

# THE TOASTMASTER

JULY

1971

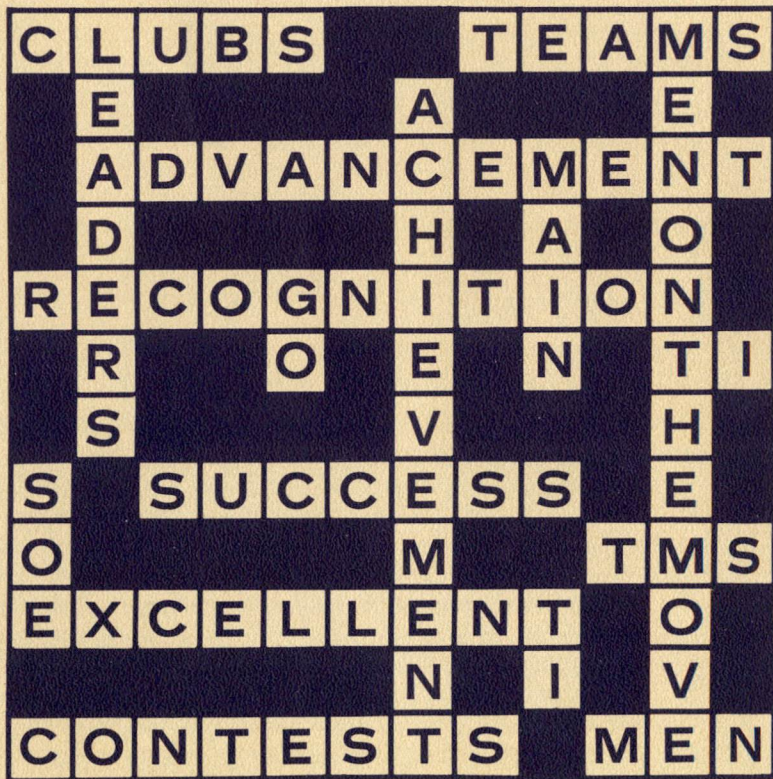


## SUCCESS

## IS...



# YOU



And

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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.

Toastmasters programs provide opportunities to develop skill in listening, thinking, speaking, and leadership by participating in a series of oral communication projects, constructive evaluation, and leadership experiences. These and many other opportunities to develop leadership 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, U.S.A. 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 37 NO. 7



JULY 1971

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## In This Issue...

**MEMBERSHIP BYLAWS CHANGES** — Proposed TI Bylaws and Club Constitution changes, which would alter the Toastmasters club membership criteria, will be voted upon at the International convention in August. See page 6.

**GOLDEN GAVEL TO BE AWARDED** — Wallace Jamie, a prominent world-wide public relations specialist, will receive TI's highest international honor. See page 16.

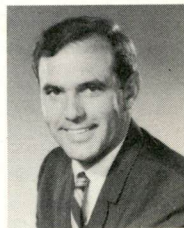
**HOW DO YOU GET THERE?** — Becoming a "President's 40" club is a unique distinction shared only by about one percent of the clubs in TI. Here is a report of how four such clubs attained "President's 40" status. See page 17.



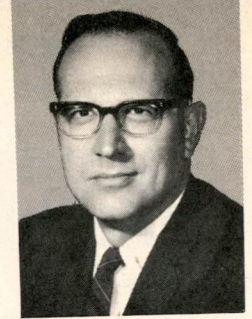
**A FOUNDATION FOR PROGRESS** — Toastmaster Thomas C. Wicker Jr. tells how each of his Toastmasters club speeches has benefited his personal and professional life. See page 22.

**EDUCATIONAL HAPPENINGS IN AUGUST** — Not necessarily a pot of gold, but there'll be a bundle of educational and fun happenings at the end of the Toastmasters rainbow, August 4-7, when Calgary, Alberta, Canada, hosts your 40th International convention. See you there! See page 26.

**HOW TO ROAR QUIETLY** — Toastmaster Robert D. Garton uses the acronym, "ROARS" to illustrate the process of developing effective speaking habits both for your Toastmasters club speeches and other occasions. See page 37.



# SUCCESS IS...



## A Time For Evaluation

It's time to check the record and see how we did during our Toastmasters year together. The checking process involves *effective evaluation*, and we all should be familiar with that useful technique.

Each aspect of the past year should be evaluated. The purpose of evaluation is to produce a more successful effort in the year ahead.

Let's consider our activities during the past year. Did we measure up to our personal standard of excellence? Did our club continue to improve its standard of excellence? Were our goals too high or too low; were they revised during the year?

How many guests did we host during the past year? Were our guests impressed when they saw our club's *Toastmasters program in action*? Does your club consistently produce high quality programming? How many guests were impressed to the point that they said, "*This is for me. I want to gain from, and be a part of, this group?*" The number of new members is a prime measurement of good programming.

If we fail to set goals, we will proceed in a haphazard manner. But to set goals and forget about them is equally bad. Our goals should be continually reviewed through critical eyes.

Are we steadily progressing in our *Communication and Leadership Program* manuals? Do we present researched subjects with quality content? Are our members using all the available TI materials? These are some of the questions we must ask to check our progress.

*Success Is . . . Achieving our standard of excellence.*

A handwritten signature in black ink, appearing to read "Art", written in a cursive style.

International President Arthur M. Diamond

# educational happenings

## THE PLAN...THE PROGRESS... THE DEVELOPMENT

As you round out the first half of your 1971 Toastmasters year, review your club's progress using the Distinguished Club Plan (DCP) and stand the past six months' results against the goals you set back in January. The comparison of your members' and club's goals against your DCP records can yield three possibilities:

1. **You're ahead of schedule**
2. **You're half-way toward meeting your goals**
3. **You're behind schedule, which means a hectic six months to meet those goals by the end of December**

If your club is ahead of schedule . . . review the goals. They probably weren't high enough to adequately challenge the abilities of your club's membership. Now is a good time to revise . . . any time is a good time . . . to set higher goals so your club can meet the needs of each member.

If your club is behind schedule, it's time to review and investigate to determine what's blocking your path to . . .

## **SUCCESS!**

Perhaps your goals were too ambitious, but don't fail to review all the possible causes which could be detaining . . . which could be holding back your members' deserved standard of excellence programming.

The Distinguished Club Plan is an ideal management tool for identifying and removing roadblocks to meet your members' communication and leadership needs. It's your club's yardstick for measuring progress in achieving a high standard of excellence in club operation — educational programming, membership sales, and community activities.

The Distinguished Club Plan provides:

# for YOU and your Club



- A Checklist for the Toastmasters International standard of excellence your members deserve
- The management profile for club operation
- Ideas for programming variety to meet your members' needs
- A blueprint for recognition both in your community and TI
- A performance record for each officer and committee
- Your club's history

The Distinguished Club Plan is year around — use it to look ahead and keep your club . . .

### *on the move.*

Imagination and enthusiasm, when applied to the information and ideas in the Distinguished Club Plan, will keep your club meeting your needs.

### **A Big Bonus**

All club accomplishments are recorded in the plan, which is the basis for your club's recognition in the TI Hall of Fame at your annual convention each August. Each section of the plan — executive, education, membership and attendance, community relations, social and reception, and inter-club activity — is allotted points for your club's participation.

## **USE THE CORRECT TOOLS, MR. TOASTMASTER**

World Headquarters supplies each club with a communication and leadership materials catalog. There are no paint brushes for humor or dueling foils for debate, but there is a variety of items to help you meet your needs for more effective communication and leadership.

Your club secretary and president each have a copy of the latest, October, 1970, *TI Supply Catalog*, which lists all the educational and promotional materials that can be ordered from the giant tool chest at World Headquarters. This catalog should be available at each club meeting. All issues previous to October, 1970, should be destroyed.

FROM THE PRESIDENT...

## Proposed TI Bylaws And Club Constitution Membership Criteria Changes...

*The following information was mailed in May to  
each club president of record.*

On August 5, 1971, at the Annual Business Meeting of Toastmasters International, the delegates to the International convention at Calgary will vote upon the two proposals, which are herein set forth, for amendments to the Bylaws of Toastmasters International and to the Club Constitution. The objective of both proposals is to alter the criteria for Toastmasters club membership, which is presently restricted to males at least 18 years of age. For convenience the first proposal is referred to as Amendment A, and the second is referred to as Amendment B. In each proposal the words which are ~~stricken through~~ represent wording which would be deleted, and the words appearing in FULL CAPITAL LETTERS represent new wording which would take the place of the deleted wording, if the amendment is adopted.

**AMENDMENT A.** A number of member clubs have submitted the following proposal:

1. Amend the first sentence of Article III, Section 2, of the Bylaws of Toastmasters International to read: "Unless otherwise specifically authorized by a two-thirds vote of the Board of Directors, every Toastmasters Club shall be composed of ~~male~~ members at least 18 years of age. ..."; and

2. Amend the first sentence of Article III of the Constitution for Toastmasters Clubs to read: "Any ~~man~~ PERSON of good moral character, at least 18 years of age, may become a member upon election as provided in the Bylaws of this Club. ..."

**AMENDMENT B.** Several other member clubs have submitted the following proposal:

1. Amend the first sentence of Article III, Section 2, of the Bylaws of Toastmasters International to read: "Unless otherwise specifically authorized by a two-thirds vote of the Board of Directors, every Toastmasters Club shall be composed of ~~male~~ members at least 18 years of age, **BUT EACH MAY DECIDE WHETHER TO CONFINE MEMBERSHIP TO ONE SEX OR TO ADMIT MEMBERS OF BOTH SEXES. ...**"; and

2. Amend the first sentence of Article III of the Constitution for Toastmasters Clubs to read: "Any ~~man~~ (PERSON) (MAN) (WOMAN) of good moral character, at least 18 years of age, may become a member upon election as provided in the Bylaws of this Club. ..."

Article XIV of the Bylaws of Toastmasters International requires the board of directors to make a recommendation either for or against any proposal to change the Bylaws. The board has voted unanimously to recommend to the delegates that neither of these two proposed amendments be adopted.

In casting their votes against these proposals a majority of the directors requested me to include in this official notice of the proposed amendments reference to the words "Unless otherwise specifically authorized by a two-thirds vote of the Board of Directors . . .", which appear in the Bylaws as they are presently worded (and which words remain also in both proposals). It is possible, although by no means certain, that if these two proposed amendments are disapproved by the delegates the board may thereafter, by a two-thirds vote, change the membership criteria for any particular club whose special circumstances may cause it to request such special consideration. I urge you, however, not to interpret that statement as being either a promise or a prediction as to any future board action concerning club membership criteria.

### BACKGROUND INFORMATION

During the past year information received from clubs indicated a desire to have Article III, Section 2, of the Toastmasters International Bylaws and Article III of the Constitution for Toastmasters Clubs changed to read "members" or "persons" rather than "male," thereby modifying the membership criteria, which would then include women in Toastmasters International and, particularly, their own clubs. Of this group several clubs have asked that they be granted an exception to the "male" requirement by the board of directors.

Because of the importance of this question, we want to submit all the background information possible for your consideration before you instruct your club's representative on how he should vote on the proposed changes at the annual business meeting, to be held as part of the 40th annual Toastmasters International convention in Calgary, Alberta, August 4-7, 1971.

Research on the subject of changing the membership criteria from "men" to "persons" or "members" has brought forth the following information:

*There are no provisions in any of the Civil Rights laws or any other law that require any volunteer organization — i.e., men or women, fraternal, social, educational, youth or community — to broaden or change its membership criteria.*

*There is included in the Civil Rights laws requirements that in the event any facilities or support of any kind is provided by a government agency or government contract industry for its employees, this must be done on the basis of equal opportunity for all, regardless of race, creed, color, or sex.*

*An executive order issued by the President of the United States amplifies the law for government agencies and business entities contracting with the federal government. It is specific that any government facilities will not be utilized for segregated training.*

For many years, Toastmasters International has encouraged business, industry, and government to utilize the communication and leadership program as part of their male employee development program within the club setting.

We have also urged companies and government agencies to have their male employees join community Toastmasters clubs and their female members to join Toastmistress clubs. This permits the individual not only to grow, but to broaden his base of communication with people from many different backgrounds and interests as well as extend his company's "public relations" efforts into the community.

Many companies and government agencies have followed this practice. Other companies have preferred to have the personnel department or individual employees spark the chartering of Toastmasters and Toastmistress clubs that meet in the company's facility and have access to equipment and supplies of the organization. In some instances the company provides "work time" for club meeting time and/or reimburse employee members for part or all expenses incurred as a member.

Several clubs — not motivated by law, executive order, or company policy — have submitted resolutions requesting such a membership criteria change to make their Toastmasters communication and leadership opportunity available to women.

International President Arthur M. Diamond



### In Bangkok

**Bangkok** (Thailand) **Club 2010-U** members are proud of their lack of a generation gap and the father-and-son membership of Capt. Sombat Khuptawathin and Somyot Khuptawathin.

### Honorary Membership

**Col. William R. Morton**, Eglin AFB (Fla.) commander, was presented an honorary membership in **Eglin Club 1919-29** during the club's charter presentation ceremonies.

**GAINING AWARENESS** — Toastmasters of **Area Five, District 13**, achieved excellent results for their efforts at this booth at the Beaver Valley (Pa.) Mall. More than 200 people signed the register. The clubs are contacting each prospect.

### In Australia

Members of **Naracoorte Club 3395-TCA** in Mt. Gambier, South Australia, made sure their club was represented in the **Autumn Festival** street parade with a float decorated with the TI emblem and motto.

### Strong Award

**Paul Anderson**, the world's strongest man, was presented the "**Outstanding Georgian Award**" during the **District 14** spring conference at St. Simons Island, Ga.

**IN SAUDI ARABIA**—International Director **Robert W. Blakeley, ATM**, assures prompt delivery of **The Toastmaster** magazine by presenting an issue to **Tom Carnes** (left) in Riyadh, Saudi Arabia. Toastmaster Carnes is a member of **Corps of Engineers Club 3030-47** in Jacksonville, Fla.



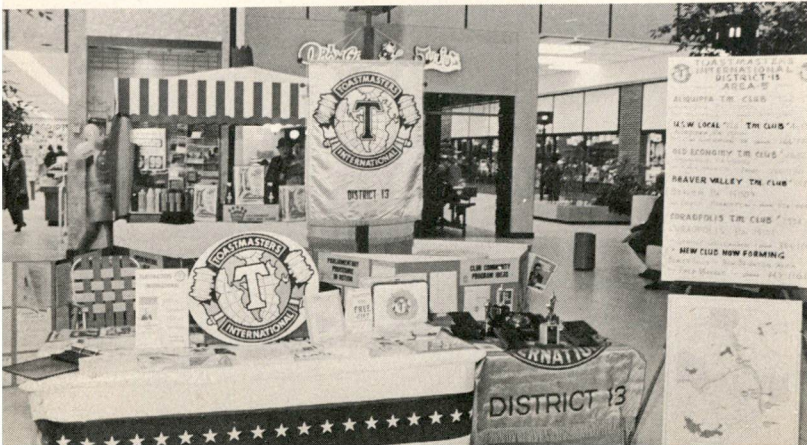
### Exploring Toastmasters

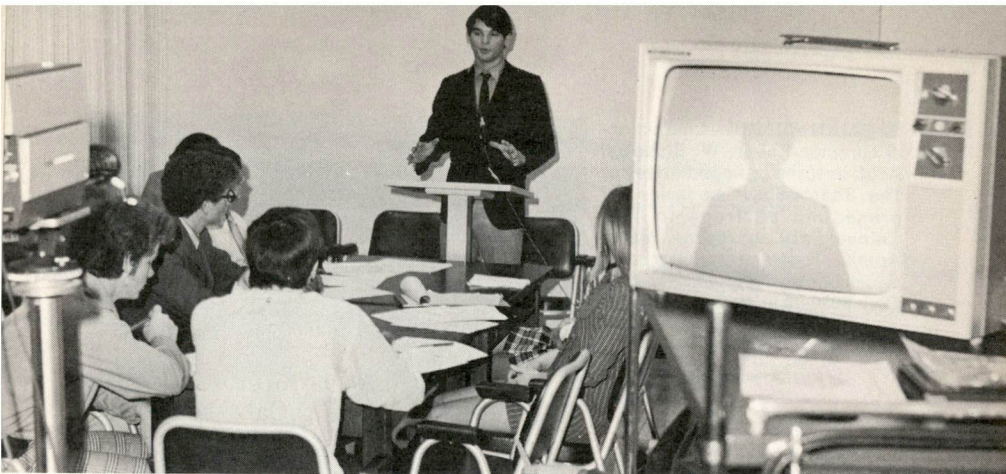
**Hungry Club 2715-52** in North Hollywood, Calif., is helping a Scout Explorer Post of the San Fernando Valley Council of the **Boy Scouts of America** to explore the benefits of effective communication and leadership.

### On The Move

The Community Contact Team of **New Albany (Ind.) Club 410-11** is really "on the move." It performed a noon-time Toastmasters club meeting, and the same day journeyed 60 miles to demonstrate another meeting for a prospective evening club.

**NO COMMUNICATION PROBLEMS** — Broadcast by 11 television stations in five southern states was this group of Toastmasters and Toastmistresses conducting a half-hour discussion about speaking problems and solutions. Participating are Toastmistresses (from left) **Maise Williams, Rozelle O'Donnell, and Freda Boren** of Birmingham, Ala., Toastmistress Club, and **Gene Bromberg, Ron Menton, and Jim Rooney** of **Jaycee's Club 1416-48** in Birmingham.





**YLP ON TV** — David Darmstetter speaks to other members of his YLP class conducted by **Thunderbird Club 1566-16** in Tulsa, Okla. The group used closed circuit video tape replays for self and peer evaluation.

### **Toastmasters Benched**

International Director **Carl H. Rupp**, president of the **Billings (Mont.) Bench Advertising Co.**, promotes Toastmasters by placing "Success Is..." benches at locations within his company's zone of influence.

### **Honorary Member**

Members of **Xerox Washington Club 3893-36** in Washington, D.C., have named **Ray Wadsworth**, sales manager, federal government operations division of the Xerox Corp., an honorary member of their club.

## **CLUB ANNIVERSARIES — AUGUST**

### **20 YEARS**

**Columbus Club 959-40**

Columbus, Ohio

**Greenville Club 964-58**

Greenville, South Carolina

**Lubbock Club 884-44**

Lubbock, Texas

**Cascade Club 986-32**

Tacoma, Washington

### **15 YEARS**

**Craig Air Force Base Club 2182-48**

Selma, Alabama

**La Habra Club 2164-F**

La Habra, California

### **15 YEARS (CONT'D)**

**Solar Club 2183-5**

San Diego, California

**Auterior Club 2157-36**

Washington, D.C.

**Road Runner Club 2087-23**

Silver City, New Mexico

**Florence Club 1916-58**

Florence, South Carolina

**Brazosport Club 2086-56**

Lake Jackson, Texas

**Aylesbury Club 762-TCBI**

Aylesbury, England

**Maracaibo Club 2123-U**

Maracaibo, Venezuela

# **TI MEMBERSHIP SALES SCOREBOARD**

## **THE LEAGUE-LEADING DISTRICTS**

As the leading districts approach the 40 percent level of new members at the end of 10 months competition — July, 1970, through April, 1971 — District 33 jumped back into first place after standing second to District 39 the previous two months — February and March. District 33 was first during November, December, and January. District 47 has been in the top four since December.

Both District 66 and District 67 are back on the 'board in 16th and 19th position, respectively, after two-month absences during February and March. District 51, which was 17th on the March Scoreboard, and District 24, which was 19th, dropped from the top 20 during April. District 12 has been in the top seven since Scoreboard began.



|             |             |             |             |             |        |
|-------------|-------------|-------------|-------------|-------------|--------|
| District 33 | 38.79%      | District 3  | 36.48%      | District 60 | 33.05% |
| District 39 | 38.72%      | District 55 | 36.40%      | District 16 | 32.91% |
| District 47 | 37.51%      | District 21 | 35.92%      | District 44 | 32.75% |
| District 41 | 37.23%      | District 57 | 35.39%      | District 64 | 32.32% |
| District 12 | 37.18%      | District 15 | 33.66%      | District 66 | 32.30% |
| District 25 | 37.01%      | District 23 | 33.09%      | Founder's   | 31.10% |
|             | District 67 | 30.87%      | District 17 | 30.70%      |        |

### THE LEAGUE-LEADING BATTERS

Congratulations to the following 18 Toastmasters who have sponsored five or more new members between July, 1970, and April, 1971. These men have the top batting averages in the league.

One of the most outstanding records of accomplishment in membership sales belongs to 1970-71 District 3 Secretary Bob Brower. He is credited with sponsoring an entire club charter membership, plus 26 other new members.

The number of new members sponsored is in parentheses.

**Bob Brower (54)**  
Valley Club 3354-3

**Edward R. Casper (18)**  
Van Nuys Club 172-52

**Bert Aspin (10)**  
Monroeville Club 2954-13

**Tom Faulkner (9)**  
Ponca City Club 1846-16

**Robert L. Haynes (9)**  
Metropolitan Club 1696-6

**Gene Keller (9)**  
Avco Club 1284-31

**Roy Potas (8)**  
Sioux Falls Club 210-41

**Wayne Hellbusch (7)**  
Lutheran Brotherhood Club 1767-6

**Thomas M. Marchant III (7)**  
Palmetto Club 2070-58

**Daniel M. Shea, ATM (7)**  
Blue Cross-Blue Shield Club 1232-31

**Russell M. Shoemaker (7)**  
Sandusky Club 2913-10

**Al Markwardt, DTM (6)**  
Richardson Evening Club 2690-25

**George E. Deliduka (5)**  
Tactical Air Club 2619-66

**Sherol L. Hovis (5)**  
Ponca City Club 1846-16

**Matt Kennedy (5)**  
Roseland Club 432-30

**Thomas Ricci (5)**  
Sea 'N Air Club 2314-38

**John Van Valkenburg (5)**  
Santa Ana Toasters Club 991-F

**Louis Walton (5)**  
Sea 'N Air Club 2314-38

### THE LEAGUE-LEADING CLUBS

Congratulations to the following 25 clubs which have made substantial new member gains. The clubs listed here lead the league for the period July, 1970, through April, 1971. The number of new members is in parentheses. An asterisk indicates a "President's 40" club.

**Armed Forces Staff College  
Club 2865-66 (52)**  
Norfolk, Va.

**\*Sharpstown Club 2243-56 (40)**  
Houston, Tex.

**Pacesetters Club 1895-33 (34)**  
Walla Walla, Wash.

**\*Big Town Club 734-3 (32)**  
Phoenix, Ariz.

**\*Podium Club 2303-60 (31)**  
Toronto, Ont.

**Narrators Club 1398-50 (28)**  
Inglewood, Calif.

**\*RAAP Club 3633-66 (27)**  
Radford, Va.

**\*Ponca City Club 1846-16 (25)**  
Ponca City, Okla.

**Fluor Club 124-51 (25)**  
City of Commerce, Calif.

**\*Lonestar Club 1286-25 (24)**  
Ft. Hood, Tex.

**\*South Bay Club 280-50 (24)**  
Manhattan Beach, Calif.

**Rockhampton Club 3732-TCA (24)**  
Rockhampton, Queensland

**William E. Borah Club 2701-15 (23)**  
Idaho Falls, Idaho

**John Deere Club 1116-19 (23)**  
Moline, Ill.

**Hawthorne Club 2574-30 (23)**  
Chicago, Ill.

**\*Bow Valley Club 1494-42 (23)**  
Calgary, Alta.

**\*Winter Park Club 3674-47 (23)**  
Winter Park, Fla.

**Gavellers Club 1277-52 (23)**  
La Canada, Calif.

**Skyliners Club 831-64 (23)**  
Winnipeg, Man.

**Sunrisers Club 2140-6 (22)**  
Crystal, Minn.

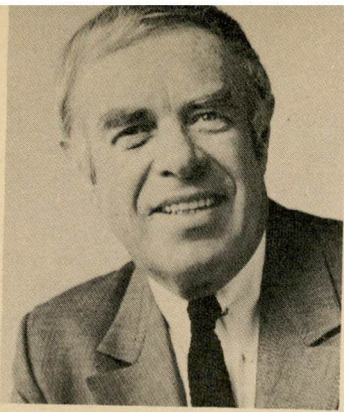
**Noontoasters Club 1822-8 (22)**  
St. Louis, Mo.

**Burrard Club 1892-21 (22)**  
Vancouver, B.C.

**Kelowna Club 2796-21 (22)**  
Kelowna, B.C.

**WSTF Club 3242-23 (22)**  
Las Cruces, N.M.

**Triple Ah'z Club 1171-28 (22)**  
Detroit, Mich.



## Wallace Jamie To Receive Golden Gavel

Wallace Jamie, director of public relations for the Carnation Company's international activities, was selected by your TI Board of Directors to receive TI's 1971 Golden Gavel.

Cited for his outstanding contributions to the development of effective communication and leadership, Mr. Jamie will receive the award during the District Governors' Luncheon at your 40th International convention in Calgary, Alta., August 4-7.

An alumnus of the University of Chicago, the University of Southern California, and Harvard University, Mr. Jamie has fulfilled a variety of assignments from a Chicago junior college English instructor to Deputy Commissioner of Public Safety in St. Paul, Minn.

He joined the Carnation Company in 1947, and now is responsible for all public relations activities of the world-wide organization. Carnation operates at 270 locations throughout the world and has a gross income of nearly \$1-billion annually.

The 11 previous recipients of the Golden Gavel are: Walter Cronkite, international journalist and television commentator; Greer Garson, international stage, film, and television personality; John W. Fisher, commissioner and chairman of the board, Canadian Centennial Commission; Eugene J. McNeeley, former president of the American Telephone and Telegraph Co.; Robert Moses, city planner and president of the 1964-65 New York World's Fair; Lowell Thomas, commentator, writer, and lecturer; Dr. Ralph C. Smedley, TI founder; Reed Harris, executive assistant to the director of the United States Information Agency; Eric Johnson, president of the Motion Picture Assn. of America; Joseph N. Welch, eminent Boston attorney; and Dr. Frank C. Baxter, professor emeritus, University of Southern California.

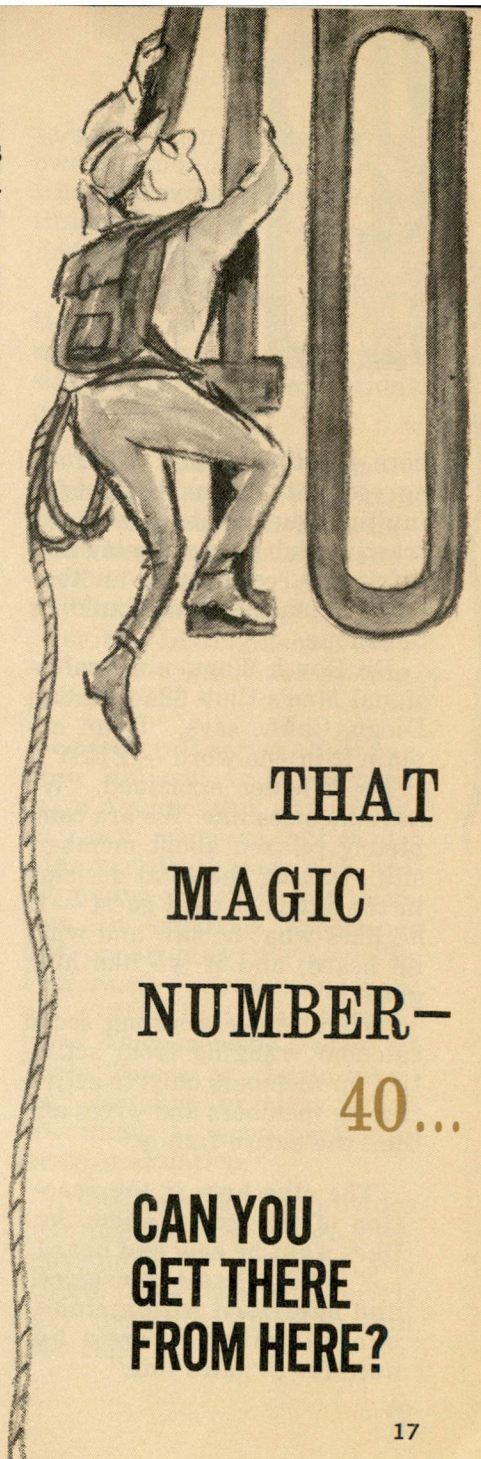
When a Toastmasters club achieves the magic plateau — or "President's 40" club status — it is a grand occasion and a time for celebration. It's also a time for planning and programming to maintain that status. Only 34 clubs — about one percent — have achieved the magic number of 40 members.

But what's so difficult about getting and keeping 40 members in your club? If the maximum were raised to 60 or 80, would the task be impossible? Not likely. There probably would still be that energetic one percent which aims for and achieves the top.

An average of 15 new clubs are chartered in TI each month — each must have 20 or more members sign the charter application before it becomes a recognized club. What's so difficult about getting that second 20?

**Nothing, according to four "President's 40" clubs. World Headquarters queried these "Success Is . . ." clubs to determine what methods worked best for them.**

Three of the four clubs indicated that Speechcraft was one of the key sources of new mem-



THAT  
MAGIC  
NUMBER—  
40...

CAN YOU  
GET THERE  
FROM HERE?



bers for their clubs. All four agreed that personal contact for inviting guests, along with attractive club programming and a friendly reception, is another effective membership building technique.

Dr. Roy J. Wagner of Professional Men's Club 624-5 in San Diego, Calif., says, "I can explain it in one word — ZEST!"

Dr. Wagner explained, "We have no sales line. We are completely relaxed about membership, leaving the total decision in the hands of each guest — if he likes what he saw and what he heard, and if we like him, great!"

"We do have a strong social calendar, ranging from activities for members only, to activities for members and wives and then the entire family."

**The clue here is the reaction of the guest when "he likes what he saw and heard . . ." When a guest is inspired and impressed with a club's programming, there's no need for a "sales line."**

Dwight R. Johnson, DTM, of UniRoyal Club 2510-35 in Eau Claire, Wisc., reports a similar process in his club. Near the conclusion of the meeting, "the presiding officer asks the guest for his evaluation of the session. This is the key because the guest invariably commits himself in favor of joining."

Toastmaster Johnson cites program variety as one of the prime reasons for his club's "President's 40" status. His club emphasizes "variety in our meetings as recommended in . . . the Distinguished Club Plan.

**"We are of the school that believes that if Toastmasters International recommends it, we will do it because . . . we will gain from it."**

Toastmaster Johnson adds that the "management of UniRoyal, Inc., (supports) our club 100% and numerous times has stated that Toastmasters is the finest ever offered to supervisory personnel."

#### **Program Variety**

He further said that UniRoyal members participate in the spectrum of TI programs and activities, but "our basis for finding prospects is personal contact. We invite them to visit to 'see for yourself if this is what you want,' and advise them that membership requires considerable effort."

The answer is the phrase, "if this is what *you* want . . ." No one is prodding guests to join their club. This is an opportunity—if your guest is motivated to grasp it.

This also is the belief stated by Will H. Krausz of St. Clair Club 496-8 in Belleville, Ill. "I think in most cases the prospects find our members. This doesn't just happen. It occurs because St. Clair . . . Toastmasters are listening, thinking, and speaking billboards — human billboards whose life style is an open declaration of the Toastmasters standard of excellence."

Toastmaster Krausz notes that each guest receives a warm and friendly greeting upon his visit, and each member who participated in developing that particular program proudly explains his function so the guest is relaxed and knows what to expect.

#### **The Most Exciting**

"Our club program sells him. He is captured by our enthusiasm. Everyone with a part in the program plans, prepares, and participates with a single goal in mind — to make this meeting the most exciting educational event . . .! We give the guest an *in-depth* look at Toastmasters in action."

He also notes that "through Speechcraft, we gain Toastmas-

ters who are motivated by their own attitude and purpose . . . who soon excel because their attitude toward life has been improved by Speechcraft.

What's so difficult about getting that second 20? Nothing really, when your club emphasizes excellence in educational programming.

**There are some valuable Toastmasters tools to help your club achieve and maintain the Toastmasters standard of excellence exhibited by the "President's 40" clubs. Use the Distinguished Club Plan as a guide for setting your goals.**

Speechcraft serves a dual purpose. Not only is it nearly always a successful way of getting new members, but it also adds variety to your club programming and gives your members an expanded experience and opportunity. Review TI's *Patterns in Programming* manual (1314) for programming ideas. Then schedule a series of Table Topics or "brainstorming" sessions for ideas which are unique to your particular locale or situation.

A total membership provides your members with the greatest opportunity to progress and achieve those goals which originally motivated them to join your club.

# NEW CLUBS

Chartered during April, 1971

## Founder's

HISPANOAMERICANO "SABER" Club 1456-F. Meets 2nd & 4th Wed., 7:00 p.m., El Sombrero Rest., 141 Granada, EL MONTE, Calif. Contact: 442-4260 or 448-0139. Area: D-Five. **Sponsoring Club: EL MONTE CLUB 352-F.**

REGION SEVEN CLUBWAYS Club 3618-F. Meets 1st & 3rd Wed., 7:00 a.m., Howard Johnson's Motor Lodge, 400 Sperry Dr., COLTON, Calif. Contact: 984-2481. **Sponsoring Club: CLUBWAYS CLUB 3048-F.**

## District 4

FRANCISCO Club 2369-4. Meets alt. Mon., noon, Fibreboard Bldg., 55 Francisco St., SAN FRANCISCO, Calif. Contact: 362-6900. **Sponsoring Clubs: DEMOSTHENES CLUB 1282-4 and CHINATOWN CLUB 2296-4.**

## District 5

CARLSBAD-OCEANSIDE Club 47-5. Meets Wed., 7:30 p.m., Buena Vista School, CARLSBAD, Calif. Contact: 729-3786 or 757-1880.

## District 8

PIONEERLAND Club 3919-8. Meets 1st & 3rd Mon., 6:30 p.m., American Legion Hall, MONTICELLO, Ill. Contact: 762-2936. **Sponsoring Clubs: CHAMPAIGN-URBANA CLUB 195-54, McKINLEY CLUB 467-54, MAGNAVOX SPEECHMASTERS CLUB 2862-54, and MAGNAVOX SPEAKERS CLUB 2993-54.**

## District 11

MAYFIELD Club 1944-11. Meets 2nd & 4th Tues., 6:30 p.m., Joners Rest., MAYFIELD, Ky. Contact: 247-2442. Area: Eighteen. **Sponsoring Club: SAM SLOAN CHAPTER, PADUCAH CLUB 1051-11.**

## District 13

CABIN HILL Club 425-13. Meets 1st & 3rd Thurs., 7:00 p.m., West Penn Power Co., Cabin Hill, GREENSBURG, Pa. Contact: 837-3000.

KELLY-SPRINGFIELD Club 3188-13. Meets Mon., 4:45 p.m., Kelly-Springfield Tire Co., Kelly Rd., CUMBERLAND, Md. Contact: 724-2850, Ext. 6591. **Sponsoring Club: HERCULES ROCKET CENTER CLUB 2481-13.**

## District 22

FLINT HILLS Club 797-22. Meets 2nd & 4th Mon., 6:30 p.m., Embers Rest., 1501 E. River, EUREKA, Kans. Contact: 583-5588. **Sponsoring Club: WICHITA CLUB 3255-22.**

## District 24

SUNRISE Club 379-24. Meets Mon., 7:00 a.m., Crossroads Cafe, CLAY CENTER, Nebr. Contact: 762-4515 or 762-6775. **Sponsoring Club: GATEWAY CLUB 1101-24.**

EARLY BIRD Club 3386-24. Meets Wed., 6:30 a.m., Happy Chef Rest., COLUMBUS, Nebr. Contact: 564-4329. **Sponsoring Club: COLUMBUS CLUB 744-24.**

## District 26

STATESMEN'S Club 871-26. Meets Wed., 12:05 p.m., State Social Services Bldg., Rm. 218, 1575 Sherman St., DENVER, Colo. Contact: 892-2324.

## District 28

SOUTHFIELD PROFESSIONALS Club 1208-28. Meets Tues., 6:00 p.m., Unitarian Church, 23925 Northwestern Hwy., SOUTHFIELD, Mich. Contact: 398-1325 or 227-6223.

UNIROYAL MASTERS Club 2357-28. Meets Tues., 11:30 a.m., UniRoyal Plant, 6600 E. Jefferson, DETROIT, Mich. Contact: 567-3660, Ext. 7185.

GREAT EASTERN Club 3879-28. Meets 1st & 3rd Tues., 6:45 p.m., The Inn Rest., 1516 Starr Ave., TOLEDO, Ohio. Contact: 693-3317. **Sponsoring Clubs: ANTHONY WAYNE CLUB 1380-28 and MAUMEE VALLEY CLUB 1637-28.**

## District 31

HARBOR Club 1172-31. Meets 2nd & 4th Tues., 5:15 p.m., State Bank Bldg., 225 Franklin St., BOSTON, Mass. Contact 235-3727 or 434-4725. Area: One. **Sponsoring Club: QUANNAPOWITT CLUB 849-31.**

## District 36

TRIPLE-CROWN Club 176-36. Meets alt. Sat., 3:00 p.m., Bowie Community Center, BOWIE, Md. Contact: 262-8993 or 262-3178. **Sponsoring Club: USDA CLUB 3294-36.**

## District 38

BUFFALO VALLEY Club 2643-38. Meets Sat., 8:30 a.m., U.S. Penitentiary, LEWISBURG, Pa. Contact: 523-1251. Area: Three. **Sponsoring Club: GREATER WILLIAMSPORT CLUB 2960-38.**

## District 41

MOODY COUNTY Club 3295-41. Meets 2nd & 4th Tues., Pantry Cafe, 122 Second St., FLANDREAU, S.D. Contact: 997-2485. Area: One. **Sponsoring Club: MARQUETTE CLUB 509-41.**

## District 46

FAIRCHILD Club 2466-46. Meets Mon., noon, Fairchild Camera & Instrument Corp., 300 Robins Ln., SYOSSET, N.Y. Contact: 931-4500, Ext. 660 or 664. **Sponsoring Club: HUNTINGTON CLUB 1964-46.**

## District 47

STETSON Club 3200-47. Meets Wed., 5:00 p.m., Stetson Law School, 1401 61st St., ST. PETERSBURG, Fla. Contact: 347-8971. **Sponsoring Club: ST. PETERSBURG CLUB 2284-47.**

## District 53

PHOENIX Club 3222-53. Meets alt. Tues., 4:30 p.m., Phoenix Mutual Life Insurance Co., 1 American Row, HARTFORD, Conn. Contact: 278-1212, Ext. 228. **Sponsoring Club: TRAVELERS CLUB 1389-53.**

## District 54

LINCOLN TRAIL Club 634-54. Meets Wed., 5:00 p.m., Tee Pak, Inc., 915 N. Michigan, DANVILLE, Ill. Contact: 446-6460. Area: Eight. **Sponsoring Club: UNCLE JOE CANNON CLUB 127-54.**

## District 58

GREENWOOD Club 216-58. Meets 1st & 3rd Mon., 6:30 p.m., Moose Home, Greenville Hwy., GREENWOOD, S.C. Contact: 223-3127. **Sponsoring Club: PALMETTO CLUB 2070-58.**

DARLINGTON Club 2469-58. Meets 1st & 3rd Mon., 1:00 p.m., The Darlington Rest., Pearl St., DARLINGTON, S.C. Contact: 393-2811. **Sponsoring Club: FLORENCE CLUB 1916-58.**

(Continued on page 40)

# THE END... IS

By THOMAS C. WICKER JR.

I suspect that men join Toastmasters for a variety of reasons; however, the circumstances by which I became acquainted with this organization were somewhat unusual. It almost was a court order for me to become a Toastmaster.

In January, 1967, I was trying a lawsuit before Judge Howard Taylor of the Louisiana Civil District Court for the Parish of Orleans. After summation to the jury, Judge Taylor asked if he could talk to me in private.

He advised that he detected a nervous tick in my delivery. Judge Taylor said that nervousness substantially detracted from my courtroom presentation and that I should consult a speech therapist or enroll in a speech program.

I respected Judge Taylor's advice, but a busy schedule prevented a serious survey of the available programs.

## Good Advice Well Taken

A few months later, I attended a trial practice seminar in New York. Noted trial lawyer Alfred M. Julian, who was leading the seminar, assigned me to present a jury argument without notes.

I persuaded Mr. Julian that I was unable to speak without notes. His reaction was that I should enroll in a speech program such as provided in a Toastmasters club.

Upon returning to New Orleans, I immediately applied for membership in Y.M.B.C.



# ONLY THE BEGINNING

Club 842-68. Since then, Toastmasters training has been an integral part of life.

My "Ice Breaker" was entitled "Give Me Training and Experience." I sought Toastmasters training and experience to gain confidence. I believed that by repetitive experience the problem could be resolved, and I set forth to do so.

My second speech dealt with the subject, "Let The Press Be Fair As Well As Free." Little did I know that research of over-zealous press reporting in the Sheppard, Estes, and Shaw cases would stand me in good stead three years later when I spoke about this subject before the House of Delegates of the Louisiana State Bar Assn.

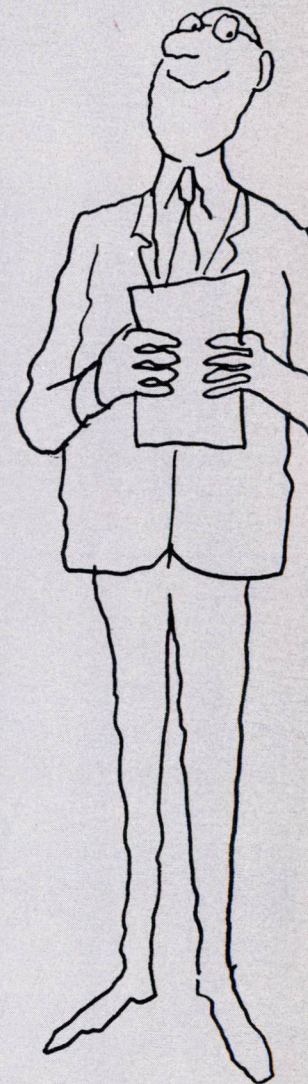
## A Pleasant Surprise

To my surprised realization, I was not nervous. Experience in Toastmasters had established a proud confidence.

The decline and fall of civil juries was the subject of a later speech. Besides the research in preparing for this speech, I attempted to formulate in my mind the role of a jury in civil litigation.

I had no idea that within little more than a year I would be appointed by the Louisiana Supreme Court as vice-chairman of the Committee on Pattern Jury Instructions. I had several occasions to express my views... views that were first molded in my Toastmasters club speech.

I once spoke about "Where Does Man Come From?" and I attempted to express in 10 minutes or less a great deal of personal philoso-



phy. It hadn't occurred to me that my children would soon be asking the same question. Who would suspect that Toastmasters would enable a father to prepare for that arduous task?

My Toastmasters club also has provided a variety of opportunities to discuss with fellow members one of my favorite subjects — politics. These discussions were the key to being asked by the Honorable Milton Stire, civil sheriff for Orleans Parish, to be master of ceremonies at his citywide rally. A fellow Toastmaster had recommended me, and Toastmasters training had prepared me.

Opportunities to participate in political activities have been nurtured and developed by practicing political speeches in my club.

#### A Difficult Task Rewarded

Much soul-searching went into a Toastmasters club speech about "The Obligation of the Lawyer." I attempted the difficult task of expressing the many obligations of a present-day attorney.

It was inconceivable, when presenting the speech, that I would become a member of the Louisiana State Bar Association committee revising our association's Canons of Ethics. The soul-searching that went into that Toastmasters club speech was invaluable to me in this undertaking.

About the same time, my wife and I attended an inquirer's class of the Episcopal Church and later became members. A resulting speech entitled "The New Theology" was a valuable asset when I was later elected to the vestry of our church and a delegate to the Louisiana State Convention.

I have since been in contact with a church committee reviewing the canons of marriage and divorce, and have asserted my views and opinions to that group. Yes, even the religious



aspects of my life were shared with fellow Toastmasters.

The completion of the first speech project manual came with a speech entitled "The First Milestone" in which I presented the above material to my club's membership.

It was a proud occasion. Not only has my speaking ability improved, diction become more precise, vocabulary increased, and gestures no longer a problem, but my confidence has bloomed.

I now thoroughly enjoy making speeches, and I recognize the importance of extensive preparation. For me, the ending is only the beginning.

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#### ABOUT THE AUTHOR

*Thomas C. Wicker Jr. is a member of Y.M.B.C. Club 842-68 in New Orleans, La. A graduate from the Tulane University School of Law, he has been a partner in a New Orleans law firm for the past 18 years.*

## Toastmasters International Board of Directors August Meeting Set

The Toastmasters International Board of Directors will conduct its August meeting at The Calgary Inn, Calgary, Alberta, Canada August 2-3, 1971.



## STAMPEDE TO CALGARY

Get your family and stampe them to Calgary for Toastmasters 40th International convention, August 4-7. It will be at The Calgary Inn, one of the most modern hotels in North America, and the convention's educational programs will be some of the most unique in Toastmasters history.

Calgary is the largest land-area city in the province of Alberta, Canada. Nestled between plains and foothills, within arm's reach of the magnificent Canadian Rockies, Calgary is an open door to a truly fabulous vacation area. Gateway to the world renowned mountain playgrounds of Banff, Lake Louise, and Jasper, it is on the main route to Alaska in an area unsurpassed for summer and winter recreation opportunities.

To match its location, your 40th International convention will present a raft of unsurpassed educational opportunities aimed at the development of effective club programming, management, and your personal communication and leadership abilities.

Although official convention activities begin Wednesday morning, August 4, plan to arrive a day early and attend Tuesday evening's Proxy Prowl. This annual social event features your International President's introduction of officer and director candidates for the coming year. It's casual. Be there to meet and talk with your 1971 candidates.

Set the alarm for Wednesday morning so you'll be present for the colorful opening ceremonies.

Afterwards, plan to have lunch at the District Governors' Luncheon and witness the presentation of TI's highest international award — the Golden Gavel — to author, lecturer, and internationally known public relations specialist, Wallace Jamie.

A former member of the TI Educational Advisory Committee, Mr. Jamie is director of public relations for the Carnation Company. Additional information about the presentation appears on page 16 in this issue of *The Toastmaster*.

The afternoon period is the time to meet and ask questions when your 1970-71 International officers form a panel to discuss the past year's activities and future plans and policies.

Late afternoon Wednesday is left open for regional representative caucuses. Wednesday evening provides you the opportunity to discuss a variety of subjects with fellow Toastmasters at the optional, informal, and unstructured "Action Rap Session."

Following Thursday morning's business session, the afternoon presents three educational highlights — the annual Idea Fair and educational center . . . Francis C. "Bud" Rebedeau's presentation, "Communication Gap?" . . . a club executive committee presentation by the officers of Bow Valley Club 1494-42 in Calgary.

- • **Don't miss the traditional Idea Fair beginning right after lunch. See the educational center. This is where your *advance registration* pays off. Your convention registration packet includes coupons which can be exchanged for Toastmasters educational and promotional materials — Free!**
- • **Next on the agenda is Bow Valley Club's "TI AcTION in the Club Through the Executive Committee." This is an idea-filled educational happening for you. It's the background story of the planning and action that went into earning Bow Valley's "President's 40" club status.**
- • **Mr. Rebedeau's "Communication Gap?" is a multi-media, high-impact presentation telling about communication intensity of the younger generation — how they say it and how it's heard. Mr. Rebedeau is well-known by Toastmasters for his educational presentations at the regional conferences. He is executive vice-president and partner of Kielty-Rebedeau & Associates in Chicago, Ill. He has been a successful salesman, sales manager, sales training director, and product sales manager. He is a recognized authority in the uses of various media as learning tools.**

Thursday evening is the big fun event of the convention. Gallop with the rest of the herd to the Stampede Stomp, a western-frontier social event and banquet featuring a buffet, dancing, and professional entertainment — dress in western-frontier style.

Friday, August 6, is educational day, with a variety of educational programs scheduled throughout the day. The educational sessions are built around the convention theme — *Success Is . . . TI ActIOn in the Club* — and your educational development.

- **Planning TI's 50th anniversary (1974) — an idea input session: send or bring your club's ideas . . . all delegates participate!**
- **"Time Management For Action" — a unique presentation by management consultant David Schmidt. He specializes in management development with emphasis on communication training. Mr. Schmidt is senior consultant for the management consulting firm of Lawrence-Leiter & Co., in Kansas City, Mo., an executive recruiting and management organization. Mr. Schmidt has a varied background in both business and education. In addition to his experience as a writer, college instructor, salesman, and administrator, he has developed and used several communications training programs.**
- **New Club Development — new approaches to meeting community communication and leadership needs.**
- **Meeting Members' Needs and Determining Club Resources — a "how to" session with audience participation.**
- **District Assistance — case studies in the district's role in acTIon in the club.**

Friday night is the traditional President's Dinner Dance — an inspirational and fun occasion for all Toastmasters.

Bright and early Saturday morning, August 7, the TI Hall of Fame Breakfast and International Speech Contest will cap off an exciting four days of educational and fun activities.

Be sure to bring your family. Toastmasters' ladies are invited to all convention events and activities, as well as the variety of social events. Don't forget the kids. There's lots of daily activities and the services of a professional youth program director during the convention. Also, The Calgary Inn boasts a heated swimming pool.

Toastmasters' ladies: Don't forget . . .

# Honor Roll

Congratulations to the following Toastmasters who have completed the TI Communication and Leadership Program.

## ABLE TOASTMASTER (ATM) Certificate of Achievement

|   |  |
|---|--|
| <b>Thomas H. McKerie, ATM</b><br>Smedley No. One Club 1-F       | <b>Melvin M. Bytnar, ATM</b><br>United Air Lines Club 1513-30  |
| <b>Clifton L. Adams, ATM</b><br>Astromasters Club 484-F         | <b>Charles V. Keane, ATM</b><br>Quannapowitt Club 849-31       |
| <b>John Shaffer Smith, ATM</b><br>Astromasters Club 484-F       | <b>Eugene E. Keller, ATM</b><br>Avco Club 1284-31              |
| <b>James S. Ketchel, ATM</b><br>Seattle International Club 10-2 | <b>Robert J. Kennedy Jr., ATM</b><br>Port Angeles Club 25-32   |
| <b>George F. McLain, ATM</b><br>Eye-Opener Club 2607-3          | <b>Clarence Weber, ATM</b><br>Past Twelve Club 131-35          |
| <b>Vit Eckersdorf, ATM</b><br>Ampex Club 773-4                  | <b>Francis J. Brandl, ATM</b><br>UniRoyal Club 2510-35         |
| <b>Robert G. Evans, ATM</b><br>Daly City Club 1881-4            | <b>Thomas A. Gering, ATM</b><br>Lancaster Club 3361-35         |
| <b>Earle C. Gilbert, ATM</b><br>WIS San Francisco Club 3548-4   | <b>Louis C. Peterson, ATM</b><br>Pagoda Club 1809-38           |
| <b>David A. Weseloh, ATM</b><br>Balboa Club 284-5               | <b>Nathan S. Neu, ATM</b><br>Sea 'N Air Club 2314-38           |
| <b>Ewald E. Koepsell, ATM</b><br>Rochester Club 271-6           | <b>Frank J. Steele, ATM</b><br>Ephrata Club 3011-38            |
| <b>Howard G. Kreger, ATM</b><br>Tip Top Club 2410-6             | <b>Thomas G. Vavrina, ATM</b><br>"Think-Speak" Club 3752-38    |
| <b>John C. Madrosen, ATM</b><br>Oregon Trail Club 480-7         | <b>Edward E. Seagle, ATM</b><br>Hangtown Club 3416-39          |
| <b>Ben Silknitter, ATM</b><br>Beyond Basic Training Club 1360-7 | <b>Ralph W. Getz, ATM</b><br>Moundbuilders Club 511-40         |
| <b>Clarence N. Fultz, ATM</b><br>Cape Girardeau Club 2072-8     | <b>Gerald J. O'Neil, ATM</b><br>Mount Rushmore Club 1326-41    |
| <b>Roger L. Reser, ATM</b><br>Lamplighters Club 449-9           | <b>Robert M. Locke, ATM</b><br>Pine Bluff Arsenal Club 1204-43 |
| <b>Edward Laete, ATM</b><br>Logansport Club 621-11              | <b>Ray P. Mann, ATM</b><br>A-OK Club 1359-43                   |
| <b>Emil J. Di Lorenzo, ATM</b><br>Jeannette Club 233-13         | <b>Robert Walsh Stevens, ATM</b><br>A-OK Club 1359-43          |
| <b>Cassius M. Clay, ATM</b><br>Augusta Club 326-14              | <b>David E. Wood, ATM</b><br>Fort Lauderdale Club 2004-47      |

(Continued on page 36)



# TOASTMASTERS ON THE MOVE



## Presidential Appointee

**James E. "Johnny" Johnson**, Toastmaster and frequent educational program speaker, was appointed by President **Richard M. Nixon** to be assistant secretary of the Navy for manpower and reserve affairs. Mr. Johnson was a speaker at the District 36 spring conference.

## Reelected Representative

**Fred Williams** of McDonnell Douglas Club 2389-8 in St. Louis, Mo., was reelected for a second two-year term to the **Missouri House of Representatives**.

## Appointed Dean

**Malcolm Jordan** of General Club 136-52 in Los Angeles, Calif., was appointed assistant dean of the **California College of Law** in Los Angeles.

**IN SOUTH CAROLINA**—South Carolina Governor **John C. West** (third from left) presents District 58 Governor Harold P. Dickinson with his **Toastmasters Month** proclamation for May. Participating are (from left) Edward Ulmer; Robert L. Stephenson, ATM; William Paulis; and William Calamas.

## 40 On The Move

District 40 Governor **Carl M. Harrington** reported that three state governors—**Louie B. Nunn** of Kentucky, **John J. Gilligan** of Ohio, and **Arch A. Moore Jr.** of West Virginia—declared April as **Toastmasters Month** in observance of TT's April Invitation Month.

## Cited By The House

**Henry A. Sokolowski** and Arsenal Club 2264-38 in Philadelphia, Pa., were commended by the **Pennsylvania House of Representatives** for the club's Speechcraft activities.

## New Charge

**J. Wayne Norris** of Athens (Ga.) Club 1779-14 was named manager of the Master Charge Department of the **First National Bank of Athens**.

**IN NEBRASKA**—Nebraska Governor **J. James Exon** (seated) declares April as **Toastmasters Month**. From left are District 24 Governor **Richard D. Hileman**, Lt. Governor **Carl O'Neal**, and past International Director **George C. Ireland, ATM**.



## Sports Recognition

**Robert Coughlin** of Bristol (Conn.) Club 3153-53 received the "Sportsman of the Year" award from the **Plainville (Conn.) VFW Post**.

## New Responsibilities

**Win Chesley, ATM**, of Hollywood (Fla.) Club 3770-47 was named vice-president of sales for the **Diplomat Resorts and Country Club** of Hollywood.

## Named Commissioner

Past District 65 Governor **Peter H. Zachman** was appointed as a member of the **Monroe County (N.Y.) Traffic Safety Board**.

## Success Is . . .

**Richard J. Demeree** of Tucson (Ariz.) Club 1155-3 was honored with membership in the "President's Club" of the **Massachusetts Mutual Life Insurance Co.**

**FIRST IN DISTRICT 32**—Washington State Legislator **Paul H. Connor, DTM** (right) of Port Angeles (Wash.) Club 25-32 accepts his **Distinguished Toastmaster (DTM)** certificate from District 32 Governor **Boyd Roth**.





**IN MUSCATINE**—Muscatine, Iowa, Mayor Edward S. Burns (seated) declares April as **Toastmasters Month** in observance of TI's April Invitation Month. Witnessing Mayor Burns' signature are (from left) Anton Vanicek and John McCormick of Muscatine Club 685-19, and Robert Whitinger and Charles Bishop of Carver Enterprises Club 3896-19.



**FOR THE VISIT**—Dagny Diamond, with her husband, International President Arthur M. Diamond (right), receives a corsage from Mrs. Lloyd Phillips, with her husband, during a District 62 Area speech contest in St. Joseph, Mich.

## Honor Roll

— CONTINUED FROM PAGE 33

### ABLE TOASTMASTER (ATM)

#### Certificate of Achievement

**Jay Cook, ATM**

Ardmore Club 1320-16

**John E. Van Puyenbroek, ATM**

Westinghouse Air Arm Club 3026-18

**Richard J. Parish, ATM**

Muscatine Club 685-19

**Richard W. Reed, ATM**

International City Club 2880-23

**James W. Robinson, ATM**

Shreveport Club 718-25

**James D. Ragsdale, ATM**

Southwesterners Club 862-25

**Daniel L. Hill, ATM**

Longview Club 3246-25

**John M. Barreto, ATM**

Playground Club 1797-29

**George Guregian, ATM**

Boca Raton Club 2300-47

**Samuel B. Herrera, ATM**

Kay Cee Club 638-50

**Vandy J. Forrester III, ATM**

Lock City Club 865-53

**Paul E. Schuck, ATM**

Lincoln-Douglas Club 1196-54

**Thomas M. Marchant III, ATM**

Palmetto Club 2070-58

**Bertie Mac Lauchlan, ATM**

Chateauguay Club 3006-61

**Scottie Grant, ATM**

GAMMA Club 3423-66

**Marvin King, ATM**

Lamplighters Club 3867-68

# A Toastmaster **ROARS**



By ROBERT D. GARTON

When a Toastmaster speaks, he roars. At least that's the common misconception of the uninformed. He likes to speak loud, long, and for laughs. He enjoys a good joke and belongs to Toastmasters International because the meetings provide a chance to swap stories.

Too many men who have only heard about Toastmasters International, but who have never seen the results it produces, have a wrong-way view of the Toastmasters club and its goals.

Perhaps though, the word "ROARS" could provide a framework for speech preparation. Each letter signifies a basic step to success: *Research, Organization, Agony, Rehearsal, and Satisfaction.*

### Your First Step

Too many speeches are given without adequate preparation. Research must be the first step. Any audience can receive increased information, stimulating illustrations, and new insights from an effectively researched speech.

An audience that is informed and inspired is unlikely to forget the speaker or the speech. The value of a speech can be judged by the extent of research behind it.

However, a common mistake is to research material as if it were an end in itself. The result is well-documented, well-balanced dullness; it leaves the audience breathlessly bored. A

speech should stimulate, not smother.

Two fundamental principles should be followed:

- **Speak with your audience, not at or to it.**
- **Make your audience want to listen.**

Neither of these principles can be followed unless a speaker researches his audience as carefully as he researched his speech material. He creates support for himself by identifying with his audience. A good speaker becomes part of his audience.

Speech material must fit your audience as clothes are tailored to fit individuals. Basic considerations include the composition, nature, function, and philosophy of the group.

### The Process Begins

After the audience and material have been researched, both must be matched and focused. Thus, the laborious process of organization begins. Without proper organization, the best research effort will be wasted. Speeches don't materialize, they are manufactured. The produc-

tion process takes time, thought, and technique. Speech-making then becomes an art, and you become the artist.

A speaker should be able to summarize the purpose of his speech in a single sentence. If not, he doesn't know what he actually wants to say, or how he wants to say it. In preparing an electrifying speech, plug in the following five questions:

1. **What is the central theme?**
2. **What supports it? (Illustrations, humor, statistics.)**
3. **What will hold attention? (Props, charts, gestures.)**
4. **What are the time limits?**
5. **What do I want my audience to remember, and how should it respond?**

The art of speech organization is the development of a single sentence-summary into an absorbing presentation. Develop a framework to hold the central theme — a vehicle to carry audience interest, concentration, and thought.

### Set Your Basis

Such a framework could be a historical perspective, a time period, a cause, a forecast, a hypothetical situation, or a comparison. For instance, the framework for this article is "ROARS."

A well-organized speech will have a definite opening, a con-

cise closing, and it will be easy for your audience to follow from a point-by-point foundation.

**So, when a Toastmaster speaks, he actually ROARS. But first he must agonize. There is not a word more appropriate to describe the feeling a conscientious speaker has before he faces his audience. He agonizes.**

This agony is not unnatural. It ranges from a nervous stomach to a negative attitude.

### Your Approach

To control his agony, the conscientious Toastmaster rehearses. He practices his remarks in front of a mirror or before a tape recorder. Each speaker has his personal approach, but he always follows through from speech preparation to speech rehearsal.

By rehearsing, the speaker becomes familiar with his speech. He knows his major points and the traditional sentences or phrases locking them together. He knows his outline so well, he doesn't need to memorize his speech.

**If notes are to be used — and there is no reason they should not be used—he practices handling them naturally and effectively. Too often, speech notes separate a**

speaker from his audience. With practice, both notes and an audience can be welded in a natural bond.

Speech rehearsal is as much mental as physical. You should mentally picture your audience, the physical arrangements of the room, the head table, the lectern, and your speech outline. You should repeat the picture often enough so that your eventual physical presence will seem as natural as your heart beat.

A Toastmaster is prepared to *ROAR* because he has Researched, Organized, Agonized, and Rehearsed. He actually *ROARS*. The final part of the formula is satisfaction.

It's a personal satisfaction that defies comprehension by anyone who has never been a Toastmaster. It's an awareness that you had something to say, you said it, and said it well. That's the essence of effective communication and leadership.

### ABOUT THE AUTHOR

Robert D. Garton is a member of Columbus (Ind.) Club 549-11. Toastmaster Garton is TI's 1962 International Speech Contest winner. Since 1961, he has headed his own management consulting firm in Columbus.

## NEW CLUBS

— CONTINUED FROM PAGE 20

### TCA

GLADSTONE Club 3138-TCA. Meets 1st & 3rd Wed., 7:30 p.m., R.S.L. Club, 9 Goondoon St., GLADSTONE, Queensland. Contact: 722-022 or 722-803. Sponsoring Club: **ROCKHAMPTON CLUB 3732-TCA.**

AIR T.V. Club 3519-TCA. Meets 2nd & 4th Thurs., 6:30 p.m., C.T.A. Club, 6 St. Paul's Terr., BRISBANE, Queensland.

MOUNT ISA Club 3704-TCA. Meets alt. Mon., 7:00 p.m., Barkly Hotel, Barkly Hwy., MOUNT ISA, Queensland. Contact: 32473.

### TCBI

BLETCHLEY Club 3729-TCBI. Meets Wed., 8:00 p.m., Swan Hotel, Fenny Stratford, BLETCHLEY, Buckinghamshire.

### New Zealand

OAMARU Club 1821-U. Meets alt. Wed., 5:30 p.m., Casa Nova House, Alt St., OAMARU, N.Z. Contact: 70-761. Sponsoring Club: **DUNEDIN CLUB 2890-U.**

### Undistricted

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