objectives should be *your* long-range goals.

Pledge yourself to take full advantage of the opportunities in communication, leadership, and individual development provided by your club. Promise yourself to be better prepared to participate in your business, profession, government, and community. Commit yourself to making known the benefits of membership in your Toastmasters club to your friends, relatives, and business associates.

Earl M. Potter  
International President

**CLUBS ON THE MOVE SERVE AND GROW**

## All-New Program to Meet New Communication Needs

What could be more appropriate? It's the year of the rooster and Toastmasters International really has something to "crow" about—an all-new and exciting communication and leadership program!

Beginning next month, the Communication and Leadership program will be available to Toastmasters. The program will be presented at the International convention, August 6-9, in Cleveland, Ohio, and almost simultaneously will be available to members who are unable to attend the convention.

Toastmasters registered at the convention will receive a copy of the Communication and Leadership program, while members not in attendance can obtain a copy by completing and mailing to World Headquarters a coupon that will appear in the August and September issues of *The Toastmaster*. Members of TCBI, of clubs in New Zealand, and in certain other clubs are being notified directly how to obtain their copy of the new program. The magazine coupon may be redeemed through December 1, 1969, for a free copy of the program.

Great, you say, but exactly what *is* TI's new Communication and Leadership program?

"Communication and Leadership" is a 30-project program that soon will replace TI's "Basic Training," "Advanced Speaker," and "Leadership Through Speech" programs. In addition to its 30 projects, several optional projects are presented, and the program will be divided into two sections: "Communication and Leadership" and "Advanced Communication and Leadership," the latter becoming available in January, 1970.

A question you might ask yourself at this point is, "Why does Toastmasters International *need* a new communication and leadership program?"

Why? Because Toastmasters International's program for developing members' communication and leadership skills has not changed significantly since the organization was founded 45 years ago. During that time, however, members' needs have changed tremendously, and advances in communication have placed new demands upon persons in, and soon to assume, positions of leadership.

The Toastmasters International Board of Directors responded to this need for a more extensive, thorough, program and called for the development and preparation of "Communication and Leadership."

Your participation in this new and exciting program will make your membership more rewarding, more challenging, and more important to you.

Appropriate questions to be answered now are, "What about the work I'm doing in the existing program? May I continue, or must I stop and begin again in the new program? Do I get credit in the "Communication and Leadership" program for the work I've done in my Basic Training manual?"

### Begin Participating

Although all Toastmasters are urged to participate in the new "Communication and Leadership" program, your participation is not mandatory; the choice to participate is your own. The board of directors believes that when you obtain a copy of "Communication and Leadership," and review the program, you will *want* to begin participating immediately.

You may, of course, take credit in the new program for as many projects as you have completed to your satisfaction

in "Basic Training." When the second section, "Advanced Communication and Leadership," is available you may start anew or credit yourself in the new manual with the number of projects you already have completed in "The Advanced Speaker" or "Leadership Through Speech."

### New Members

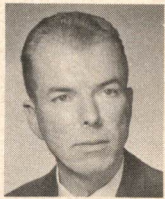
All members who join your club after August, 1969, will be working in the all-new "Communication and Leadership" program, and club programming will be directed toward the projects it provides. It is to your advantage, as well as your club's, to have all Toastmasters following the same program.

The Toastmasters International Board of Directors is confident you will find the new and exciting "Communication and Leadership" program significantly of value to you.

Attend the International convention next month and receive your free copy of the program. If you cannot attend the convention, send the special coupon from *The Toastmaster* to World Headquarters. Further details about the new program will be presented in next month's TI magazine.

You, too, soon will be "crowing" about the "Communication and Leadership" program!

# DISTRICT GOVERNORS 1969-1970



1—Vance J. Mingus  
Pomona, Calif.



2—Daniel S. Johnson, ATM  
Seattle, Wash.



3—Gene E. Anderson  
Tucson, Ariz.



4—William J. Hurley  
Los Altos, Calif.



5—Durwood E. English  
San Diego, Calif.



6—Clifford L. Thompson  
Edina, Minn.



7—Don Kearnton  
Salem, Ore.



8—Wilbur J. Fox  
Florissant, Mo.



9—W. E. Whiteman  
Cataldo, Ida.



10—Frank Bower  
Warren, Ohio



11—Gilbert W. Smith  
Indianapolis, Ind.



12—Dana Simons  
Santa Barbara, Calif.



13—Charles G. Kramer  
Toronto, Ohio



14—Cecil Passmore Jr.  
Dexter, Ga.



15—Conrad R. Peterson  
Petersboro, Utah



16—Richard E. Schneider  
Ponca City, Okla.



17—Don Barrick  
Bozeman, Mont.



18—William D. Lennon  
Abington, Md.



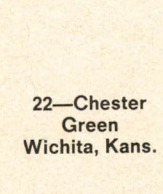
19—Jack H. Hotchkiss  
Marion, Iowa



20—Art Skolness  
Glyndon, Minn.



21—David C. Brown  
Victoria, B.C.



22—Chester Green  
Wichita, Kans.



23—Albert F. Boeglin  
Carlsbad, N.M.



24—S. Scott Miller  
Kearney, Nebr.

DISTRICT GOVERNORS 1969-1970 (CONTINUED)



25—Earl Bernhart  
Dallas, Tex.



26—Watt Pye  
Denver, Colo.



27—Lloyd G. Ploutz  
Modesto, Calif.



40—Luther M. Lester  
Russell, Ky.



41—Phil D. Morgan  
Rapid City, S.D.



42—Harry G. Shuttleworth  
Calgary, Alta.



28—Norman W. Jennings  
Toledo, Ohio



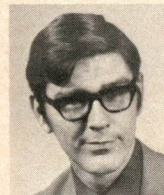
29—John D. Wolfe  
Pascagoula, Miss.



30—Bruce D. Harper  
Glenview, Ill.



31—Robert P. Savoy  
Sudbury, Mass.



43—Charles R. Crook  
Little Rock, Ark.



44—Robert F. Spikes  
Amarillo, Tex.



45—H. Frank Richards  
Lewiston, Me.

46—William J. Winters  
Newark, N.J.



32—Don Anderson  
Tacoma, Wash.



33—Lane Woodard  
Yakima, Wash.



34—Salvatore Fauci  
Endicott, N.Y.



35—Donald J. Costello  
Racine, Wisc.



47—Hugh T. Burgay  
Orlando, Fla.



48—Luther E. Lee  
Montgomery, Ala.



49—John M. Coppinger  
Kailua, Hawaii



50—Leon E. Blakely Jr.  
North Hollywood, Calif.



36—Robert J. Mindak  
Annandale, Va.



37—Leonard C. Butler  
Greensboro, N.C.



38—Francis E. Swiacki  
Philadelphia, Pa.



39—Clayton Nelson  
Davis, Calif.



51—Arthur M. Hays  
Maywood, Calif.



52—Dr. C. Harold Havlik  
Glendale, Calif.



53—I. William Hollander  
Manchester, Conn.



54—Joshua K. Pang  
Kankakee, Ill.

DISTRICT GOVERNORS 1969-1970 (CONTINUED)



55—Daniel M. Belcher  
Scottsbluff,  
Nebr.



56—Norris W. Yates Jr.  
San Antonio,  
Tex.



57—Donald E. Orput  
San Pablo, Calif.



58—Jack H. Shetley  
Greenville, S.C.



59—Keith Henrikson  
Reno, Nev.



60—Laurie Erwin  
Toronto, Ont.



61—Lionel Masse  
Quebec, Que.



62—John P. Motley  
Portage, Mich.



63—Robert L. Graves  
Nashville, Tenn.



64—Robert Shewing  
Winnipeg, Man.



65—Robert H. Root  
Tonawanda, N.Y.



66—John C. Downey Jr.  
Richmond, Va.



67—William Dolan  
Anchorage,  
Alas.



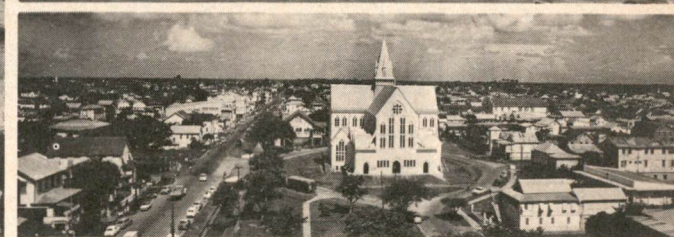
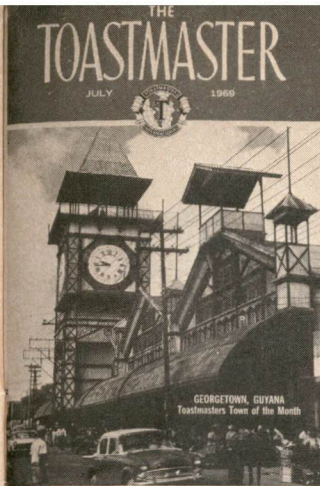
68—Leonard A. Washofsky  
New Orleans,  
La.



TCA—Ronald G. Ellis  
Miranda, N.S.W.



TCBI—James S. Armstrong  
Gosforth,  
Newcastle  
Upon Tyne



TOASTMASTERS TOWN OF THE MONTH — GEORGETOWN, GUYANA

GEORGETOWN, GUYANA, is the seacoast capital of a young nation on the brink of promising frontiers. Guyana is three years old, having proclaimed its independence on May 26, 1966, after more than 200 years rule by the Dutch, French, and British.

As large as England, Scotland, and Wales, combined, Guyana is located on the northeast coast of South America. Venezuela is to the west and Surinam is on the east, with Brazil to the south and the Atlantic Ocean on the north.

Georgetown is a bustling, colorful city. Among its principal landmarks are the residences of Guyana's prime minister and governor general, the Public Buildings and the Victoria Law Courts, the seats of the nation's legislature and Supreme Court, respectively.

Georgetown has one of the tallest wooden buildings in the world, St. George's Cathedral; and the world's first aluminum ship, the "Independence," was built at Georgetown's dockyard, using much of the aluminum from Guyana's own bauxite mines. The city's botanical gardens display the gigantic, floating pads of the exotic Victoria Regia lilies and the rare, 90-year-old Couroupita Guianensis tree, whose poisonous fruit is known as the Cannon Ball, because of its size, shape, and color.

Georgetown Club 2687-U, which celebrated its tenth anniversary on June 26, is the only Toastmasters club in Guyana. Georgetown officials have proclaimed a Toastmasters Week this month in tribute to their city's being honored as *The Toastmaster* Town of the Month for July.

# TI RECOGNIZES OUTSTANDING MEMBERSHIP BUILDING ACHIEVEMENT

Toastmasters International's special February-through-May membership building program has ended with 829 clubs not reporting any new members during the period. Clubs with one new member numbered 510, and another 501 clubs reported only two new members. Only 760 clubs reported five or more new members. The balance of the clubs reported three or four new members.

The following Toastmasters were reported by their clubs as having earned special TI recognition by personally sponsoring five or more new members during the four-month program:

W. B. Carrillo  
Agana-Magellan Club 1843-U  
Sponsored 8 members

Vit Eckersdorf  
Ampex Club 773-4  
Sponsored 7 members

George F. Willis  
Toastmasters Club of  
Paramus 3096-46  
Sponsored 7 members

W. Roy Eargle  
Outpost Orators Club 2737-U  
Sponsored 7 members

Len Bosler  
Carondelet Club 286-8  
Sponsored 6 members

Larry Firster  
Coraopolis Club 2338-13  
Sponsored 6 members

F. Thomas Starkweather  
Tri-State Club 3466-23  
Sponsored 6 members

John Aichele  
Hershey Club 2990-38  
Sponsored 6 members

Eugene O. Oberg  
Downtown Club 1894-10  
Sponsored 5 members

Joe Oliver  
Charleroi Club 2312-13  
Sponsored 5 members

Benjamin G. Goodier  
Los Alamos Club 607-23  
Sponsored 5 members

Ed Kort  
Tally-Ho Club 1826-24  
Sponsored 5 members

Erv Pfeuffer  
Western Electric Club 565-25  
Sponsored 5 members

Virgil Heidbrink  
Trinity Club 1190-25  
Sponsored 5 members

Vincent Patience  
Rhode Island Credit Union  
Club 854-31  
Sponsored 5 members

W. F. Dietzel  
Hobnobbers Club 1685-31  
Sponsored 5 members

Ross Reinhart  
Yawn Patrol Club 1187-41  
Sponsored 6 members

Frank W. Landry  
Moncton Club 2113-45  
Sponsored 6 members

Orlando E. Ciangiulli  
Regional Postal Club 3487-46  
Sponsored 6 members

David Vaughn  
The Boeing Atlantic Test  
Center Employees Club 3695-47  
Sponsored 6 members

J. Rosser Jones  
Early Bird Club 3659-47  
Sponsored 6 members

David A. McCarver  
AVCO Club 3831-63  
Sponsored 6 members

Cy Campbell  
Dynamic Club 457-5  
Sponsored 5 members

Peter R. Boriin  
Cloquet Club 2771-6  
Sponsored 5 members

L. A. Morin  
Hobnobbers Club 1685-31  
Sponsored 5 members

Albert B. Swing  
Fluor Club 124-51  
Sponsored 5 members

Ed Casper  
Van Nuys Club 172-52  
Sponsored 5 members

Wally Nadel  
Van Nuys Club 172-52  
Sponsored 5 members

Richard Edson  
Trinity Club 3902-53  
Sponsored 5 members

Frank J. Zies, Jr.  
E.S.B. Club 1747-65  
Sponsored 5 members

Mick Jones  
Tamworth Club 2762-TCA  
Sponsored 5 members

John Boeten  
Manly Warringah Club 3827-TCA  
Sponsored 5 members

## PRESIDENT'S 40 CLUBS

In addition to the international recognition of Toastmasters who sponsored five or more new members during the February-through-May program, Toastmasters International provided certificates of recognition to 83 clubs to award to 112 Toastmasters who sponsored three or more new members.

Toastmasters International also provided recognition certificates for area governors to present to the clubs which conducted the most successful membership building programs in the area.

The following clubs are now President's 40 Clubs. They achieved the status by reaching a membership of 40 members by May 31, 1969.

Esso Club 1374-U  
LAEMTHONG Club 1635-U  
Barangay Club 3128-U  
Firstline Club 2530-2  
Papago Club 2694-3

Anthony Wayne Club 1380-28  
UniRoyal Club 2510-35  
Hales Toasters Club 3667-35  
Queen City Club 1420-37  
Bull Horn Club 2513-38

*(Continued on page 39)*



# The EXPERT



# Speaker Syndrome

By BURT MALAKOFF, ATM

Many of us suffer from what has come to be called the "expert speaker" syndrome... a set of symptoms which give the credential of "expert" to an individual who knows his subject but makes the worst possible presentation as a speaker.

Many conferences, workshops, and training sessions have been plagued by this person. Today, tomorrow, or sometime during the working year all of us employed by a major segment of business, industry, or government will be confronted with this talking disease.

Without hesitation we march forth to hear this expert. We eagerly await the words of wisdom and the new knowledge he has to offer. We sit on the edge of our chairs, straining to catch his every word. Our pencils are poised to make copious notes so no word will be forgotten. But, when we leave we know little more than when we came.

Speakers who ask us to take

time from our jobs and our families to listen to their presentations should have the ability to make a presentable display of their knowledge. We, as listeners and Toastmasters, should demand a better display.

Let me identify a few of these speakers. I am sure you have met some of them and can add others to the list.

*The hand-over-the-mouth speaker.* He is extremely experienced, and knows his subject well, if not better than anyone currently working in his area. He has plenty to say, takes a great deal of time saying it, and does it all with one hand in front of his mouth. If you're lucky, you can catch a word or two of his presentation.

*The comedian.* He has a joke for every statement and a statement for every joke... all of them badly told. Most of the laughter from his audience is a courtesy. If there is no laughter, he will try another bad joke, hoping to evoke laughter and save face. Most

of what he has to present is lost in this forest of old, and often bad, jokes.

*The adventurer.* This speaker is noted for adventures into nothingness. He decides that what he wants to say is more important than what the chairman has asked him to discuss. His presentation is light years away from the theme of the program and in many instances has nothing to do with the subject being discussed. He wastes our time, and near the end of his talk he offers a feeble excuse for wandering away from the scheduled subject.

### Here He Comes

Then comes the speaker we've been waiting for: *The leave-'em-begging-for-more-guy*. Strike up the band! Here he comes! This gentleman has experiences different from our own, and he can add to our store of knowledge by relating how things look from the other side. We all know him and he may bring something of value to the meeting. But not today. He takes 10 minutes of his allotted hour to say nothing, pat us on the back and tell us that what we are doing needs no improvement. Then he leaves. This brilliant move puts the program chairman in jeopardy; he has 50 minutes to fill.

The man we've been waiting

for has come and gone, and has said nothing.

*The visual-aider without aid.* This character's preparations began at 9 o'clock this morning, when he remembered he had a speaking engagement before your group at 10. Does this daunt him? Not at all. He's had years of experience. Immediately he picks some objects from his desk, items he has used in other presentations, and jams them into his pocket. Off he goes for his 10 o'clock presentation.

### Squint Hard

He opens his speech with a scholarly vocabulary which is meant to dazzle us into submission. He reaches into his pocket and brings forth his "visual display." Squint hard if you're sitting in the back row but be assured the view from the front row isn't the best. These microscopic displays, and the speaker's commentary, mean one thing: It's time for a coffee break.

This list shows only the problem. More and more businesses are turning to the conference, the workshop, and the training session to upgrade their employees, to solve problems, and to improve their competitive position. Attendance at many of these sessions is mandatory. If we *must* go to some of them and choose

to attend others, we should be shown the courtesy of a worthwhile presentation.

What can Toastmasters do to help alleviate this problem? There are a number of things:

Suggest fellow Toastmasters for conference speakers whom you know to be experts in their fields and can be relied upon to give understandable presentations.

Interest men in your business or professional organizations who normally speak at conferences and workshops to join your Toastmasters club. Explain how Toastmasters experience can help them give better performances.

Let the chairman of the program know when a speaker has done a good job. And, let him know when he hasn't.

Distribute evaluation sheets at appropriate sessions. Don't give a speaker a good score because he is an acknowledged expert. If his wisdom didn't come across, probably there was something wrong with

his ability to communicate. Enough negative comments may awaken him to the need for improvement.

Offer your services as the expert speaker. In many areas you are just as knowledgeable as the speaker, and you have the benefit of your Toastmasters training. This training gives you an edge in making a good presentation. The other guy had to start somewhere, and this is as good a starting place as any for you.

The expert-speaker is not always the "expert speaker." Today's business and industrial societies suffer from a surplus of these knowledgeable men, and women too, who know their subject but cannot make an intelligent presentation.

As Toastmasters and communicators, it is our responsibility to contribute a solution to overcome this problem. The time to start is before your next conference, workshop, or training session begins.

*Burt Malakoff, ATM, is a past District 32 governor and charter member of Lacey (Wash.) Club 1633-32. Mr. Malakoff is an information officer with the Washington State Department of Revenue and holds a bachelor of arts degree in communications from the University of Washington at Seattle.*



**"TAKE ME ALONG..."**

## A Convention Invitation For Toastmasters' Wives

Dear Mrs. Toastmaster,

"Take me along"... is what we, the Toastmasters wives in District 10, hope you are urging your Toastmasters to do in August. The occasion is, of course, this year's International convention which will be held in Cleveland, and we are going to make it the best ever! We anticipate welcoming you to "The Wonderful World of Ohio" and sharing with you activities planned for you and your family.

The fun begins on Wednesday morning with a ladies' continental breakfast. A presentation by the Cleveland Convention and Tourist Bureau will give you some ideas of what to see and do while you're in our city. There will also be a gem show prepared by Ralph Beattie & Sons, Jewelers, which we think you will find fascinating.

At noon, wives are invited to attend the District Governors' Luncheon with their husbands. The newly-elected district governors will be introduced and honored.

Wednesday evening will be free so you may explore Cleveland's delightful dining spots, and the famous "Flats," with your family and friends. There are many fine restaurants and places of interest in the vicinity of the Sheraton-Cleveland Hotel.

Thursday noon a luncheon and fashion show are planned for the ladies. We're looking forward to it, as we hope you are. The first fall showing of the latest fashions, presented by Higbee's Department Store, will give us a preview of things to come in the fashion world. Think of what you'll be able to tell friends at home about what's coming next!

Thursday evening brings the Augustfest, a fun party in the old German mood. You may wish to wear an international costume to blend with the theme of this colorful affair. Costumes can be rented in Cleveland. Check with the registration desk when you arrive. Otherwise, casual dress will be appropriate. A delicious dinner, dancing, and entertainment, combined with an opportunity to renew acquaintances and make new friends, should provide an enjoyable evening for everyone.

Friday is free for shopping, taking the kids to the zoo or on one of the many museum tours available. In case you prefer to relax and rest up for the evening, you might choose to take advantage of one of the boat tours along the Lake Erie shoreline.

Friday night is the "dress-up" affair, the President's Dinner Dance. A cocktail dress will be correct for this festive occasion. For your spouse, a business suit is correct. Formal wear for you and your husband is optional. A hospitality hour preceding the dinner will give you a chance to visit with other Toastmasters and their wives.

During the dinner dance the new president will speak to delegates and their wives, and the incoming officers will be installed. Following the formal program, there will be dancing to the music of Al Serafina and his orchestra.

Saturday morning you are urged to attend the Hall of Fame Brunch with your Toastmaster. Wives are welcome at all of the Toastmasters functions, but this morning you will have the opportunity to hear eight of the finest speakers in the world compete for the International championship. In addition, there will be recognition awarded for outstanding performance by Toastmasters, clubs, areas, and districts. Do plan to be there.

If you bring the children, a continuing program of entertainment and activities has been arranged at the hotel Tuesday through Saturday.

Ohio has everything to offer vacationers if you plan to combine your trip with your vacation. More than 50,000 acres of lakes are made to order for all kinds of water sports—swimming, water skiing, fishing, and boating. Virgin forests, rolling hills, rugged gorges, huge caves, and other scenic wonders are preserved for your enjoyment in our many state parks.

We hope to see all of you at the International convention in Cleveland August 6-9. The "welcome mat" is out, and we are looking forward to meeting each of you personally.

Betty Armstrong and Ginny Phillips

*(Betty is the wife of District 10 Governor William R. Armstrong, Ginny is the wife of District 10 Convention Host Committee Chairman Eldon Phillips.)*

## TI IN ACTION

# CONVENTION COUNTDOWN

The Toastmasters of District 10, your hosts for the 38th International convention in Cleveland, Ohio, report that the convention countdown has begun. All systems are "go" for the four-day convention, which will be launched August 6 at the Sheraton-Cleveland Hotel.

Host District Committee Chairman Eldon Phillips, his vice-chairman James Clarke, and their committees, with District 10 Governor William R. Armstrong and District Governor-elect Frank Bower, wait expectantly to host you and your family upon your arrival at the convention hotel.

Regional conferences have been completed and the tempo of anticipation is quickening. Scores of Toastmasters from the United States, Canada, and several foreign countries have registered early to attend the convention's programs and educational sessions, where they will hear keynote speaker Dr. Robert T. Oliver of Pennsylvania State University; Winston K. Pendleton of Florida, noted humorist and author; and Dr. Thomas R. Lewis of Florida State University.

At the programs and gen-

eral sessions Toastmasters will hear new ideas about many aspects of communication, committee organization and management, human relations, and the Toastmaster's relationship with his community.

The action begins Wednesday with the convention's opening ceremony and a general business session, which precede the District Governors' Luncheon. TI's 1969-70 district governors will be honored at the luncheon and Distinguished District awards will be presented.

Next is a seminar conducted by a panel of World Headquarters staff members for your club, area, and district officers. Then a program led by International officers and chairmen of the board of directors committees will be presented for all Toastmasters.

International President Earl M. Potter will preside at Thursday's annual business meeting, the first program on the agenda for another busy convention day. The business meeting will include the election of 1969-70 officers and directors, a report by President Potter, and a report by TI

Executive Director Robert T. (Buck) Engle. The ladies, of course, are welcome at this important meeting.

One of the new and exciting Toastmasters International programs that has been developed this year will be unveiled at a Thursday afternoon program when Dr. Thomas R. Lewis of Florida State University presents Toastmasters' "Listening to Learn" audio-lingual listening program.

The convention's first big social event, Thursday evening's Augustfest, is an international party for Toastmasters and their families. The Augustfest will feature dining, dancing, and special entertainment, and Toastmasters and their ladies are invited to dress in international costume or informally.

Friday will be devoted to a series of fast-paced educational sessions highlighting how Toastmasters are meeting new demands in communication. Community awareness projects which clubs, areas, and districts can undertake during Toastmasters International's 45th anniversary month, October, 1969; the convention's keynote address, "You and Communication — Patterns and Progress," by Dr. Robert T. Oliver; and a thorough explanation of the Toastmasters International recognition programs will be presented in

### WHAT TO WEAR AT THE SOCIAL EVENTS

#### Ladies Continental Breakfast —

Wednesday, 8:00 a.m.  
Street dress — casual wear

#### District Governors Luncheon —

Wednesday, 12:00 noon  
Ladies — Street dress — suit  
Men — Business suit

#### Augustfest — Thursday, 6:30 p.m.

Any international costume or informal attire

#### President's Dinner Dance —

Friday, 6:30 p.m.  
Ladies — Cocktail dress. Formal wear is optional  
Men — Business suit. Formal wear is optional.

#### Hall of Fame Brunch —

Saturday, 10:30 a.m.  
Ladies — Street dress — casual wear  
Men — Business suit

these informative sessions.

Membership building will be emphasized in a Friday afternoon program entitled "Making a Prospect a Member," and the tools and techniques of an effective community awareness program will be examined during a panel discussion of how to publicize your club and its members through the mass media.

A change of pace is in store for convention-goers when a humorous, but pointed, presentation is made by author-humorist Winston K. Pendleton, who will entertain you with his talk "Humor Is Handy."

The major social event of the convention, the President's Dinner Dance, will be held Friday evening. In addition to dining and dancing to the music of Al Serafina and his orchestra, this gala event features the installation of 1969-70 TI officers and directors. The President's Dinner Dance is a fitting climax to an exciting day.

### More Excitement

More excitement is in store for Toastmasters and their families Saturday morning at the Hall of Fame brunch, when the International speech contest and the International Hall of Fame programs will be conducted. Hall of Fame recognition will be given to TI's 1968-69 outstanding members, clubs, areas, and districts.

The Cleveland convention will conclude with an invitation to Toastmasters around the world to attend next year's International convention in Portland, Ore. The invitation will be extended by the Toastmasters of District 7, the hosts for the 39th International convention.

Remember, everyone must register, and admission to all meal events will be by ticket only.

A continuing program of activities for the young people

has been arranged at the convention hotel Tuesday through Saturday morning, and there are many sights for Toastmasters' families to see and things to do on an informal, unscheduled basis.

The ladies are invited to all convention programs, especially the Augustfest, District Governors Luncheon, President's Dinner Dance, and the Hall of Fame brunch. Special events planned for the ladies are a continental breakfast and gem show Wednesday morning and a luncheon and fashion show Thursday noon.

### Special Note

Special note to all Toastmasters: the new and exciting Communication and Leadership program and the new program materials exhibited at the Idea Fair will be available to all Toastmasters registered at the convention. Special coupons will be provided in your registration packet and can be exchanged for packets of the new materials.

Make this year's convention a family vacation. Come early and participate in four action-packed days of TI in acTION. Outstanding programs and fine fellowship await you and your family at the August 6-9 convention, which promises to be the biggest, the busiest, and the best ever!

# Honor Roll

Congratulations to the following Toastmasters who have completed the advanced Toastmasters speech programs:

## ABLE TOASTMASTERS (ATM) Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

<b>E. B. Wilson, ATM</b> Davis-Monthan Saguard Club 16-3	<b>F. A. Dunnnett, ATM</b> Northrop Club 212-50
<b>E. S. Browning, ATM</b> Moses Lake (Wash.) Club 1349-9	<b>H. N. Reid, ATM</b> Space Center Club 2189-50
<b>R. E. Herman, ATM</b> Tri-County Club 1917-10	<b>J. D. Walthier, ATM</b> Glen Eagle Club 556-52
<b>L. R. Guenin, ATM</b> Aliquippa (Pa.) Club 902-13	<b>G. R. Tomczik, ATM</b> Russell H. Conwell Club 82-6
<b>A. A. Fleming, ATM</b> Athens (Ga.) Club 1779-14	<b>R. P. Mitchell, ATM</b> Lincoln-Douglas Club 51-8
<b>F. R. Belcher, ATM</b> Thunderbird Club 1566-16	<b>R. D. Beard, ATM</b> Fort Wayne (Ind.) Club 159-11
<b>W. W. Hunt, ATM</b> Westinghouse Air Arm Club 3026-18	<b>C. F. Guida, ATM</b> Augusta (Ga.) Club 326-14
<b>H. L. Schaefer, ATM</b> Colorado Springs (Colo.) Club 555-26	<b>F. Whalen, ATM</b> Bah Ko Club 2257-16
<b>J. D. Ayraud, ATM</b> Bluemound Club 3227-35	<b>W. H. Turner, Jr., ATM</b> Offutt Club 1798-24
<b>H. Boddington, ATM</b> Edmonton (Alta.) Club 1452-42	<b>L. J. Kelleher, ATM</b> Downtown Club 1386-37
<b>B. Boddington, ATM</b> Edmonton (Alta.) Club 1452-42	<b>A. J. Sireci, ATM</b> Germantown-Independence Club 1907-38
<b>J. M. Smith, ATM</b> Lubbock (Tex.) Club 884-44	<b>F. G. Mitchell, ATM</b> Town and Gown Club 3337-39
	<b>A. Marston, ATM</b> Crescent Bay Club 77-50

## LEADERSHIP THROUGH SPEECH Certificates of Progress

<b>T. J. Rosten</b> 98-7	<b>M. J. Hourigan</b> 2761-16
<b>A. O. Norton</b> 663-19	<b>D. J. Klingensmith</b> 1399-20
<b>D. H. Shea</b> 675-31	<b>E. R. Billings</b> 2186-48
<b>W. J. Litwiller</b> 3301-60	<b>Shamir Ally</b> 2687-U

## THE ADVANCED SPEAKER Certificates of Progress

<b>J. L. Wallace</b> 34-F	<b>S. A. DelGrosso</b> 3403-38
<b>R. M. Hellit</b> 158-7	<b>I. Goldberg</b> 1230-39

*(Continued on page 26)*

## TOASTMASTERS IN THE NEWS



### Michigan Proclamation

Michigan Governor William G. Milliken proclaimed a Toastmasters Week throughout the state to coincide with the date of the **District 62** spring conference in Benton Harbor.

### In Turkey

A typical meeting of **Ankara** (Turkey) **Club 3621-U** was the basis for an illustrated feature story in the "Daily News," the only English language daily newspaper published in Turkey. Ankara Club is one of three Toastmasters clubs in Turkey. The others are in Izmir and Adana.

**PROCLAIMS TOASTMASTERS WEEK** — Utah Governor Calvin Rampton (seated center) proclaims Toastmasters Week throughout the state. Attending the ceremony are Toastmasters (from left) Reuben G. Baril, Gene Fields, Conrad Peterson, **District 15** Governor Royal Slotten, Robert C. Unice, Sharron A. Johnson, and Budd Griffiths.



### Top-Level Praise

Rod J. McMullin, general manager of the Salt River Project in Phoenix, Ariz., devoted his monthly report in "The Current News" to praising the benefits gained by the Project and its employees through their participation in three Project-associated Toastmasters clubs: Papago Club 2694-3, Mariposa Club 1441-3, and Twilite Club 3480-3. Mr. McMullin also noted International President Earl M. Potter and Executive Director Robert T. Engle's visit to the Project. "The Current News" is the Project's employee magazine.

**TOASTMASTERS WEEK** — Minnesota Governor Harold LeVander (seated) proclaims Toastmasters Week in a ceremony witnessed by (from left) **District 6** Governor Loyd Goolsby, Sr., Lt. Gov. Clifford L. Thompson, and TM Robert L. Haynes.



### Membership Building

TT's special February-through-May membership building program spurred members of **Ampex Club 773-4** in Redwood City, Calif., to host nearly 30 guests, of whom half have become Toastmasters. In addition to this outstanding effort, six members recently completed the Toastmasters Basic Training program.

### Author's Article

An article about effective speaking was written by TM **Marx Isaacs** of High Noon Club 505-56 in Houston, Tex., and published in "Technical Communications," a journal of the **Society of Technical Writers and Publishers**. TM Isaacs pointed out the communication and leadership opportunities available through membership in a Toastmasters club.

**TOASTMASTERS WEEK PROCLAIMED** — Midland, Tex., Mayor Magruder signs a proclamation declaring Toastmasters Week. Witnessing the signing are Toastmasters (from left) Al Smith, **District 44** Governor William Larsen, and Dale Rittenhouse.





**DISTINGUISHED TM** — Former District 25 Governor Fred Beisecker (left) presents a Distinguished Toastmaster award on behalf of **Big D Club 713-25** in Dallas, Tex., to former club member Sam Wyly. Mr. Wyly was one of the United States Jaycees 10 outstanding young men of 1968.

### Toastmasters On the Move . . .

**Alan Steelman** of Trinity Club 1190-25 in Dallas, Tex., has been named director of the Sam Wyly Foundation, recently established to create social, economic, and political opportunities for the disadvan-



**SCOUTS' APPRECIATION** — Rear Admiral Douglas H. Lyness, honorary president of **NSSO Club 2285-46** in Brooklyn, N. Y., accepts a certificate from the New York Council, Boy Scouts of America, in appreciation for the club's Youth Leadership Program. From left are Toastmasters Frank Lazatin, Morris Forman, R/Adm Lyness, and John Bergstrom.

taged . . . **Humphrey Donahue** of Turners Club 1264-65 in Rochester, N.Y., has been appointed to the New York State A.F.L.-C.I.O. staff as an area organizer . . . Past District 20 Governor **Lyle B. Clark** has been elected Grand Chef de Gare of Minneapolis by the 40 and 8 society.

## Honor Roll

**D. Major** 881-7  
**E. W. Drennen** 3536-8  
**E. C. Marotte** 1092-F  
**C. H. Lile** 1566-16  
**T. G. Vavrina** 1054-18  
**A. U. MacMillan** 973-21  
**A. D. Ortega** 1938-23  
**T. H. Eyde** 2531-3  
**J. N. Pecoaro** 353-7  
**J. R. Elwood** 1086-7  
**R. J. McCoy** 3051-12  
**J. H. Upshaw** 810-14  
**W. E. Peterson** 3147-17  
**C. E. Kelley** 1307-19  
**W. B. Powell** 2025-22  
**D. S. Clafflin** 743-31  
**B. Sherman** 743-31  
**M. J. Flax** 2779-31  
**G. W. Pickard** 1254-36  
**K. D. Keeton** 1386-37

— CONTINUED FROM PAGE 23

**E. R. Rydbeck, Jr.** 21-50  
**D. D. Horn** 139-51  
**T. C. Wilkins** 3090-60  
**R. D. Brown** 3525-61  
**J. Ferguson** 781-62  
**C. E. Addison** 313-64  
**W. M. Havens** 2852-66  
**C. L. Roberts** 2201-31  
**A. M. Gowens** 3795-35  
**J. E. Smith** 439-37  
**J. J. Karbelk** 2314-38  
**H. J. Berkowitz** 3403-38  
**G. S. Petkoff** 3035-43  
**H. Greenberger** 212-50  
**A. Hays** 613-51  
**J. Thomas** 1838-61  
**W. Potvin** 3755-61  
**E. J. Wooley** 3429-62  
**B. W. Moore** 1491-65  
**T. L. Eure** 3127-66

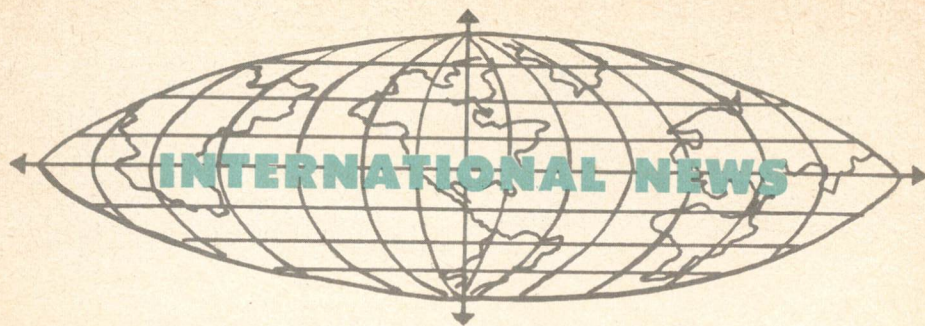
**D. T. Siler Jr.** 3424-66

## NEW CLUBS

As of May 31, 1969

- District 4** JAYCEE Club No. 473-4. Meets Wed., 5:45 p.m., Pacific Mutual Life Ins. Co., 600 Calif. St., SAN FRANCISCO, Calif. Contact: 771-8669.
- District 5** FIRESIDE Club No. 851-5. Meets alt. Wed., 7:00 a.m., Sands Hotel, 5550 Kearny Mesa Rd., SAN DIEGO, Calif. Contact: 453-1524.
- District 10** TRIPLE S Club No. 474-10. Meets Thurs., 7:00 p.m., Leonard's Rest., 322 W. 5th St., DOVER, Ohio. Contact: 343-5757. Sponsoring Club: AMERICAN LEGION POST #44 CLUB 637-10, Canton, Ohio.
- District 14** RICH'S Club No. 3899-14. Meets 1st-3rd Tues., 6:30 p.m., Rich's Inc., 45 Broad St., ATLANTA, Ga. Contact: 522-4636, Ext. 528. Sponsored by: DIVISION I, District 14.
- SUNRISE Club No. 171-14. Meets 2nd-4th Tues., 6:30 a.m., Whitley's Rest., LeGrange Hwy., WEST POINT, Ga. Contact: 645-1732. Sponsoring Club: VALLEY CLUB 536-48, Shawmut, Ala.
- WINDJAMMERS Club No. 2409-14. Meets 2nd-4th Mon., 12:10 p.m., Holiday Inn, PHENIX CITY, Ala. Contact: 322-4431. Sponsoring Club: COLUMBUS KILOWATT CLUB 2037-14, Columbus, Ga.
- JACKSON COUNTY Club No. 2138-14. Meets 1st-3rd Mon., 7:00 a.m., Marlowe's Rest., JEFFERSON, Ga. Contact: 367-8667 or 367-5667. Sponsoring Club: ATHENS (Ga.) CLUB 1779-14.
- District 18** DU PONT Club No. 1664-18. Meets Mon., 7:00 a.m., Chestnut Run Lab, E. I. duPont deNemour & Co., Inc., WILMINGTON, Del. Contact: 478-3129.
- District 27** HARTFORD Club No. 153-27. Meets 1st-3rd Tues., 6:45 a.m., Ramada Inn, Fresno at Shaw Sts., FRESNO, Calif. Contact: 229-3511.
- District 28** MISSILES AND SPACE DIVISION — MICHIGAN Club No. 1568-28. Meets alt. Mon., 5:15 p.m., LTV Aerospace Corp., WARREN, Mich. Contact: 539-0300, Ext. 311/254.
- District 32** G.S.A. Club No. 3345-32. Meets Tues., 11:45 a.m., GSA Regional Hq. Bldg., AUBURN, Wash. Contact: TE 3-6500, Ext. 327. Sponsoring Clubs: AUBURN (Wash.) ELKS CLUB 3887-32 and MERCER ISLAND (Wash.) CLUB 3377-2.
- District 35** COMMUNITY Club No. 3773-35. Meets alt. Wed., 6:30 p.m., El Rancho Dinner Club, Plambeau Ave. West, LADYSMITH, Wisc. Contact: 532-5551.
- KETTLE MORAINES Club No. 2098-35. Meets 1st-3rd Mon., 6:00 p.m., Gumm's Tavern, JACKSON, Wisc. Contact: 334-2311, Ext. 243. Sponsoring Club: WEST BEND (Wisc.) CLUB 3634-35.
- District 36** PATENT OFFICE Club No. 2540-36. Meets 1st-3rd Wed., 11:30 a.m., Crystal Plaza, ARLINGTON, Va. Contact: 931-0168 or 557-2321.
- District 38** BOARDWALK Club No. 2677-38. ATLANTIC CITY, N.J. This is a merger of ATLANTIC CITY (N.J.) CLUB 1033-38 and WORLD'S PLAYGROUND CLUB 1078-38 in Atlantic City, N.J.
- District 43** TRI-CITY Club No. 3837-43. Meets 2nd-4th Thurs., 7:30 p.m., Dodd House Rest., LEACHVILLE, Ark. Contact: 539-6329.
- District 45** CHAMPLAIN VALLEY Club No. 2301-45. Meets Tues., 6:00 p.m., Univ. of Vt., Agri. Eng. Bldg.; alt. Tues. 7:00 p.m., Lincoln Inn, ESSEX JUNCTION, Vt. Contact: 893-4743.
- District 48** GADSDEN Club No. 1882-48. Meets Mon., noon, Reich Hotel, 700 Forrest Ave., GADSDEN, Ala. Contact: 546-9223. Sponsoring Clubs: TOP FORTY CLUB 3821-48 and REDSTONE CLUB 1932-48, both in Huntsville, Ala.
- District 52** JEWELL CITY Club No. 29-52. Meets Wed., 7:00 p.m., Pike's Verdugo Oaks, 1010 N Glendale Blvd., GLENDALE, Calif. Contact: 244-8643. Sponsoring Club: GLEN EAGLE TM CLUB 556-52, Glendale, Calif.
- District 60** TORONTO REALTORS FIRST Club No. 312-60. Meets Wed., noon, Aunt Jemima's Kitch., Bayview Village Shop Ctr., WILLOWDALE, Ont. Contact: 239-4339. Sponsored by: DISTRICT 60.

(Continued on page 30)



### International Club

Dr. Erasmus Ogbuobiri of Biafra and Noel Hutson of India lend an international aura to **Columbia Power Club 1086-7** in Portland, Ore. Toastmasters Ogbuobiri and Hutson are electrical engineers with the Bonneville Power Administration.

### YLP On TV

The highlights of a Youth Leadership Program graduation dinner were featured on a Shreveport, La., television station's news program. The Youth Leadership Program was conducted by **Shreveport (La.) Club 718-25** for officers of Shreveport and Bossier City Junior Achievement companies.

### Cite College President

Georgia State College President Noah Langsdale Jr. received the **District 14 "Outstanding Georgian Award"** during the district spring conference in Atlanta, Ga. The presentation and conference were prominently publicized in an Atlanta newspaper, "The Daily News."

### TMs On Radio

**Valley Forge Club 1128-38** in Norristown, Pa., presented a 50-minute program on Bowerstown, Pa., radio station WBYO, telling the Toastmasters story to listeners in a four-state area. Table Topics were phoned in to the Toastmasters from the listening audience.



**DIRECTOR PARTICIPATES** — International Director Dr. Steve Rouss presents an instructional speech at the opening session of a Speechcraft course conducted by **Demopolis (Ala.) Club 2064-48**. Half of the Speechcraft participants have joined the club.

### Going, Going, Gone!

A Table Topics auction of unwanted items netted **Executives Club 412-50** in Los Angeles, Calif., \$88 for its treasury. The intra-club auction gave members a novel opportunity to use their persuasive powers, and the Toastmaster-auctioneer whose object sold for the highest price was awarded the Table Topics trophy. Auctioneers shared their proceeds 50-50 with the club.

### Hosts Students

Speech students of White Pine County High School were silent observers at a **Bristlecone Club 3901-51** meeting in Ely, Nev., and then returned a month later to conduct their own version of a Toastmasters meeting. The student chairman was Linda Sullivan, a 1968 participant in the national finals of the American Legion oratorical contest.

### CLUB ANNIVERSARIES — AUGUST

#### 20 YEARS

**Taku Club 724-67**  
Juneau, Alaska

#### 15 YEARS

**Spellbinder Club 1595-28**  
Detroit, Mich.

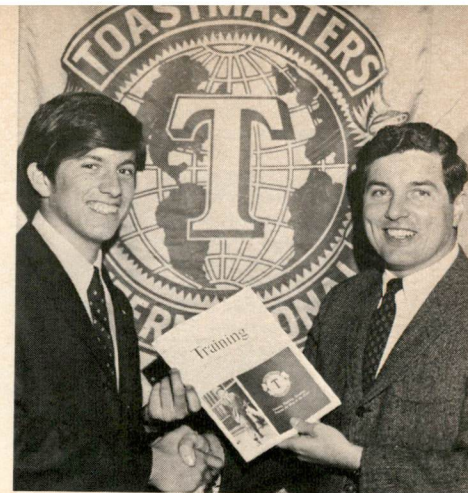
**International Airport Club 1283-50**  
Los Angeles, Calif.

**Rocket City Club 1580-23**  
Holloman AFB, N.M.

**Queen City Founder's Club 1619-40**  
Cincinnati, Ohio

**Sooner Club 1615-16**  
Norman, Okla.

**Bathgate Club 1657-TCBI**  
Bathgate, Scotland



**YLP GRAD JOINS CLUB** — Tom Iarossi (left) is inducted into **Temple City, (Calif.) Club 554-F** by Area Governor Wayne F. Kelly. Tom Iarossi was a member of the club's first Youth Leadership class, and his father also is a member of the club.

### Busy With Speechcraft

**Conestoga Club 1090-38** in Lancaster, Pa., has conducted two Speechcraft courses for officers and patrolmen of the city's police department. As a result, the department has formed its own speakers bureau. Conestoga Club also has conducted Speechcraft for city firemen, the Industrial Management Club of the YMCA, and the Hamilton Watch Company Management Club.

### Article Published

**Charles C. Hawkins**, ATM, a member of Redstone Club 1932-48 in Huntsville, Ala., authored an article that was published in the "Professional Engineer," a national journal circulated to 70,000 members of the **National Society of Professional Engineers**. The article was written as a result of ATM Hawkins' undertaking of Project 10 in the Leadership Through Speech manual.



**IN MANILA**—Philippine Toastmasters chairman Delfin T. Justiniano receives a Community Chest of Greater Manila award of appreciation from former Philippine Secretary of Commerce and Industry Mrs. Medina Lacson de Leon. Also pictured are TMs Jose R. Villarico, Conrado Cruz, Severino Peroche, and Felipe Gorospe.



### College Students

Four Toastmasters clubs in Charlotte, N.C., are cooperating with Central Piedmont Community College speech instructors by hosting speech students at club meetings. These joint gatherings constitute the students' final examination. Participating are **Queen City Club 1420-37**, **Saturday Morning Club 2035-37**, **Saturday Sunrise Club 2253-37**, and **Eastern Club 2383-37**.

### Eager To Join

An application for membership has been received by **Evansville (Ind.) Number One Club 337-11** from Army Sp/5 Gary M. Linton, who is stationed in Vietnam. That's what you might call "long distance membership building."

### Honored Guests

The mayor of Metropolitan Dade County, Fla., Charles Hall, was the guest speaker, and District 47 Governor Fred Thompson was installing officer at the officer installation program conducted by **Eastern Air Lines Club 1295-47**, in Miami.

### Community Contact Team

**Lincoln Trails Club 1354-8** in Mattoon, Ill., presented a Community Contact Team program for the Sullivan, Ill., Kiwanis Club and the demonstration was explained briefly in an article in the "Mattoon Journal-Gazette" newspaper.

## NEW CLUBS — CONTINUED FROM PAGE 27

- District 66** CASEMATE Club No. 1400-66. Meets 1st-3rd Mon., 11:30 a.m., Fort Monroe Ofcs. Open Mess, FORT MONROE, Va. Contact: 851-0922. Sponsoring Club: TACTICAL AIR CLUB 2619-66, Langley AFB, Va.
- TCBI** LLANDRINDOD WELLS Club No. 2315-TCBI. Meets Mon., 8:00 p.m., Rock Park Hotel, LLANDRINDOD WELLS, Radnorshire, Wales.
- U** SOUTHEND-ON-SEA Club No. 3749-TCBI. Meets Wed., 8:00 p.m., 845 London Rd., WESTCLIFF-ON-SEA, Essex, England.
- VEREENIGING** Club No. 1834-U. Meets alt. Wed., 8:00 p.m., Stewarts and Lloyds Recreation Club, Houtkop Rd., VEREENIGING, South Africa. Contact: 854-3939 or 642-2221.

## Membership Program Success...

# President's Program Progress Report

In response to the president's membership building challenge, the following clubs showed outstanding member gains during May, the final month of the International membership building program and the drive to earn special recognition as a President's 40 Club.

- Cherry Point (N.C.) Club 296-37 (14)  
 Papago Club 2694-3, Phoenix, Ariz. (12)  
 Main Street Club 1407-62, St. Joseph, Mich. (12)  
 Ampex Club 773-4, Redwood City, Calif. (10)  
 Portland WIIS Club 2084-7, Portland, Ore. (9)  
 North Shore Club 1841-35, Milwaukee, Wisc. (8)  
 Gaveliers Club 2323-TCA, Townsville, Queensland, Australia (8)  
 San Bernardino County Employees Club 1166-F, San Bernardino, Calif. (7)  
 Jefferson County Club 1482-8, DeSoto, Mo. (7)  
 Goodyear Chemical Division Club 2809-10, Akron, Ohio (7)  
 Gibraltar Club 2819-30, Chicago, Ill. (7)  
 NAEC Club 2881-36, Washington, D.C. (7)  
 Regional Postal Club 3487-46, New York, N.Y. (7)  
 Gainesville (Fla.) Club 3019-47 (7)  
 Giant Valley Club 2672-53, Cheshire, Conn. (7)  
 Uncle Joe Cannon Club 127-54, Danville, Ill. (7)  
 Antioch (Calif.) Club 2370-57 (7)  
 Saddleback Club 2657-F, Mission Viejo, Calif. (6)
- WIIS Club 3411-2, Seattle, Wash. (6)  
 Totem Pole Club 610-7, Vancouver, Wash. (6)  
 YMCA Club 715-11, Anderson, Ind. (6)  
 Ventura (Calif.) Club 24-12 (6)  
 Greater Fairmont Club 2773-13, Fairmont, W.Va. (6)  
 Janesville (Wisc.) Club 1983-35 (6)  
 C&S Club 2791-36, Falls Church, Va. (6)  
 Seven Hills Club 1578-40, Cincinnati, Ohio (6)  
 Eskimo Club 1445-42, Edmonton, Alta. (6)  
 El Dorado (Ark.) Club 1304-43 (6)  
 Fort McClellan (Ala.) Club 3071-48 (6)  
 World Way Club 2596-50, Los Angeles, Calif. (6)  
 Mainline Club 1446-54, Joliet, Ill. (6)  
 AVCO Club 3831-63, Nashville, Tenn. (6)  
 Buffalo Frontier Club 2738-65, Buffalo, N.Y. (6)  
 Barangay Club 3128-U, Bacolod, Philippines (6)  
 TM's Club of Singapore Club 357-U, Singapore, Republic of Singapore (6)  
 Sydney (N.S.W.) Club 1921-TCA, Sydney, Australia (6)  
 City of Liverpool Club 2130-TCA, Liverpool, N.S.W., Australia (6)



**IN DISTRICT 23** — President Potter addresses an El Paso, Tex., gathering of **District 23** Toastmasters, some of whom traveled 450 miles to attend a banquet in honor of the International president.

## ON THE MOVE WITH PRESIDENT POTTER

Toastmasters International President Earl M. Potter continues to carry his message, "Clubs on the Move Serve and Grow," in person to Toastmasters throughout the United States, Canada, and overseas.

When President Potter's term ends next month, he will have met thousands of Toastmasters in 21 Toastmasters International districts, the Toastmasters Council of Australia, and the Provisional District of New Zealand.

In addition to the seven district visits pictorially reported in this second article about President Potter's travels (see April, 1969, page 24), President Potter recently visited Founder's District, District 48, District 63, District 65, District 20, District 49, the Toastmasters Council of Australia, and the Provisional District of New Zealand.



**WITH STATE OFFICIAL** — President Potter and **District 39** Governor James C. Hansen accept Toastmasters Week proclamations from California Governor Ronald Reagan in Sacramento, Calif.



**IN MINNESOTA** — The mayor of Moorhead, Minn., proclaimed President Potter an honorary citizen of the city. TM Lyle Clark presented the certificate of citizenship during President Potter's visit to **District 20**.

**PRESENTS MEMENTO** — President Potter presents a TI medallion to Sacramento (Calif.) Mayor Richard Marriott as a memento of his visit to California's capital city. Seated is **District 39** Governor James C. Hansen.

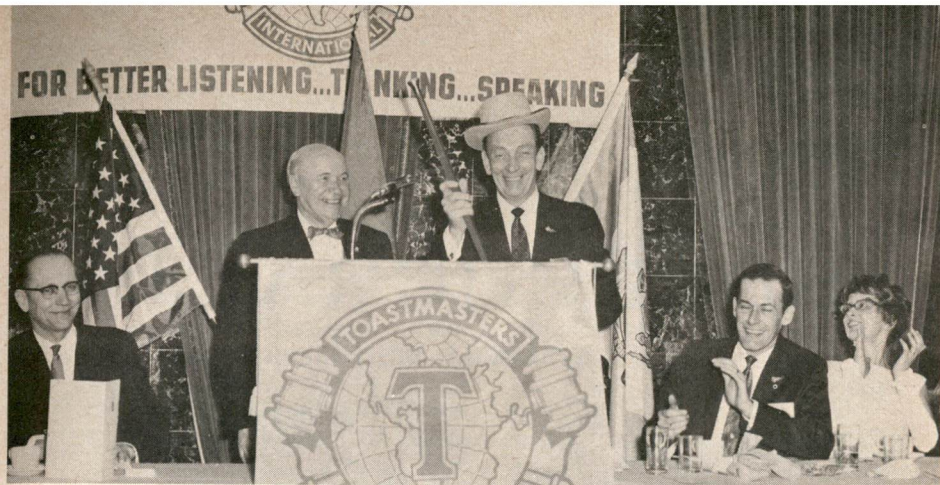




**SPECIAL GIFT** — The Hon. Walter Weir, premier of Manitoba Province, Canada, presents President Potter a gift reserved for special visitors. The gift was presented during President Potter's visit to **District 64**.



**WELCOME TO TINKER** — President Potter is welcomed to Tinker Air Force Base, Okla., by Col. Carl W. Armbrust during a presidential visit to **District 16**.



**FUN IN ALBERTA** — An engraved Klondike cane and a hat are presented to President Potter by Edmonton, Alta., Deputy Mayor Morris Weinlos. From left are Hon. H. A. Ruste, Alberta's minister of agriculture; Mr. Weinlos, President Potter, and **District 42** Governor Ronald M. Chapman and his wife, Shirley.



**IN DISTRICT 3** — President Potter and TI Executive Director Robert T. (Buck) Engle visit with Rod McMullin, general manager of the Salt River Project in Arizona, during a presidential visit to **District 3**.



**HONORARY CITIZEN** — Winnipeg, Man., Mayor Stephen Juba names President Potter an honorary citizen of Winnipeg during the International president's visit to **District 64**.

**PRESIDENTIAL GIFT** — In Atlanta, Ga., President Potter presents a TI gift to Georgia Governor Lester Maddox as several **District 14** Toastmasters look on.



**TELEVISION INTERVIEW** — Among the many radio and television appearances President Potter has made to promote Toastmasters International was this one with Gloria Heidi at Sacramento, Calif., television station KXTV.



**HELPING HANDS** — Giving a helping hand to President Potter at meal time are (from left) Bob Drain, International Director Les W. Sutton, and **District 64** Governor Charles E. Addison.



**DISTRICT 16 GREETING** — President Potter is welcomed to **District 16** by (from left) Tom Wardwell, Floyd Whalen, and **District 16** Governor Otto Pluess III.



# THE STYLE OF SPEECHCRAFT

By JAMES L. WU

One look at the monthly "President's Program Progress Report" in *The Toastmaster* will show that club participation in Speechcraft is increasing.

As a challenging project for your club, Speechcraft is an opportunity for community participation and helps build membership, two of International President Earl Potter's goals for this year. I am certain the clubs engaging in this program will unanimously agree that it is one reason "clubs on the move serve and grow."

With the assistance of our World Headquarters staff, the procedures for presenting this project are well established. Most districts also have a Speechcraft chairman to provide local guidance to sponsoring clubs, such as developing club enthusiasm, organization, preparation of sessions, and community promotion.

Although somewhat routine, these preparatory details are a vital and often difficult task. If the plan falters at this point,

whatever support has been instilled in the club membership may start to fade.

Let's assume, however, that your club has planned, prepared, and promoted successfully and is now ready to greet the students. What can these strangers expect? The attitudes they bring to the program will vary, but certainly they deserve, at the least, to receive your material in an interesting, entertaining, and challenging manner. To get the greatest possible membership-building benefits and to maintain the excellent reputation of Toastmasters International, your presentation must be well rehearsed and of high quality.

Speechcraft sessions are not just a series of "standard club talks." Perhaps we shouldn't even call them speeches. Speakers must be chosen carefully and be well prepared.

During periods of low membership (which is the time a club frequently uses Speechcraft), you may feel it's necessary to get help from other

clubs in the area. While this may be almost mandatory in some cases, I am convinced it is far better to use a team of three to five experienced Toastmasters from your club as speakers. Find a man who has that unusual flair for drawing people out in discussion. This isn't necessarily the member who has won the most speaking trophies, but the man who knows how to make a new and nervous audience feel at ease with their mutual interest in learning some of the fundamentals of communication.

## Stress Continuity

By using fewer instructors, your team will have to work a bit harder, especially if the class is held somewhere other than the regular club meeting, but an overriding benefit is that the weekly meetings will have a sense of continuity as instructors and students get to know each other better. And while your students may have had little or no formal speech training, when it comes to evaluating instructors, somehow they know.

The presentation of a program about effective communication is unique. Unlike athletics or music, where the coach is speaking about how to do something, the Speechcraft coordinator is "speaking about speaking." While presenting

his own material, he demonstrates his own speaking ability. What a challenge!

Speechcraft is an ideal project for the Toastmaster to use all his training. All his techniques of delivery, personality, and showmanship must be applied, using a variety of presentation styles.

The lecture technique is the most commonly used form of instruction and often tends to become a somewhat mechanical dissertation of standard speech "do's and don'ts." You don't have to do it this way, of course.

## Arouse Interest

With a pleasant conversational style, you can use the many elements of good speech practice you have learned to create color and arouse interest. One method is to present many examples. If you are discussing the ways in which the voice conveys mood or meaning, dramatize it by demonstrating vocal variety. Read portions of famous speeches. Or, while explaining gestures and physical mannerisms, why not try a little pantomime?

In my own experience, I have found speech construction a favorite topic of Speechcraft students. Discussing various forms of organization can be helpful, but the ideas are more readily understood

when amplified by concrete examples. Show the man who must make a committee report to his PTA chapter how he can present his material in a simple outline. Explain how the club president should introduce a guest speaker. Write these outlines on the blackboard, then demonstrate them with a short speech.

### Early As Possible

As early in the course as possible, students should be encouraged to speak. Even though Speechcraft participants are not required to give a formal talk, many will be anxious to participate on an informal basis, as in group discussion. Present your material according to a predetermined plan, but invite questions and reactions.

One subject which lends itself to class discussion is that of visual aids. Toastmasters presenting this program soon will have a new TI audiovisual handbook to help them prepare an outstanding presentation. The handbook will be available next month. Put a variety of slides on the screen — some well done, others poorly prepared. You will find the students can readily spot the poor ones and offer suggestions on how to improve them. You may be surprised how closely their comments match your notes.

Not only are the students learning to help each other; they are reacting to the stimulus provided by group discussion. They soon get to know each other, gain confidence, and suddenly find they really enjoy speaking in public.

In a recent class conducted by my own club, we were discussing how to add spice to a speech by being dramatic. Some old radio dramas were suggested as good examples. As the instructor created a sense of nostalgia with his hearty "hi-ho Silver, away!", he stirred the entire class into talking about popular radio programs of the past. For the next 15-20 minutes, the room was a constant hum of people reminiscing about their favorite shows. A lengthy digression from the prepared lesson, perhaps, but it broke the ice and got people talking.

### Discussion Concept

The discussion concept can be broadened to include evaluation. Table Topics should be a regular exercise at each session, and some students will give prepared speeches. Since Table Topics are short, they can be evaluated "on the spot." For the longer prepared talks, let class members offer suggestions.

Another technique is to assign several students the same

subject, requiring each speaker to use a different outline. Again, the class can review the speeches through informal instructor-guided discussion. In this way the group is taking on the atmosphere of a speech laboratory, just as the Toastmasters club itself. For those students who have never attended a club meeting, now is the time to extend the invitation.

From these three basic presentation styles, you no doubt will choose many variations.

For most sessions you can use all of them to some degree. Use your imagination, add a touch of humor, a dash of showmanship, or a clever twist. Get away from the lectern, walk around the room, sit on a stool, tell a joke — enjoy yourself.

When presented with the Toastmasters' high standard of excellence, Speechcraft will enhance club prestige, gain community awareness, and increase membership. Use it to get your club on the move to serve and grow.

*James L. Wu is management information manager at the FMC Corporation in Santa Clara, Calif. Mr. Wu is a member of the Toastmasters International Board of Directors and the TI educational committee. He is a previous contributor to The Toastmaster.*



## President's 40 Clubs — CONTINUED FROM PAGE 13

- |  |                                      |
|--|--------------------------------------|
| WEESUN Club 1941-4                     | New Holland Sperry Rand Club 3155-38 |
| Los Gallos de la Bahia Club 3400-4     | DPSC Club 3403-38                    |
| Professional Men's Club 624-5          | Foothills Club 3073-42               |
| Sioux Sayers Club 430-6                | Moncton Club 2113-45                 |
| Dan Patch Club 1280-6                  | Ridgewood Club 2639-46               |
| St. Clair Club 496-8                   | Orlando Club 1066-47                 |
| Taxtoasters Club 2731-8                | Fort Lauderdale Club 2004-47         |
| Forest City Club 1185-10               | Winter Park Club 3674-47             |
| Marion Club 2020-10                    | South Bay Club 280-50                |
| New Albany Club 410-11                 | Burnt Club 914-52                    |
| Pittsburgh Club 144-13                 | Water and Power Club 3629-52         |
| Pershing Point Club 2662-14            | Travelers Club 1389-53               |
| Ponca City Club 1846-16                | Stag Club 2908-53                    |
| Westinghouse Gaveliers Club 3160-18    | Sharpstown Club 2243-56              |
| Evergreen Club 973-21                  | Baton Rouge Club 906-68              |
| Omaha Traffic Club Yawn Patrol 1852-24 | Forest Club 1541-TCA                 |
|  | Tamworth Club 2762-TCA               |
|  | Western Electric Club 565-25         |

# THE SPEAKER'S PAGE



## POINT OF EMPHASIS

Do your club programs provide opportunities for you to gain speech improvement through vocal "quality control"? One way you can secure this valuable training is for your educational committee to arrange to tape record your prepared speeches. Portions of the recording can be played during the evaluation segment of the meeting to help with the evaluation of your performance.

Your educational committee will need a tape recorder and a member to operate it. Perhaps the committee can borrow a member's tape recorder, or your club can rent one for a nominal fee. Recording tape can be purchased at a reasonable cost and then saved for future "quality control" programs.

The member—"audio engineer" assigned to operate the recorder should note the beginning and end of your speech either by marking the tape with a washable ink, felt-tip pen or by jotting down the number which appears on the recorder's tape-footage indicator. When all speeches are completed, the audio engineer should be given time to set up the recorder to play back the opening and closing of each speech during the evaluation program.

Your evaluator then can refer to the recording for his comments, and the recording will help him point out the effectiveness of your vocal gestures, speed of delivery, enunciation, and pitch. A vocal "quality control" program is fun and educational, and it adds variety to your club programming. Most importantly, you can hear yourself as others hear you!

## HOW'S YOUR MEMORY?

When you deliver a prepared speech are you more at ease if your speech notes are on the lectern in front of you, just in case your memory fails you?

Do you really need notes? Many clubs encourage their new members to begin speaking without notes as soon as possible. This practice is good training in memory improvement. Speech notes are not verboten, but they can become a crutch and interfere with the effectiveness of your talk.

If you desire to improve your memory and speak without notes, help is available from World Headquarters. "The Famous Roth Memory Course" (Code 5-B) is a 287-page book that outlines several methods for improving your memory.

Kick the note habit by improving your memory!

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