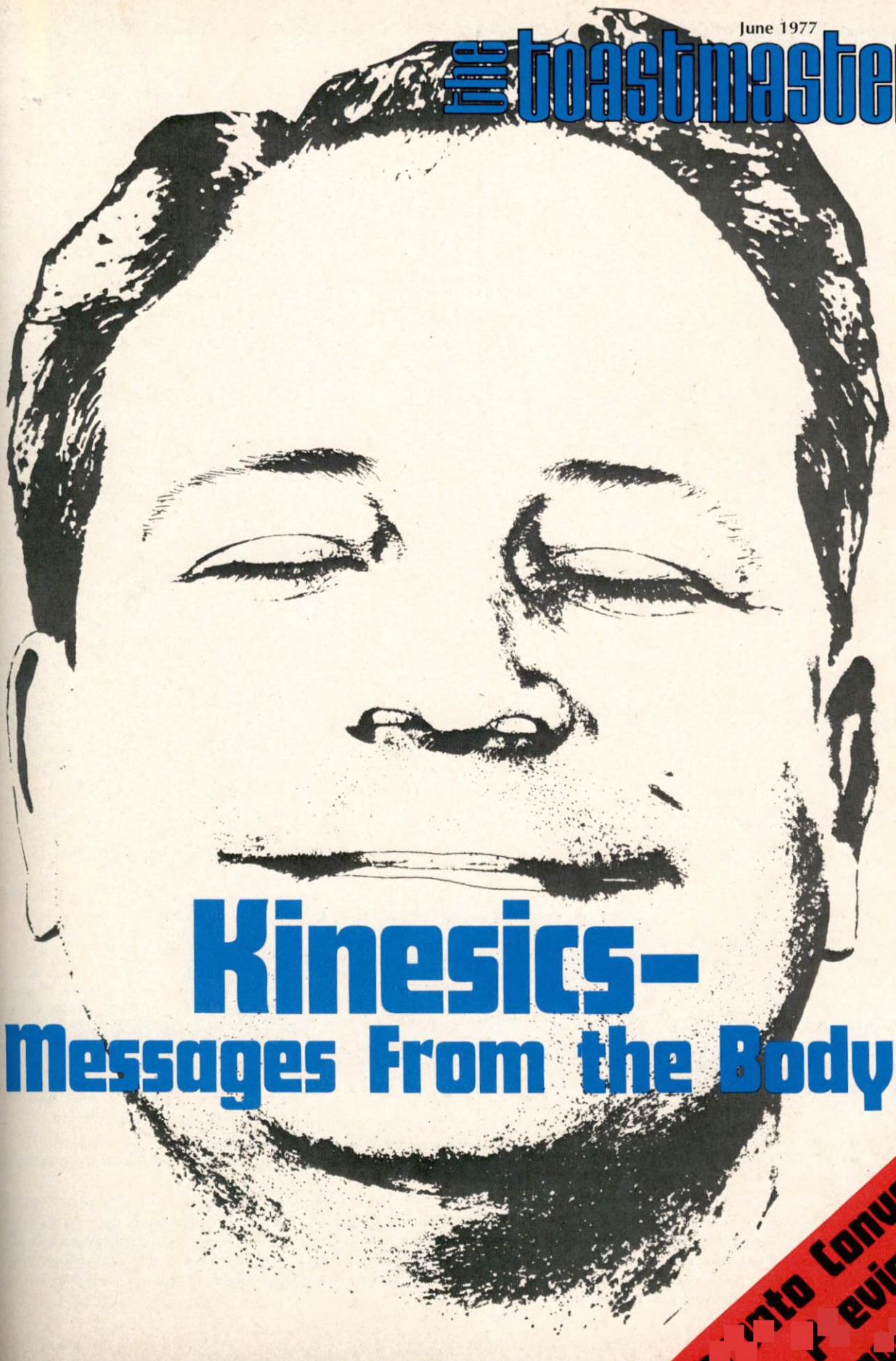


June 1977

 toastmaster



Kinesics— Messages From the Body

**Toronto Convention
Review
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letters

Speaking of Sexism . . .

It was refreshing to read Toastmaster Della Whittaker's "how to" feature in the February issue of *THE TOASTMASTER* ("Speak With Sense, Not Sexism"). Not only should Toastmasters be correct in their use of "pseudo-sexist" terminology, we should be more vocal in correcting such abuses of our language.

I am disturbed about the increased perversion of our language in the media and in business correspondence. As an organization devoted to effective communication, Toastmasters should be a recognized authority in keeping sexism out of our language, and an advocate of improved language training in our schools.

Thank you, Toastmaster Whittaker, for reminding us to speak with sense, not sexism.

Don Plaskett, DTM
Past International Director
Thunder Bay, Ontario, Canada

Man or Woman?

I enjoyed Della Whittaker's article in the February issue of *THE TOASTMASTER*, but take issue on one point; that is, Della's over-complicated and inaccurate explanation of the derivation of the word "woman."

"Man," meaning person, is of Germanic origin. The prefix "womb" is also of Germanic origin and comes from "womba," meaning belly. We still use the word womb, of course, and a slang word "wompa" for belly is still used in a local German dialect. Thus, "womb-man," or woman, was originally used to designate those persons whose stomachs were sometimes distended by pregnancy.

In the English language (as Della says) we are all "men"; but where it is necessary to be selective and distinguish female from

male, we say "wom(b)man." It is, therefore, quite acceptable to say, "As soon as the ladies reached the bargain counter it was every man for himself." (Having said "ladies," the prefix "womb" is not necessary.)

The trend to use words like "chairperson," "salesperson," "draftsperson," etc., shows a lack of interest in the roots of the English language. And I'm sure that Della and I agree on that!

Hope to see Della in Toronto.

John Bonfield
Weston, Ontario, Canada

A Plea From the Pulpit

I am a member of a Lay Speakers Cadre of my church. This cadre is made up of people who fill the pulpits of churches in this area when needed, substituting for ministers who are on leave, vacation or ill. My eight years as a Toastmaster have provided me with invaluable training for this and other church work in which I participate.

I'm sure that many, if not most, Toastmasters are active members in whatever religious affiliation they have. As one of these, I would like to see an occasional article in *THE TOASTMASTER* outlining ways and means to become more effective in the pulpit. While most Toastmasters techniques are still valid and useful when speaking in a church, I have found, by trial and error, that there are areas that need more attention than might be the case in a speech to a civic club.

I also want to say that I enjoyed William Hoffer's article on transcendental meditation in the January issue of *THE TOASTMASTER*. Many ministers use and recommend this technique and find it helpful. I

notice that a few of our fundamental brethren seem to feel that their "religion" is threatened by TM [March 1977]. They are entitled to their minority opinion, but they do not have the right to dictate what is printed in *THE TOASTMASTER*. As of this writing, we still have a reasonably free press. Keep up the good work!

Paul B. Ellis,
Fort Mill, South Carolina

Hurray for Humor

During the years, I have had the privilege of reading many, many issues of *THE TOASTMASTER*, but in my opinion (and not only because you included a "profit" story about my rewarding involvement with Toastmasters) you have presented the most comprehensive explanation of "humor" I have ever read.

This issue should be "stock in trade" every Toastmaster in the world. In fact, it should be part of the basic training program. Humor plays a vital part in creating a platform image that tends to "win friends and influence important people" and the added advantage of gaining favorable attention from clients and/or the top brass in any organization.

Once again, my sincere congratulations for producing an issue of great and lasting value for all Toastmasters.

Howard
Long Beach, California

"Letters to the Editor" are printed on the basis of their general reader interest and constructive suggestions. If you have something to say that may be of interest to other Toastmasters, send it to us. All letters are subject to editing for reasons of space and clarity. Letters must include the writer's name and address.

TOASTMASTERS INTERNATIONAL is a non-profit, educational organization of Toastmasters clubs throughout the world.

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn the elementary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.



Dr. Ralph C. Smedley
Founder, 1878-1965

Vol. 43 No. 6 June 1977

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Miller & McZine, P.O. Box 492, San Francisco, CA 94101 (415) 441-0377; (213) 870-4220

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PRINTED IN U.S.A.

Non-member subscription \$3.60 per year; single copy 10 cents. Address all communications to THE TOASTMASTER, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, California 92711

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From the cradle to the grave, all of us unconsciously send out signals that reflect our innermost feelings. What most people don't realize, however, is that these signals convey a language far more revealing than speech; not only on the dais, but at home, at the office—wherever there are people in your life.

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What Are You Doing This Summer?

by

Robert W. Blakeley, DTM
International President



WHETHER IT IS July in North America or October in South Africa and Australia, we all have club patterns that may eventually lead to talk of "shutting down" for the summer or, at the very least, to very low club attendance. I wonder if this is habit or a real requirement?

Part of the problem in the past has been attributed to the way a club approaches its summer programming. But what about today? We know that in farm communities crops come first, but what about our towns and cities? Do we vacation all summer? I don't think so. Still, something is luring our members away from their meetings during these often hot and dry months. Regardless of what that something is, we know for a fact that people are getting together more and more to do the things they enjoy.

Why not let them "get together" at your Toastmasters club meeting?

Dr. Smedley once made the following comment in his "Personally Speaking" column:

"The meetings during the summer season need present no problem of attendance if your club puts on the right kind of programs. Make these programs so attractive and so full of interest that no man will miss one if he can help it. Good programs will help maintain good attendance and good interest. Let's try it this summer."

I say, let's try it every summer! Once a habit of meeting is broken, many times it is far more difficult to regain the lost momentum of commitment and involvement. So why "shut down" for the summer? Make your Toastmasters club meeting an important—and enjoyable—part of your summer vacation.

What exactly can we do to develop this special summer programming? Here are just a few ideas:

A club in Arlington, Virginia, recently held its meeting at a swimming pool, with its speakers performing from the diving board. Somehow, the evaluations were expressed as "dunking." The meeting itself was fun, and it provided the members with a full program.

Many clubs share joint meetings during these summer months; some even invite outside speakers to bolster attendance. Others like the informality of a cookout at a member's home, at the beach, lake or park, where all can come together and share the unique fellowship Toastmasters has to offer. A club in Northern California, for example, recently held one of its meetings on board a genuine steam locomotive, with the ride ending in a campfire-style meeting.

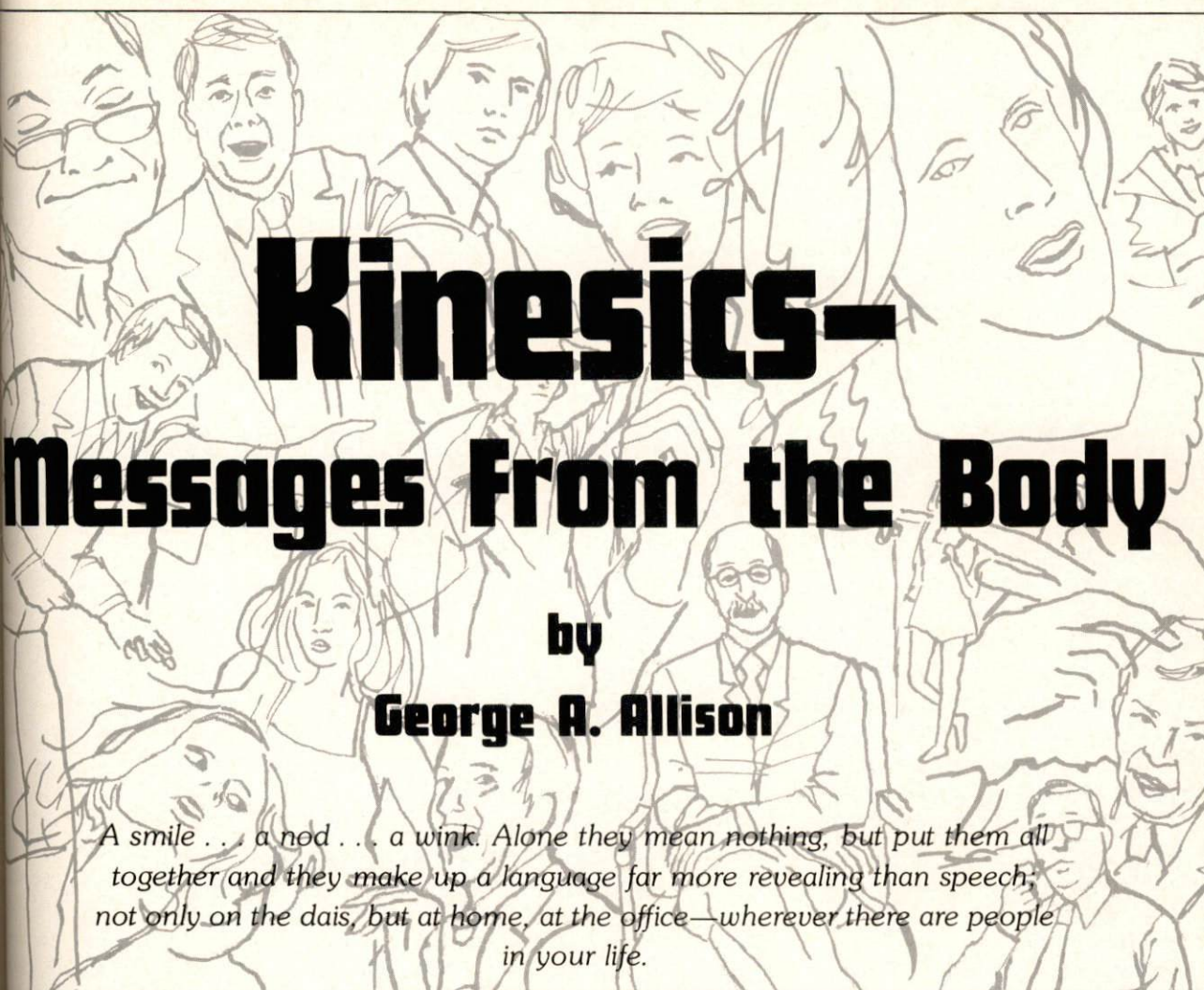
How about a "townhall" type of meeting, where you publicly debate one of the big issues of an upcoming election? Imagine this in a public park or on the courthouse steps (with the necessary permits, of course!). Sometimes I feel we have lost a part of our heritage if we don't at least try to recapture the public debate system that seems to be disappearing in some other countries. Before development of today's highly complex communications media, that was the only way an informed public could be influenced. Why not try this one in a "costume-of-the-day" you might want to try to re-create?

Few topics evoke a more enthusiastic and sincere presentation than those which give us an opportunity to communicate our opinions—our likes and dislikes. So why not hold a meeting where you can let off steam—a whole meeting where the parts are designed to help us speak out on our favorite subjects?

The few thoughts I've outlined above should only serve to stir your imagination. Many of you have had more unique, successful meetings. If so, why not tell someone in your club or district about them? Others may be encouraged by them and might even do a better job!

Sharing is our way in Toastmasters. So let's share our unique educational opportunities for a *full* year . . . including summer! By doing so, we will not only continue to meet each other's educational goals, but we will also continue to grow together.

Growing together . . . enjoying each other in summer fellowship . . . they're just a few more reasons to be proud we are Toastmasters! □



Kinesics— Messages from the Body

by
George A. Allison

A smile . . . a nod . . . a wink. Alone they mean nothing, but put them all together and they make up a language far more revealing than speech; not only on the dais, but at home, at the office—wherever there are people in your life.

YOUR STOMACH FLUTTERS up to the
with you in tow. There's that urge
get behind something, to flee this
ce. Instead, you force a smile and
going. Out there the chairs shift,
rustle, throats cough. Loose ice
against hard glass. And you won-
What are they thinking?

A Sea of Masks

As you pull your frame erect and face
audience, noise stops. The figures
the faces seem to freeze in place, a
of silent masks. You start to speak,
almost separate from your voice,
eyes and your body. And out there—
so slowly—the sterile unknown be-
comes literally alive with response. You
tell that it's going well, and it doesn't
matter why. But afterwards, amid
kind words and the handshakes, you
nder. What exactly did I do that

hooked them? Even more puzzling: How
did I know?

The above scene, with variations, has
probably been repeated countless times
since primitive man began to stand up-
right. From cradle to grave, we uncon-
sciously send out signals that reflect our
true feelings. What we don't realize is
how revealing these signals can be. Dr.
Sigmund Freud noted this in 1905:
". . . No mortal can keep a secret. If his
lips are silent, he chatters with his finger-
tips; betrayal oozes out of him at every
pore."

Behavioral scientists have assigned
the word *kinesics* to this phenomenon.
Kinesics is the study of body move-
ments, and it's fairly new. Except for
some attention to facial expressions and
gestures, kinesics was a plaything of
psychologists until the late 1940s, when

Dr. Ray L. Birdwhistell began using
movies to study his subjects. He report-
edly would spend an hour analyzing one
second of film, labeling the smallest per-
ceptible twitches *kinemes*. Larger move-
ments were *kinemes*—lifted eyebrows,
for example, or a wink. Combinations of
kinemes were *kinemorphs*, and so on.

Patterned Body Movement

Remarkably, Birdwhistell found that
within a given language and culture, peo-
ple tend to learn and exhibit similar pat-
terns of body movement for given situa-
tions. These movements are largely sub-
conscious on the part of both sender and
receiver, and may not appear to relate to
what is being said.

But if you know the signals, you will
have learned a language far more reveal-
ing than speech; not only on the dais, but
equally well at home, at the office or at

business and social events—wherever there are people in your life.

While some signals differ with culture, men like Robert Ardrey point to common biological origins. The instinctive need to survive—and to avoid hurt—is common to all animals. Ardrey, in his book *The Territorial Imperative*, reasoned that only those species who learned to stake out and protect a minimum food-yielding area could survive to perpetrate the species. The instinct to avoid hurt is similarly derived.

Today's residue of these instincts is apparent everywhere in our culture. We stake out land, build walls, lock doors, erect fences, set boundaries. At work, each person's territory is as clearly defined as if strung with barbed wire.

This need for security doesn't stop there. We also go to supreme lengths to shield ourselves. Our bodies are covered with protective and concealing clothing. Whatever is left exposed is symbolically covered with cosmetics, decorations, even tatoos. And most subtle of all are the masks we wear to conceal our true feelings. "It seems we may have overshoot the mark," Dr. Gary Gray, a psychologist, told me. "'Who am I?' is today's cry to the wilderness, from kids and parents alike."

On this point, many believe women to be more enlightened than men. Dr. Seymour Fisher, in his book *Body Consciousness*, offers one reason: Women tend to be more at home with their bodies than men. Penetration, pain, birth, the nursing and caring of infants—even the handling of body parts in preparing foods—all contribute to feelings of body awareness and security, and attunement to body sensations. "For the woman," Fisher concludes, "the body is the matrix for most major events."

This is reinforced by her cultural role. Women's Lib has perhaps only renewed our society's intense affair with sexuality—and the advertising media will never let it be forgotten. To promote sales, they provoke inadequacy feelings. Have you undiscovered flaws? They will set you free. You will sparkle, smell good, sleep well, wake up wrinkle-free and perpetually attractive—especially to men.

And what of man? Hereditary guardians of their territory, men are wary of anything that might penetrate their defenses. Virtually from birth, a male is taught manliness. He must hone his body for aggression, physical achievement, power. Strength and brains are good; tears are bad. A man must not reveal who he is, lest he become somehow vulnerable. Camouflage becomes the favored lodestone of his life, his emotions, even his attire. From bed to work and back, he wears a series of costumes, out of which stick only his head and hands. Tinted glasses dull his eyes. Frozen features mask his thoughts. Even his personal space boundaries are tightly drawn.

Dr. Edward T. Hall, a professor of Anthropology at Northwestern University, has given the study of personal space a name—*proxemics*. He sets the limit of our "intimate distance" bubble at about 18 inches, or within easy arm's reach. Beyond that, to about four feet away, is where normal personal interaction takes place. Beyond four feet, things get pretty impersonal—and anything past twelve feet is public domain.

A Common Emotion

The most secure person alive needs that personal space bubble. In at least this respect, male and female are of common mind. Get too close and the target of your unintended attack may rock back and forth, shift his feet, wiggle or tap his fingers—anything to relieve the tension. Press closer and the reaction is even more predictable. What mother hasn't noticed the signs in severe emotional confrontations with her children: hunched shoulders, head down, eyes averted, silence? The kid is cornered, and the signs are out: "You're hurting me. I don't want to hear. Leave me alone!"

Signs of affection and warmth are just as easy to spot. Such signs include touching, reaching, smiling, winking, the meeting of eyes and even voice inflections. By far the most profound of these is touch. Approval, warmth, love, security, good feelings are all conveyed by the simple gesture of touch. A baby's development is dramatically affected by this magic ingredient. Throughout growth and beyond, touch clarifies meanings,

establishes relationships, conveys emotions.

If the messages of touch are simple and straightforward, those of the eyes are not. Consider the look versus the stare. Looking signifies potential interest. Staring must be carefully done. An instant too long will turn a look into a stare. In our culture, staring irritates. To stare at a person is a put-down. It is a treatment reserved for things.

Eyes also reveal emotions: whether you're happy or sad, interested or indifferent, aggressive or don't care. "Eyes will stay glued to you if your audience is interested," said Ted Kirk, charter member and past president of the Huntington Centennial Toastmasters Club 2869 in Huntington, West Virginia. "They will follow your gestures and other movements, and heads will nod agreement." Charles E. Manilla, the current president, agrees: "I try to get eye contact. When their eyes shift, I know I'm not coming through. Wandering eyes mean I'm not holding interest. If people stare past my shoulder, I feel there's probably no communication going on." Both agree that eyes tell more than any other sense how well the speaker is coming across.

Eyes do equally well in other areas. For example, eyes even keep people from colliding in the street. My friend found this hard to believe—until she actually tried it herself.

"It's almost weird!" she later claimed. "You are walking along the sidewalk and this other person approaches. Up to about eight feet away you can look anywhere you want. Then your eyes meet, so fast you hardly notice, and you both look away in the direction you plan to pass. It works like time!"

Behaviorial scientists confirm this and tell us the quick look and the direct gaze are mutual signals of trust and respect for privacy.

Many other body signals are revealed along the way. Some of them have common-sense logic. What better message could be revealed by rubbing eyes than "I can't believe what I see"? "My eyes are tired"? Crossed legs often suggest blocking, disagreement. Hugging one's own

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Preening helps quasi-courtship get underway. A man will fiddle with his tie, socks, coat. A woman will check her makeup. Both sexes will attend their hair and adjust their clothing.

If a woman wants to carry the matter further, she may use flirting glances, cock her head, display a little leg or thigh, or put a hand on her hip. If, after this treatment, the man doesn't respond, chances are she overshot the mark and turned him off. Or he was too shy to stand the heat. The one other possibility is that he's dead.

Seriously, social/cultural taboos can make it difficult for the average American male to respond at all. At an NTL [National Training Laboratories] seminar this summer we were regaled by an engineer from Hungary. "I can't believe the customs over here!" he exclaimed. "In our country, and in most countries in Europe, men embrace. They cry. They kiss. They think nothing of this. Over here, somehow it is bad to do those things. I feel sorry for you."

A Definition of Purpose

He has a point. It is not bad for men to embrace—except as the residues of Puritan ethics persist through the eyes and minds of our peculiar society. Nor do our hang-ups end there. For example, picture a man massaging a woman on the beach. Offensive? To be sure.

But put a tube of suntan oil in his hand and the situation is redeemed. To the participants, the erotic interface of skin to skin is enhanced by the oil. To the spectator, the oil provides a socially acceptable definition of purpose.

Cultural encounters can be hilarious as well as traumatic. A colleague of mine, Vinoo Kamdar, confirms that nodding the head up and down means "no" in some parts of India. Flora Davis, recalling her research for a book on nonverbal communication [*Inside Intuition: What We Know About Nonverbal Communication*], was so alarmed on learning what one signal meant in our own culture that she was ready to sit on her hands. And Dr. Lawrence W. Barker, chairman of the Department of Counseling and Rehabilitation at Marshall University, has noticed a peculiar willingness for natives of Appalachia to "give a smile" to strangers, as opposed to poker faces in other regions. "Nothing personal in it," he told me. "They just seem to feel that obligation to smile."

Still More to Learn

It is obvious from these examples that a great deal more remains to be learned. In the meantime, as scientists in the field constantly stress, no one body signal should be regarded as conclusive by itself. Significance must be weighed in context with other signals, the environment and always in terms of the culture. With this in mind, perhaps a brief recap is in order:

- Kinesics is the study of body motion, the carefully sifted flour of body language. Add equal parts proxemics (use of space) and paralanguage (use of voice inflections), mix discerningly and bake well.

- Body language varies with cultures. If the average American does not know why people do what they do in, say,

Baghdad, forgive him. It's hard enough to understand what people do in America!

- The residue of basic survival instincts still lurks in our backgrounds: sex, to assure offspring; territorial defenses, to assure their survival. Knowing this makes it a lot easier to understand, and to cope.

- You have your very own space bubble. So do others. Invade them at your peril.

- Your clothes, body decorations and posture tell a lot about how open or defensive you are, and how you feel about yourself.

- Eyes bridge space. Eyes can also create gulfs, cause fights, express love, entertain minds and heal souls.

- The fear of hurt or rejection puts distance between people. Touching builds bridges.

- Quasi-courtship is a social game people play in place of the real thing. They may play it even if there's no game around, in expectation that one might start.

- Preening is part of the game. It says "Look how great I am. Come and get me." (But don't go too far!)

- Body signals keep the game going, or turn it off. Straightening and tensing posture, rubbing wrist or thigh, catching eyes, hip rolls—coquettishness—say all systems are go. Leaving out one or more of these elements, or talking about husband or kids, signals "Cool it, dad." Toe tapping, drumming fingers, uneasy shifting, looking about the room all say "Go away, I'm bored!"

A final word from those steeped in the study of human behavior: They all seem to agree with the premise that you are what you feel. So if you genuinely want to change, to be really you, to be happy or even to make a better speech, try on one of Dr. Birdwhistell's perky little kinemes.

Smile!□

George A. Allison is a quality control manager for Huntington Alloys, Inc., a leading world producer of nickel alloys. A Case University graduate with an engineering degree, he became involved with kinesics when a colleague once accused him of "steeping." "I've since found the subject a fascinating help in all my people situations," he adds.

the idea corner

Crime Doesn't Pay . . . But It's Something to Talk About!

It should come as no surprise to anyone that crime is today's number one problem in the United States. We read about it every morning, hear about it in the evening news and sometimes even experience it in our own neighborhoods. Well, somebody is trying to do something about it.

Bruce Randall is Manager of Program Control for the **National Crime Justice Reference Service (NCJRS)**, an international clearinghouse of law enforcement and criminal justice information. A former Toastmaster, he has some definite ideas on solving the problem: "Each citizen of this country has a key factor in our fight against crime. Unfortunately, I feel that the average citizen is nowhere near sufficiently informed to be able to effectively perform his role in combatting crime. The next step seems obvious and natural—combine the information potential possessed (and ever increasing) by NCJRS with the talent of Toastmasters to bring this information to the citizenry of this country."

Consequently, NCJRS has prepared, or is in the process of developing, packages of information that could be given to Toastmasters who want to be a part of this fight against crime. The information would cover several areas of law enforcement and criminal justice that are of significant importance and interest to the average citizen (crime against the elderly, home security, consumer fraud, etc.), and could be used as topics for speeches and presentations to any of your local citizen groups.

For those Toastmasters interested in participating in such a program, NCJRS offers, at no charge, one copy of the three-book package of material on the subject of "Residential Security." (The first four pages of Book One provide a convenient lead-in summary for the entire package.) Write to: NCJRS, Box 24036, S.W. Post Office, Washington, D.C. 20024 or call (202) 755-5555. (Since the material is not copyrighted, any Toastmaster can reproduce as many copies as he wishes. NCJRS policy does not, however, permit sending more than one copy to an individual.)

If an individual Toastmaster or Toastmasters club decides to significantly pursue speaking projects in the area of law enforcement and criminal justice, they might consider registration (no charge) with NCJRS, which would provide them with pertinent information on a more regular basis.□

how to

Your Turn As Topicmaster

FIRST TIME AS your club's Topicmaster? Or are you an old hand who "knows the ropes?" You've started well with a few introductory remarks that have established a tone of liveliness, informality and good humor. But what next? Do you routinely assign topics to the members, or do you seek to instill the two principles of realism and variety in your questions?

To those unfamiliar with the role of Table Topicmaster, the best piece of advice is to realistically seek topics that will bring out the best thinking and speaking by members of your club. By always assigning speakers topics in their area of specialty, you may bring out some fine speaking presentations but fail to stimulate any new thinking. If you do this, you're undermining half the value of the Table Topics session! So occasionally give that individual a different type of topic. The idea is not to embarrass him, but to challenge him.

Deciding on suitable topics does require some preparation. The subject should be interesting, perhaps controversial and fairly well-known. It should not be so esoteric as to dumbfound the members, unless it's obviously being done for a whimsical effect. One should not look at the topic session with dread and trepidation. Make it challenging, but not impossible.

You should also look for fresh approaches and new ideas that will help keep the Table Topics portion of your program exciting and stimulating. That doesn't mean you should assign a bevy of frivolous subjects. When that occurs, the one person with a weighty, meaty theme will clearly stand out when it comes time to vote for best speaker of the evening. A little "spice" and some variety, however, will enhance the program.

Your role, like the Toastmaster's, is to spotlight other speakers, not to make a speech of your own. Be brief and give them the floor. Call on members who are not otherwise scheduled; not because those with planned speeches need last minute preparation time, but because Toastmasters strives to give every member a chance to speak at each meeting. Make it easy for the bashful members—the new members—by inviting their

comments with invitations to speak. Be flexible. If you've been fortunate enough to strike a topic of strong, widespread interest, omit your other topics and serve as moderator in an open forum on the subject of interest.

After the last topic, you may summarize briefly or comment on the quality of the discussion. Again, this is not the time to give your own oration or to criticize individual speakers. They may not be as knowledgeable or as good a speaker as you . . . and don't forget that they'll have a chance for revenge at a later Topic session!

Then, too, you may have nothing to add. So don't take two minutes convincing the rest of the group of that fact. Just thank those who participated and return control to the Toastmaster of the meeting.

In short, your aim should be to have every member anticipate a stimulating and valuable session while being equally curious as to what it will entail.

And that's enough of a challenge for any Toastmaster! □

You Could Use the Exposure!

Expose your club to the community by presenting the Toastmasters **Communication Achievement Award (267)** to a worthy member of your town or organization. The Communication Achievement Award helps make your club the acknowledged leader when it comes to communications. A total package including award, instructions and publicity tips is available now. Get the exposure you need—order the package today!



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by
Robert M. Gruber
Club 1075-33

HABITS: HOW TO BREAK THE BAD AND CULTIVATE THE GOOD

by
GEOFFREY M. BELLMAN

FIRST AN EXPERIMENT. Cross your hands in front of you with your fingers interlocked. Look at your hands; notice where your fingers are placed and how your hands feel. Which thumb is on top? Now unclasp your hands completely and reclasp them so that your other thumb is on top and all of your fingers are in changed positions. How does that feel? Uncomfortable? Funny? Strange? It does for most people.

But it shouldn't feel strange. Either way of clasping your hands is equally logical; one way is not better physically than the other. It's just that over a period of time you have chosen one way (I prefer right thumb over left myself) and made it "better." We learn to do things in a certain way, so that we don't have to stop, think and choose. ("Let's see, how shall I clasp my hands this time?") As time passes, we make a "habit" of doing it one way.

Habits come in millions of physical and mental shapes and sizes. Mind and body know them so well that they happen automatically when called into play. Habits are very useful; they free our minds from being cluttered up with thousands of small decisions daily. But now and then it's a good idea to check them out to

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see whether they are contributing to our social and occupational well-being.

All of us have habits we are completely unaware of, but they are very evident to the people around us. Our habitual ways of acting, thinking and working greatly affect how others relate to and work with us. Frequently our first awareness of having undesirable habits comes with random comments by others: "Did you know that when you are talking, you rub your eyes a lot?" or "Why is it that your work is usually at least one week late?"

Mental habits can get us into trouble at work—especially if our work involves dealing with other people. They, too, have thoughts of their own (and habits of their own). You may find yourself insisting that work be done in a certain way because (a) you have always done it that way, (b) you can do it quicker that way

and (c) you can do it that way without any mental effort (inside, you are thinking "We'll do it that way because it is the right way!"). That kind of stroller technique can bring you not only grief in your relationships with associates.

The litany of bad habits we see in others (and hopefully in ourselves) is long one: "He has a bad habit of interrupting people in the middle of a sentence." "Do you make a habit of barging into meetings unannounced?" "She is always running off at the mouth." "Cetera, etcetera, etcetera."

What if you want to change a bad habit or get rid of it or build a new habit? It is often difficult, but never impossible if you really want to change, just ask yourself a few questions:

- **What is the habit you want to change?** Simply describing the

ls out what should be done
I want to quit talking with my
my mouth." "I want to orga-
me better." "I want to stop try-
minate all the meetings I at-

do you use the habit? If you
w why, speculate or ask others.
ed the habit because it was
useful to you. Once you've de-
why the habit started, you may
s outlived its reason for being.
ay be able to find a substitute
meets the same needs better.

**How long has the habit been
ed?** Older habits are harder to
more time and patience may be


How frequently does it occur?
n-frequency habits are often the
difficult to change, simply because
to fight to change them minute
te, again and again. For exam-
tendency to lard your conversa-
th incessant "uh's"—or even
jectionally, with repetitions of
ow?"

**Where does the habit come into
Often** the site of a transgression
you a clue on how to alter the situa-
of your biggest problems seem to
n meetings, for instance—inabil-
express yourself, or perhaps a
cy to dominate the assemblage—
ight want to try organizing your
ts in writing before the meeting,
sciously limiting the amount of
ou talk.

Why do you want to change? Here
ere your motivation comes from.
more importance you attach to the
ge, the more likely will be your
ss.

**How do you want to go about
ing the change?** Are you going to
nate the habit, or alter it or replace
th something else? If the habit serves
urpose whatever, try to eliminate it.
erwise, consider altering it (smoking
ge instead of cigarettes) or replacing
ewing gum instead of smoking).
positive aspect of finding an agree-
middle ground will increase your
hood of success.

Who is affected by the habit?
around you. Who are the people



BE A HERO


IN YOUR COMMUNITY

As a person with experience in public speaking, you can be a hero/heroine by being the person to introduce and conduct the ADVENTURES IN ATTITUDES program for the folks in your community. Offer it through your local Adult Education delivery systems, via community colleges, high schools, YM/YWCAs, Chambers of Commerce, etc. . . . use your expertise and this program to help those in your community to grow personally and professionally.

Check these points . . .

- The ADVENTURES IN ATTITUDES program, validated over 18 years by thousands of enthusiastic participants is a leader in the explosive personal growth field, here in the U.S. and around the world.
- The ADVENTURES IN ATTITUDES program is offered for undergraduate/graduate credit in numerous Colleges, Universities and Adult Education programs throughout the U.S. by people just like yourself.
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who are usually present when a habit of yours surfaces? Are they really affected? Would they encourage or object to a change? Make your friends aware that you're trying to change, and help will come from all sources. You will receive encouragement, undoubtedly—and it feels mighty good to hear someone tell you you're doing well. You will also get reminders if you're not doing as well as you might—and that can also be supportive of your effort to change. Your team of "concerned others" should perhaps include your supervisor, your co-workers or your spouse, but try to pick people who are likely to be present when the habit appears and can tell you how you're doing in combatting it.

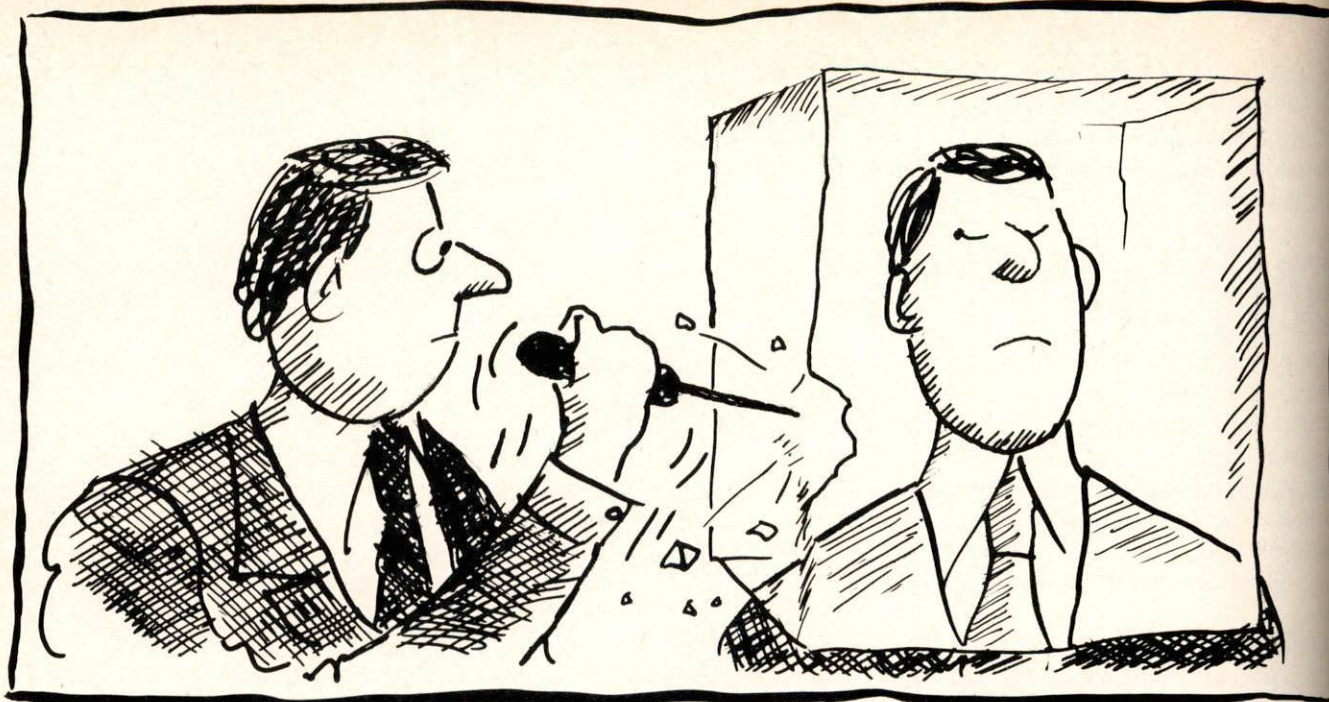
• **What aids can you employ to support the change?** You'll need constant reminders if you're going to be successful in changing a habit. These can be physical—a note on a bathroom mirror, a "reminder object" in your pocket. Or they can be mental: cueing yourself to re-

act differently to familiar stimuli. For instance, *not* going to the refrigerator for a beer when the TV commercial comes on; *not* being the first to grab the floor when the meeting chairman asks for comments. And again, the best reminders are those that crop up in the situations most likely to provoke your habitual behavior.

Habits seemingly have a power of their own, but you can change them if you want to. Think of the habit you would like to change, or think of the new habit you would like to acquire. It can be done—just read over this article again, and make notes in response to the questions.

You can change your life for the better by changing habits. And looking for ways of self-improvement can become a habit in itself—one you'll probably never want to change. □

Geoffrey M. Bellman is director of development and training at G.D. Searle & Co., Skokie, Illinois.



Can You Break That Ice Barrier?

Tips on how to “warm-up” your audience by one of America’s top humorists . . . and a featured speaker at this year’s International Convention.

THE GUY WHO STANDS in front of an audience with a sober face, assumes a Charlton Heston voice and says, “Unaccustomed as I am to public speaking” doesn’t have to say anything at all. The audience knows darn well he’s unaccustomed. Either that or he just didn’t learn anything about warming up an audience.

I like the guy who faced his audience with, “Nothin’ funny happened to me on my way over here this evening, so I guess we might as well all go on home.”

What is the acceptable way to start out with an audience? The acceptable way is any you can beg, borrow or steal that will get your audience to accept you. Most people who get up to speak feel a severe obligation to utter a dozen clichés before getting on with what they came to say. As one speaker aptly put it, “Before I say anything, I’d like to make a few remarks.”

What is an audience? People. You and

by
Art Fettig

me kind of people—people with feelings and opinions and prejudices and fears and anticipations. Folks, that’s all. Sales people, management people, key people and bush-beating, order-taking people; but always, every single time, just people. And people walk into every meeting and every new situation with an unnerving fear that, somehow, you are going to bore them to death. Every member of that audience has, at one time or another, been severely underwhelmed by a talk or a presentation. They have developed a traumatic “Ice Syndrome” that every man or woman that faces an audience must learn to recognize and overcome. You’ve got to learn to break down that ice barrier.

How do you eliminate ice? With warmth, of course. And the best and surest way to knock that chip off the other guy’s shoulder without upsetting him is with humor. You’ve got to get the audience to trust you, like you and believe you. And if you make them laugh and love you at the same time, then I say you are ready for sainthood, or at very least a standing ovation.

The Miracle Worker

Recently, a very successful senior executive telephoned me and said, “I’ve got this speech next week and it’s really important. All I want you to do is give me a few lines that’ll make them think I’m a really beautiful human person who they can follow into the fire of hell without asking any questions. Well, it seemed like a simple enough assignment. All he really wanted was a miracle.

We sat down together and consid-

in the way of his making a favorable impression on his audience.

What do you feel is your greatest achievement?" I asked.

"In their boss," he replied.

"Well, with some people this can be an achievement. Some people laugh at their boss' expense. They feel as if it's a clause in their contract of employment or something. But I don't want laughs," he decided. "I want these people to recognize my sense of humor and warm up to me because of it."

"I managed to come up with a few jokes, and they seem to have worked for me. Maybe you would like to consider me the next time you, or someone else, is responsible for, facing an audience."

Get Excited

First of all, we decided that if he had hopes of instilling an air of excitement in this audience, then he'd have to be excited himself. Fortunately, this was basically his nature anyway. If it weren't I'd have suggested that he run around the block just before going up to speak. There is one danger in this approach, however; once a man gets running he sometimes lacks the courage to return to the conference.

My friend's natural excitement was heightened by the occasion. We acknowledged the tension following a brief greeting to the audience:

"Boy, they say that if you are nervous before you give a talk that you'll do a good job. I should be tremendous. After an enormous meal like that I'll understand if you don't swallow everything I try to feed you. I'm going to talk off-the-cuff this evening. Most of my impromptu speeches aren't worth the paper they're written on.

I'm honored to have this opportunity to speak here this evening. They say that the surest way to get a job done is to give it to a busy man. He'll give it to his secretary to do. Well, friends, I tried to talk my secretary into delivering this speech but she refused. She's too busy signing my letters.

I was home a few minutes this afternoon and I told my 14-year-old son, Daniel, to comb his hair before I drove him to basketball practice. He said, "Why, Dad, it's just going to get messed

up anyway." Well, right now I feel the same way about starting this speech.

What did we do? We began by getting the audience to relax a little. We tried to show them that our speaker didn't take himself too seriously—that he could take a joke about himself and, in fact, even deliver one. The next thing we did was to insert a line that showed his audience that, while he didn't take himself too seriously, he took his job very seriously—that he felt a great responsibility to the audience, to his company, to his family and to himself to do the best darn job that he could do in making success their way of life.

What is an audience like when you first approach them? Well, they are getting adjusted to the seating arrangement. They are getting accustomed to your voice, to the lighting. They are settling down in their chairs and getting comfortable. And chances are they have been to enough functions that they don't really expect anything but "blah . . . blah . . . blah" out of you for the first 30 seconds. Usually you thank the person who introduced you and then to proceed to aim your talk at friends, enemies or chairmen of the board. Nothing worth listening to happens for at least 30 seconds, so don't try too much before that.

Let your audience get settled before you hit them, but hit them quick and hit them with something that is both funny and endearing. A joke about yourself or, perhaps, about your introduction.

After an introduction like that, I can hardly wait to hear what I'm going to say. I kept thinkin', "Boy, would I like to meet that guy he's talkin' about." For all my accomplishments I'm sure you expected to see a much younger man.

After that introduction I feel like a man with his feet firmly planted in midair. I think it's a darn shame that ninety-nine percent of the Toastmasters in the world give the other one percent a bad name. I feel I've come to your battle of wits unarmed. Speaking here this evening is one of the high points in my life, so you can just imagine what it's been like up to now.

What else did we do for that senior executive? We went through his entire speech and made an honest effort to

make at least one piece of humor flow into every minute he talked—one little humorous exaggeration, simile, rhyme or anecdote in every single minute of his speech. Think that's a lot? A great comic tries for eight laughs a minute. I've even heard some that get eighteen laughs a minute. But this speaker wasn't reaching for laughs. He was trying to instill his sense of humor into what he was doing, and for him it worked effectively.

Do's and Don'ts

If you're unaccustomed to using humor, you have to learn to crawl before you run. Quite likely, if you understand a bit more about humor it can help you. Steve Allen, the great television comedian, once told me in one word what he believed humor was: "Surprise." A joke is simply getting a person thinking one way and then hitting him with something else. And timing in humor is simply realizing when a situation is firmly planted in the mind so you can switch it. There are, however, a number of do's and don'ts in humor that are important.

- **Don't** (and this is a don't-ever) tell anyone that you are about to tell a joke. By doing this you destroy the element of surprise.

- **Don't** laugh at your own joke. At least, not right away. Sure, Red Skelton laughs at his own jokes, but are you a Red Skelton?

- **Don't** use material you saw on *Laugh-In* or copped from the current *Reader's Digest*. If you saw it, half your audience did, too.

- **Don't** offend. The best and safest victim for your wit is yourself. If you are a bigot, keep the fact to yourself. Don't reveal it by your jokes. Remember that the last word of your punch line should complete the idea.

- **Don't** have words hanging on that actually step on your laugh. Have the courage to wait for a laugh. If something doesn't go over, then have a couple of ready remarks: "I know you're out there, I can hear you breathing." "Oh, it's going to be one of those nights." "Go ahead and laugh, I've got time." And when they laugh, listen for the laugh to hit its peak and start down, and then start talking again.

Like we did with our friend, make the

humor fit the situation. Every line we inserted into that speech served a purpose. It added color, made a memorable illustration, eased a difficult situation and, more than anything else, the humor made it sustain interest.

Recently, I spoke to a group of high school seniors and their parents, and when I was finished I was rewarded with a standing ovation. Later, one of the teachers approached me and said, "Mr. Fettig, for years I've been telling my students that I came to teach, not to entertain. Well, today you proved to me that with this new generation you have to entertain them if you really hope to teach them. You have to sustain interest, and you did that today with humor. And from the response and the remarks I've heard, you really got to these kids."

Every audience is the same. Frigid. Scared. Concerned about what is about to happen, unsure about the next few minutes of their lives. Your job is to make them comfortable, then to get them on your side. And humor is the best equalizer known to man.

My good friend, Dr. Herb True, the psychologist, lecturer, humorist, showman—a guy who has probably received more standing ovations than any other speaker in America—sums it up quite well in his latest book, *Funny Bone*: "Humor, when cultivated, can become one of the brightest gems in our personality, for it originates in our heart, in the depths of our being."

Cultivate your sense of humor and harvest the ability to melt the coldest audience you'll ever face. Let your good humor be the world's greatest "ice breaker." □

Art Fettig is just one of the many outstanding speakers who will be appearing at this year's International Convention, August 17-20, at The Sheraton Centre Hotel in Toronto, Ontario, Canada.

Scheduled to speak on Friday, August 19, Art is a member of the Battle Creek Club 1027-62 in Battle Creek, Michigan. A company relations officer for Grand Trunk Western Railroad, he is president of True-Fettig and Associates—Motivators and author of the best-selling humor book, *It Only Hurts When I Frown*, and the popular cassette tape, "How to Humorize Your Speaking."

You won't want to miss him!

The Ralph C. Smedley Memorial Fund



A Major Step

Toastmasters International has taken a major step toward the development and creation of new and improved learning materials in the field of communication and leadership through its establishment of the Ralph C. Smedley Memorial Fund. But as a voluntary group, TI relies, as all such organizations do, upon the financial support of its membership.

The Smedley Fund is an opportunity to maximize your involvement in Toastmasters. It is a chance to contribute to the research and development of new communication and leadership programs for the benefit of our membership and the people they serve through the organization's external programs. Specifically, the fund will lend its support to the following areas:

- The research and resultant publication of findings on subjects concerning communication and leadership development, as well as advanced techniques in meeting conduct and group dynamics.
- The establishment of a fund for graduate level programs that could potentially add a new dimension to the Toastmasters communication and leadership program.
- The support of programs that will aid in the development of communication and leadership skills among youth.
- The establishment of communication and leadership learning opportunities for institutionalized persons.

How to Participate

All contributions to the Smedley Fund will be used only for the purposes intended. There are no charges for Fund operating expenses—its only purpose is to further the cause for improved education programs and materials relating to communication and leadership education.

Support may come from clubs, members or former members (in the form of individual donations, bequests and memorial contributions); from corporation or foundation grants (matching funds fall into this category) or from gifts of life insurance policies or annuities (the Fund becomes a beneficiary of a life insurance policy).

Any contribution by a donor may be listed as a deduction on the donor's Federal and, in some cases, State Income Tax returns. Bequests to the fund are exempt from Federal estate tax (a testamentary clause which can be added to a will is available from TI) and premiums on life insurance policies assigned to the Smedley Fund as owner and beneficiary are deductible on the donor's tax return.

Memorial contributions will be gratefully received and acknowledged by a memorial card. The name and purpose of the gift will be designated, but the amount will remain undisclosed. The donor will be sent a receipt to support the contribution tax deduction.

In Recognition

Toastmasters International members and clubs are encouraged to support the Smedley Fund to help maintain TI's preeminence in adult education. Contributors of \$100 or more will have their names included on a Donor Recognition Plaque located in the lobby of the World Headquarters Building in Santa Ana, California. In addition, contributors will also receive the following gifts in appreciation of their generosity:

Donor Classifications

Contributor (\$10-\$99)	TI Paperweight
Contributing Club (\$50)	Club Banner Ribbon
Associate (\$100-\$999)	Donor Plaque
Benefactor (\$1,000-\$4,999)	Desk Set
Charter Benefactor (\$5,000+)	Crystal Bowl

Send your tax deductible donation, along with your club and district number, to: Toastmasters International, Ralph C. Smedley Fund, P.O. Box 10400, Santa Ana, CA 92711

What's so special about Toastmasters' 46th Annual Convention? Just ask any of the people who were in New Orleans last year. They'll tell you the only place to be this summer is . . .

TORONTO '77

August 17-20 • Toronto • Sheraton Centre Hotel

What exactly is a Toastmasters convention?

If you have any trouble answering that, you might want to ask any of the nearly 1000 Toastmasters from all over the world who were in New Orleans last year. They'll tell you. . . .

A Toastmasters convention is an educational experience.

For some reason, you find that at all hard to believe, you don't just want to look at their reasoning:

Where else would you be given the opportunity to listen to some of today's foremost authorities in the field of communications and leadership discussing some real down-to-earth problems? As in the past, the emphasis will not only be on new techniques and theories you can use, but also on their practical application in your speeches, clubs and business.

Where else could you listen to nine of the finest speakers in the world as they compete for the coveted title of Toastmasters International Speech Contest Winner? Who'll win? And why? An educational experience in itself, the International Speech Contest gives you the opportunity to learn from "the best."

And where else but at the International Convention would you be given the opportunity to share your club or district's successes or failures with someone from the other side of the world? . . . a tremendous learning experience.

However, as these people will also tell you, there is more to a Toastmasters convention than simply education. There's also a special kind of fellowship that occurs whenever Toastmasters get together.

And there's fun . . . and lots of it.

So won't you join us in Toronto?

Read over the exciting program we've put together for you this year, fill out the registration form that appears on page 31 and mail it today.

It'll be one of the best decisions you'll ever make!

Tuesday Aug. 16

1:00 p.m.—4:30 p.m. and 7:30 p.m.—8:30 p.m.—Registration. Pre-registered delegates can pick up registration packets early, and those not registered can do so and purchase meal event tickets. All tickets must be purchased 24 hours in advance of meal events. The Host District Hospitality/Information Center, the Toastmasters Education Center and the Youth Activities Center will also open at 1:00 p.m. Tuesday, and all will be open Wednesday, Thursday and Friday from 8:30 a.m. to 4:30 p.m.

8:00 p.m.—The Proxy Prowl. An informal "mixer" for early arrivals, including cash bar reception and introductions of Toastmasters International officer and director candidates. A great opportunity to renew acquaintances, talk with the candidates and make new friends.

Wednesday Aug. 17

9:30 a.m.—Opening Ceremonies. A gala pageant of music, color and dignitaries, which will include the traditional Toastmasters "Parade of Flags" and greetings from VIPs from Host District 60, the City of Toronto and the Province of Ontario. The Canadian Navy Reserve Band and cadets from the H.M.C.S. York will be on hand, and International President Robert W. Blakeley and Executive Director Terrence J. McCann will comment on some of the progress made by the organization over the past year.

• **Keynote Address—Cavett Robert.** This internationally-known speaker specializes in the field of human development and motivation and is a former recipient of the Golden Gavel, Toastmasters International's highest award for excellence in communication. If you've ever seen Cavett in action, you'll know there's no better way to begin this 46th Annual Convention.

12:00 noon—Golden Gavel Luncheon. Gordon Sinclair, one of the world's best-known broadcast journalists and communicators, will receive Toastmasters International's Golden Gavel for 1977 and address the luncheon gathering. Mr. Sinclair is well-known in the United States for his tribute to America, which was originally broadcast in Canada and later became a best-selling record in the United States. Distinguished District Governors and President's Distinguished District Governors for 1976-77 will also be honored.

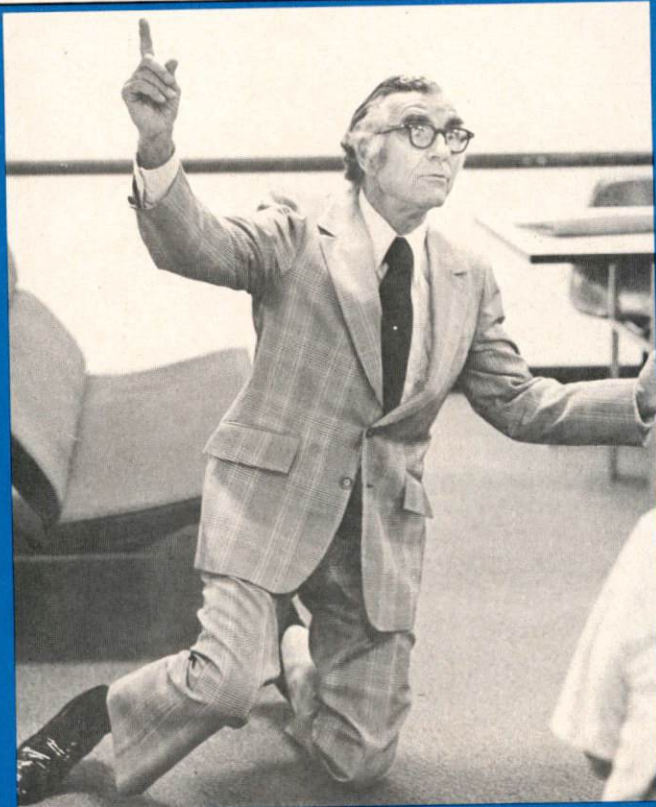
2:00 p.m.—Setting the Stage for Communication and Leadership. A two-part educational program that will feature a multimedia presentation on communication and a demonstration program on meeting members' needs through creative club programming. These two fast-moving, informative and colorful presentations will mark the beginning of a convention-packed educational program that will continue on Friday with numerous speakers, workshops and seminars.

4:00—7:00 p.m.—Caucuses. Delegates will have an opportunity to hear from all Board of Director candidates.

Wednesday Evening. Delegates are free to enjoy the attractions of Toronto. Tours are being scheduled for the afternoon to give the visiting Toastmasters an opportunity to get a "bird's eye" view of the city and area, and decide on those points of interest they want to fully explore later in the week.

Thursday Aug. 18

9:00 a.m.—Annual Business Meeting. Highlighted by elections of the 1977-78 International officers and directors, the business



Cavett Robert

meeting will run throughout the morning and will be culminated with presentation of the Toastmasters leaders for the next year.

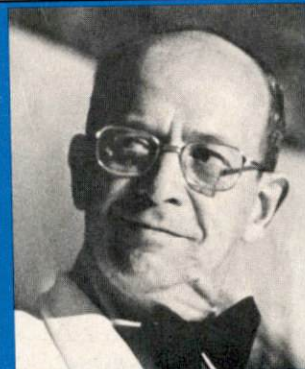
2:00 p.m.—Toastmasters Hall of Fame Pageant. A dramatic, colorful ceremony that will recognize achievements of Toastmasters at all levels of the organization, with awards presented in all major categories of recognition. Everyone will be on hand to help make this presentation one you won't soon forget.

6:30 p.m.—Maple Leaf Reception. A prelude to the Canadian Caper Party, this cash bar reception with music and fun will help you get ready for the gala evening. Costumes of any kind are invited . . . in fact, encouraged!

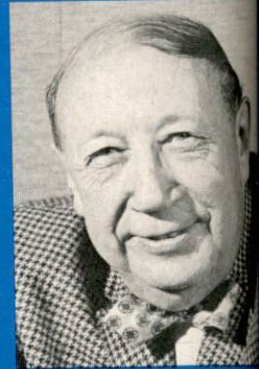
7:15 p.m.—Canadian Caper Party. A sumptuous buffet dinner followed by an evening full of music for dancing, as well as a special show by one of Canada's best-known entertainment groups—"Canada's Ambassadors of Song," *The Travellers*. This unique vocal/instrumental group will entertain you with songs in French, Russian, Spanish, German, Japanese . . . and a few more! They have sung throughout Canada, toured the U.S.S.R. as part of the Cultural Exchange Program and have appeared with such performers as Rich Little, Anne Murray, Judy Collins and Sergio Mendez. They are guaranteed to entertain . . . whatever your age or nationality. Dance music will also be provided by *Tommy Earls and his Band*. Their music will relax, excite and entertain you until the late hours of the evening. (Party sponsored by Host District 60: Doreen Henley, Governor; Frank Hurst, Host District Chairman; Laurie Erwin, DTM, Host District Vice Chairman.)

Friday Aug. 19

9:30 a.m.—General Education Session. Entitled *Growth Through Sharing*, this day-long session gives you a chance to share ideas, experiences and information with some of the world's leading experts in communication, leadership and personal development. This informative session will also include a variety of techniques, which you can take back to your club.



Robert W. Blakeley, DTM



Gordon Sinclair



Terry McCann



Art Fettig

district and put to use in your own programs. Speakers, presenters and leaders for the day include the following:

Art Fetting—Author of *It Only Hurts When I Frown*, Art is an entertaining, thought-provoking speaker and writer [see page 12] with numerous speaking appearances throughout the country giving proof that he provides a key to greater personal happiness and increased professional success. After you see him perform, you'll know why he is one of the outstanding consulting speakers to some of this country's top speakers and salesmen. He is a member of the Battle Creek Club 1027-62 in Battle Creek, Michigan.)

John Grogan—Known as the "Ambassador of People Power," Grogan's presentations are labeled "dynamic," "entertaining" and "motivating." He is one of North America's most sought-after speakers for seminars, banquets and conventions, with his "Five Power Rules of Effective Communication" presentation will inspire and inform you. He is a former Toastmaster of the Anthony Wayne Club 1380-28, Toledo, Ohio) and has inspired hundreds of audiences in recent years.

Ray Henjum, Ph.D., DTM—You will gain new insight on the traditional Toastmasters evaluation techniques in Ray's in-depth symposium on actual speech evaluation, utilizing speeches and on-the-scene feedback. Ray is currently serving as District 64 governor and has held practically every Toastmasters position at the club, area and district level. An associated professor of Educational Psychology at the University of Manitoba, his symposium will revolve around the psychological impact of evaluation.

Robert E. Herndon, DTM—Since serving on the Toastmasters International Board of Directors, Bob has organized his own consulting firm (Awareness Associates), specializing in supervisory and management development and public speaking training for executives. He has now appeared for numerous state, regional and national executive groups, and his fresh approach to communication techniques entertains, inspires and informs.

Dave Yoho—Mr. Yoho, the "Yes, You Can" motivator, will close out the Friday education session with an exciting performance that will make you "proud to be a Toastmaster" . . . and

ten times happier you participated in this convention! His achievements could fill the page: He has been recorded by RCA Victor, Columbia and now produces cassettes under his own label. He has lectured to virtually every income and educational level in the world, including the American Bankers Association and the American Bar Association, and has appeared on numerous television and radio shows, including *The Tonight Show*. Dave is a product of speech therapy: He was born with a congenital malformation of his mouth, and yet his style and method of delivery leaves this virtually undetected. A shining example of personal development, he has developed sales training methods recognized throughout the world and utilized them as president and founder of a direct sales company with an annual volume of \$50,000,000.

6:30 p.m.—Regal Reception. A no-host cocktail party where you can meet your friends for the grand finale evening of the convention. Light, informal music will entertain you as you prepare for the President's Dinner Dance and a colorful evening of ceremony, music and dancing. Semi-formal (optional).

7:30 p.m.—President's Dinner Dance. Highlighted from the head table by installation ceremonies of the new officers and directors, there will be cocktail and dinner music by *Eddie Graf and his Orchestra*. The entire evening is yours for fun, relaxation and excellent food. You will want to exchange your tickets well in advance so that you can sit with your friends at a reserved table.

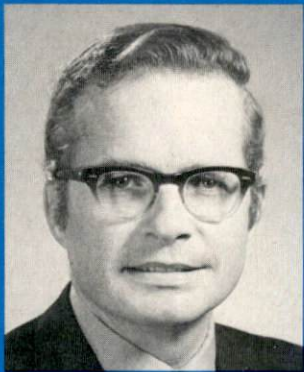
Saturday Aug. 20

8:15 a.m.—International Speech Contest and Breakfast. Following an informal breakfast, you will hear nine of the best speakers in the world, representing their clubs, areas, divisions, districts and regions compete for what is, in effect, the "world championship" of public speaking. Who'll win? And why? You'll want to be there to judge for yourself.

11:45 a.m.—Convention Closing.



John Grogan



Robert E. Herndon, DTM



Ray Henjum, DTM



Dave Yoho



The Travellers

Overcoming the Odds: Ten Ways to Win the Big One

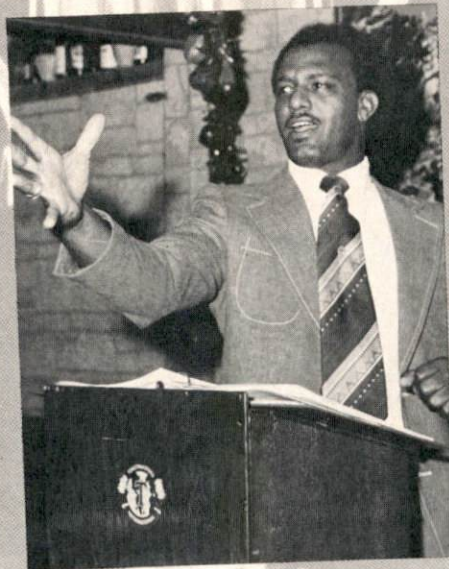
by William P. Johnson

What are the chances of your ever winning the International Speech Contest? Well, according to the winner of last year's contest, they're better than you think!

HOW OFTEN HAVE YOU considered the odds of your winning the Toastmasters International Speech Contest? If you're a natural optimist, you would probably answer the question by saying that, regardless of the odds, they are certainly no greater for you than they are for the next guy. However, when a more pessimistic mood prevails you may simply consider the odds overwhelming, and use this conclusion as an excuse for not entering speech contests—even at the club level.

Before we decide which of these attitudes is correct, let's digress for a moment and objectively examine the probability of advancing from the club contest to the winners circle at the International finals.

The Toastmasters annual competition begins with (1) the club contest and proceeds in succession to (2) the area contest, (3) division contest, (4) district contest, (5) region contest and, finally, (6) the International Speech Contest. Each of these contests are characterized by the fact that only the winners are permitted to advance to the next level of competition, while the losers must wait until next year.



If we assume that each club, area, division and district contest has four contestants, that each regional contest has seven contestants and that nine contestants survive to compete in the International Speech Contest, then the probability of a Toastmaster winning the International trophy can be calculated as follows:

$$\frac{1}{4} \times \frac{1}{4} \times \frac{1}{4} \times \frac{1}{4} \times \frac{1}{7} \times \frac{1}{9} = \frac{1}{16128}$$

The probabilities for winning at each of

the other levels of competition can be similarly computed.

Any amateur statistician will point out that the inherent assumption in these calculations is that every contestant's chance of winning the International Speech Contest was equal at the beginning of the competition. The calculations do not consider such factors as previous contest speaking experience, the degree that one has mastered the basic principles of public speaking emphasized by Toastmasters.

Overwhelming Odds?

This assumption is basically identical to the one used by the optimist in answer to our initial question. However, the reality of the odds cannot be overlooked. The calculations tell us quite vividly that the odds against becoming the International winner appear overwhelming.

Ironically, although there is some truth in both the optimistic and pessimistic answers to our basic question, neither is totally correct.

The odds against winning the Toastmasters International trophy are large, but not overwhelming.

There is an International

(continued on

I Am ... You Are ... He Is

The Award-Winning Speech

©William P. Johnson, 1977

MR. TOASTMASTER, Fellow Toastmasters, Ladies and Gentle-

think that I shall never see a verb more troublesome than the "to be."

I Am . . . You Are . . . He Is. Perhaps you like I can recall the anxious moments spent in a high school English class trying to memorize these parts of the verb "to be." Through much practice and embarrassment you eventually learned the proper sequence of phrases; however, the purpose of the lesson was never quite clear and, consequently, the lesson never made a lot of sense. It appeared to have no relevance to our lives or experiences at the time.

Harry Lorayne, one of the world's foremost experts on memory improvement, suggests that relevance is a key factor to remembering events, names or facts. Mr. Lorayne further suggests that most things can be remembered if they can be related to our daily activities or experiences. For example, the name Noel Coward can be remembered by visualizing Noah loading cows on the ark. A name like Art Carney is associated with a very artistically decorated carnival clown. A name like Raquel Welch—well, there are some names or things that no one has any trouble remembering. Perhaps, Mr. Lorayne's technique had been used by each of us in our English classes, we could have spared ourselves a few agonizing moments. Can the parts of the verb "to be" be related to our lives? Let's pause for a moment and determine for ourselves the answer to this question. We begin by examining *I am*—a simple phrase which says that I exist and that I exist as a separate and distinct entity. *I am* that power of self-knowledge which makes each of us want to have our individual thoughts and desires included in most discussions, especially those which affect us. *I am*, therefore, I think, know, I feel, I wonder, I believe. *I am*—that driving thought within individuals that prevented the pilgrims from accepting second-class citizenship and which eventually led to the declaration of a free and independent nation founded on the principle that all men are created equal." *I am* that incessant desire to obtain one's place of prestige and position within the mainstream of life, which prompted the civil rights revolution of the sixties and the women's rights revolution of the seventies. That thought burning within the mind of William Ernest Henley as he concluded "Invictus" with the lines, "*I am* the master of my fate, *I am* the captain of my soul."

We have just observed that a spirit of independence and desire for self-assertion can lead to many new and beautiful things, but we must also be cautious of the fact that this spirit of individuality can be taken to such extremes that the oppressed becomes the oppressor, that the slave becomes the master and the prisoner becomes the jailer. This is the reason that the deeds of Hitler and his Nazi followers are considered deplorable to most of us today. This is the reason that the methods and logic of both the Ku Klux Klan and the

Black Panther Party are difficult or impossible for most of us to accept.

If we are to avoid these obvious pitfalls, then, our search and quest for self-assertion and independence must be tempered and constrained by the thoughts and ideas of others. My responsibility not only includes emphasizing that *I am*, but I must also recognize that *you are*.

For even the greatest idea or invention would have been worthless without the contributions of others. Could Alexander Graham Bell have known that he had invented the telephone without Mr. Watson telling him that the message was transmitting? Would Picasso be considered a great painter without critics placing a value on his work and indicating that it is worthy of admiration? Even the best violin and bow in the world will produce no harmony without an outside hand endowed with talent. No one can exist alone, no one can survive alone. Booker T. Washington said it beautifully when he wrote: "Wherever my life touches yours I help or hinder. Wherever your life touches mine, you make me stronger or weaker."

Therefore, to obtain the full benefit of each of our individual talents, we must work together. You must recognize that *I am*, and I must recognize that *you are*. Together we can do many things that will be beneficial to us separately and collectively.

However, no matter how closely we work together, no matter how strong our desires to respect each other as individuals, there remains an unknown in the equation which explains the things we see about us. *I am* not responsible, *you are* not responsible, yet the vast spectacles of nature continue to unfold.

We must, therefore, conclude and believe that there exists a third being, a being more powerful than you or I. We must believe that *He is*. To those who need proof, I offer you the cry of the newborn baby, the emergence of the beautiful flower from the untilled soil and the song of the robin in the spring time as evidence that *He is*. The warmth of the sun, the cooling power of the rain, the intensity of the lightning, the violence of the thunder and the soothing tranquility of the rainbow all say that *He is*. The revolution and rotation of the heavenly bodies, according to a plan so perfect that scientists have spent literally lifetimes trying to understand minute portions of it, leads us to believe that *He is*. Without him, there would be neither you nor I. With him we can form a bond that defies separation, that allows us to achieve, that leads to happiness. *I Am . . . You Are . . . He Is*—three simple phrases which are indeed relevant to the lives of each of us.

We summarize and conclude with the following verse: *I am* says that I exist; but *you are*, I mustn't cramp your style. Add to this the belief that *He is* then life becomes worthwhile.

Fellow Toastmasters, Ladies and Gentlemen, *I Am . . . You Are . . . He Is . . .* a basic lesson in English, a basic lesson in life. □

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Contest each year, and each year there is an International winner. This achievement, then, is not an impossibility. However, the annual winner is the Toastmaster who has made a careful analysis of the task before him and has done everything within his power to minimize the odds against his succeeding. The winner goes into the competition feeling that his chances of obtaining the International trophy are better than the 1/16128 calculated earlier because, in fact, they are.

What, then, separates the winners from the losers, the "great" contest speaker from the "good"? The answer to this question lies in the extent that the contestant has mastered certain basic principles of speech preparation and delivery. We have chosen to call these basic principles, "The Speech Contestant's Ten Commandments," and will discuss each in some detail in the remainder of this article.

I. Thou Shall Select a Neutral Subject—The choice of a subject dictates, for the most part, what you will say during the speech; choose it wisely. Stay away from controversial subjects, including discussions of yourself. You will be judged by humans, and humans have opinions that may differ from yours. Don't invite the possibility of giving a good speech and have it rated low because the judges were emotionally affected by what you had to say.

II. Thou Shall Not Use Notes—An alternate phrasing of this commandment would simply say, "Memorize Your Speech." By the time you reach the lectern in any speech contest you should

know your speech as well as you know your name. Notes can get lost, or a gust of wind at the wrong time can leave you wondering which page comes next. Notes also detract from your ability to look your audience directly in the eyes and to use appropriate gestures. This point can't be overemphasized, and we consider it important enough to be considered Commandment Number III.

III. Thou Shall Use Bold Gestures—Meaningful gestures must be used from the moment you reach the podium until the conclusion of your speech. Note here that we emphasize the word meaningful. Don't leave your gestures to chance; you should spend as much time deciding the type of gestures you wish to use as you do deciding what you are going to say. Force yourself to use bold gestures at the beginning of your speech; you'll find that stage fright leaves you quicker and that the attention of the audience quickly becomes yours.

IV. Thou Shall Use Authoritative Quotations—Quotations that drive home a point or provide a foundation for you to build your speech should be used liberally throughout your speech. Quotations give the impression that some research went into your speech and that you are not merely giving your opinion about the subject. Unless it can be established that you are an expert in a given area, your opinion doesn't carry much weight. No one ever asked me to talk about how to win speech contests until I had won a few.

V. Thou Shall Use Meaningful Props—Props that support or illustrate

points in your speech should be used. Often the difference between first and second place in a contest is decided through the use of an attention-getting prop. Make certain that your prop is of good taste and that it can be readily related to what you are saying. Shooting a gun at the beginning of a speech will certainly get your audience's attention, but unless it can be shown that its use was related to your speech it will probably have a negative effect on your audience and the judges.

VI. Thou Shall Be Eloquent—A winning speaker must be able to say what he has to say in a manner that affects the audience. A speaker must be able to arouse the emotions of the audience and make them feel the way he wants them to feel. The speaker becomes the lion tamer and controls the audience the angry lions. Either he controls them or they will devour him. Volume, inflections, precise articulation, timing, pauses and platform-pounding are techniques that help the good speaker maintain control. Every good speaker must also be a great actor.

VII. Thou Shall Honor the Allocated Time—A sure way to lose a speech contest is to exceed or fall short of the specified time limits. This technique will defeat you even if you are the only speaker in the contest. There is no excuse for a Toastmaster to lose a contest because of the time restrictions. A speaker shouldn't be concerned about the timing of lights. He should, however, know the time required for his speech within ten seconds. There will be a lot of things for you to worry about during a speech contest; time shouldn't be one of them.

VIII. Thou Shall Have a Powerful Closing—Make your closing brief, to the point and a summary of your speech. Leave your audience something to think about, their thoughts on, keeping in mind that the judges are a part of your audience. A quotation, a poem or even a graphic often does the trick. You need something to hold the audience's attention as they are filling out their ballots.

IX. Thou Shall Think Positive—The fact that you are in a speech contest at any level automatically says that

What Is a Speech Contest?

by
Sam Galloway, ATM

TO ALL INVOLVED TOASTMASTERS, the speech contest should be the ultimate rewarding experience of self-improvement.

Now let's look at it from the vocal and reflective viewpoint of those "on the scene":

● *To the Speech Contestant . . .* It's a seething, churning, internal tension time. It produces alternating self-doubts and confidence, interlaced with butterfly tummy. Then the big moment! At your first lectern pronouncement, all those highs and lows are supposed to level themselves out (and *sometimes* they actually do!). Believe it from one who has been there! It's also a time for getting that good old ego thrust of knowing that without you there would be no contest. *You* are what it's all about, *no matter where you place!*

● *To the Listeners . . .* It's a time for silently (or even just a mite audibly!) praying for no obviously embarrassing vocal *faux pas*. It's a time for using your ESP to pull for the favorite of your club, area, division or district. It's also a time to just listen, reflect and enjoy. Afterwards, it's a time for hearty congratulations to your winner, and heartfelt condolences to those less fortunate.

● *To the Judges and Evaluators . . .* (Bless 'em all!) It's a time for a sometimes forced detachment, when you as a judge don't *really* want to do this to your fellow Toastmaster! Yes, it's a time for an occasional tortured qualitative, quantitative balancing of several equally excellent speakers. You know all the time that it is a necessary part of your own improvement, too.

● *To the Chairman . . .* It's a time of timing, a time of frantic creating and manipulating. Are the arrangements on schedule? "Here it is 7:00 . . . the contest starts at 7:30 and where is so-and-so with the programs and the timer's clock?" "The warm-up speaker is WHO?" "What, no preparation for a head table?" "But, Mr. District Governor, I don't know who those guests are. Yes, they do look like International directors, or something. . . . Of course, I'll find out." "But George, these are Kiwanis trophies . . . ! What happened?"

● *To the Toastmaster . . .* It's a time of scuttling and scampering for background on speakers, judges and evaluators. It's also a great opportunity for putting into practice those smooth, humorous remarks you've always wanted to. And those remarks *are* the escape valves for the pressure of the contest. Don't ever forget it!

● *Then . . .* It's time for guests and all to remark on the fine planning, timing, originality of theme and the success of the contest. Yes, it's a great feeling to realize that you've received even *one* of those wonderful compliments. Believe me, there's nothing quite like it.

As you can see, a Toastmasters speech contest is a warming, exhilarating, expressive arena in which to become involved. There, all Toastmasters—singly and together—can realize *their best* in action! □

Sam Galloway, ATM, is a member of the East Portland Club 710-7, in Portland, Oregon.

Several steps ahead of most Toastmasters. You are in the current contest because you were good enough to win the last contest. Even defeats should be counted as experience towards winning next year's contest. Never go into a contest thinking that the judges can cause you to lose; only you can cause yourself to lose. Whether it's because you exceeded the allotted time or simply weren't effective as the winning contestant, it's your fault . . . not the judges. Convince yourself that you are doing (or have done) your best, constantly search for ways to improve yourself as a speaker and your trophies will eventually come.

Thou Shall Practice . . . Practice!—As is the case with all things, there is no substitute for practice. A winning football team wins by mastering the basic plays and constantly rehearsing them in practice. An actor learns his lines through practice, a speech contest winner all know the value of practice. Practice your lines, practice your gestures, practice your pronunciation, correct your mistakes and practice all over again. It's boring, it's time-consuming—it's hard—but it's the only path from the local contest to the International finals. Decide how badly you want the International trophy and practice accordingly.

These Ten Commandments should be a long way toward making each of us better contest participants and outstanding Toastmasters. Modify them to suit your own personality and capabilities and I will be willing to bet that sometime, somewhere . . . someplace—perhaps when you least expect it—you may be the one Toastmaster out of 16,128 who will overcome the odds and walked away with the International trophy. □

William P. Johnson is a member of the Susannah Club 3898-18 on the Aberdeen Proving Ground in Maryland. A mathematician in Aberdeen's Ballistic Research Laboratory, he was the winner of the 1976 International Speech Contest in New Orleans, Louisiana.

1977-78 International Officer Candidates

The following report of the International Nominating Committee is presented in accordance with Article VIII, Section I of the bylaws of Toastmasters International.

The Nominating Committee submits the following candidates for election as officers of Toastmasters International at the Annual Business Meeting, to be held at the 46th Annual Convention in Toronto, Ontario, Canada, on August 18, 1977. International director candidates will also be elected at this time. Their names will be placed in nomination at the eight regional conferences held this month.

It is the duty of all clubs to vote either by proxy or through their representatives at the International Conven-

tion. The officers elected will direct the activities of Toastmasters International for the coming year. Consequently, all members are urged to give careful consideration to the qualifications of each candidate.

(Additional nominations for all International offices may be made from the floor at the business meeting.)

Nominating Committee—David A. Corey, DTM, Chairman; Charles C. Mohr, DTM; John F. Diaz, DTM; Bernard Searle, ATM; John J. Schneider, ATM; James Quinn, Jr., ATM; George C. Ireland, ATM; Donald Stone, ATM; Laurie C. Erwin, DTM; M.E. Chase, ATM; Philip Viviani, DTM.

For President



Durwood E. English, DTM—Senior Vice-President of Toastmasters International and a 1971–73 International director. Mr. English is the Business Management Director for General Dynamics/Convair Division in San Diego, California. A Toastmaster for over 14 years, he is the 1976–77 chairman of the District Administration and Programming Committee, has served as the 1969–70 District 5 governor and is a member of the Mr. Helix Club 126-5 in La Mesa. Mr. English is also a member of the National Management Association, the Thaliens Social Club and is the recipient of several service awards from the National Management Association and the National Estimating Society. He and his wife Mary have three children and live in San Diego.

For Senior Vice- President



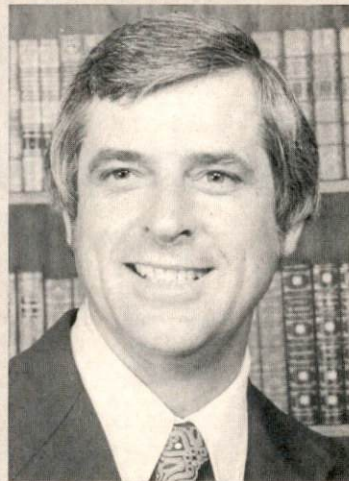
Hubert E. Dobson, DTM—Second Vice-President of Toastmasters International and a 1973–75 International director. A Toastmaster for over 25 years, he is Training Supervisor for FMC Industrial Chemical Division in South Charleston, West Virginia. Mr. Dobson is the 1976–77 chairman of the Education Committee, has served as 1971–72 District 40 governor and is a member of South Charleston Club 1528-40 and the H.E. Dobson Club 2005-40 in South Charleston. He is also active in the American Society for Training and Development, the Presbyterian Church and is president of Training Development Associates. Mr. Dobson and his wife Helen have four children and live in South Charleston.

For
Second
Vice-
President



K. Stuhmueller, DTM—Third Vice-President of Toastmasters International and a 1973–75 International director. Mr. Stuhmueller is the Public Acceptance Officer for Manitoba Hydro in Winnipeg, Manitoba, Canada. A Toastmaster for over 13 years, he is the 1976–77 chairman of the Organization, Planning and Administrative Committee, has served as the 1972–73 District 64 governor and is a member of the Centennial Club 313-64 in Winnipeg. Mr. Stuhmueller received a President's Distinguished District Award in 1973, a "Toastmaster of the Year" award in 1975 and is a speakers bureau chairman for the United Way. He and his wife Lil have two children and live in Winnipeg.

For
Third
Vice-
President



William D. Hamilton, DTM—1975–77 Toastmasters International director and 1973–74 District 3 governor. Mr. Hamilton is Director of Prosthetics for the Artificial Limb and Brace Center, Inc., in Phoenix, Arizona. A Toastmaster for over nine years, he is a member of the Park Central Club 3527-3 in Phoenix. Mr. Hamilton is active in the Maricopa Mental Health Association, the Scottsdale Little League and is a member of the advisory board and publicity chairman for the United Negro College Fund. He and his wife Judith have three children and live in Scottsdale.

For
Third
Vice-
President



Patrick A. Panfile, DTM—1972–74 International director, 1973–74 chairman of the District and Club Development Committee and 1970–71 District 65 governor. Mr. Panfile is Senior Program Manager with the Xerox Corporation in Rochester, New York. A Toastmaster for more than 15 years, he is a member of the Postprandial Club 3259-65 in Rochester. He is a member of the American Management Association, the Xerox Management Association and received the Ben Luce Award for his contributions to Toastmasters and his community in 1976. Mr. Panfile and his wife Julie have two children and live in Rochester.

For
Third
Vice-
President



Don A. Plaskett, DTM—1974–76 International director, 1975–76 chairman of the Membership and Club Extension Committee and 1973–74 District 6 governor. Mr. Plaskett is Plant Manager for Bell Canada in Thunder Bay, Ontario, Canada. A Toastmaster for over 18 years, he is a member of the Lakehead Club 2003-6 and the Nanabijou Club 2090-6 in Thunder Bay. He is active in the Telephone Pioneers of America, the United Way and has received a citation from the town of Fort Frances for his chairmanship of the 1967 Centennial. Mr. Plaskett and his wife Helen have two children and live in Thunder Bay.

What to Do When Persuasion Isn't Enough

by
Wayne Lee, PhD

MOST SPEECHES CAN BE considered successful if the audience responds favorably at the time the speech is given. Sometimes, however, the speaker desires more than a favorable reaction from his listeners: he wants them to take specific action. Getting your audience to act after the speech has concluded is a much tougher assignment than being persuasive at the time. And any speaker who follows up to determine the results of his speech could be in for quite a shock. Even listeners who are fully persuaded at the time of the speech may fail to take the action recommended.

What Went Wrong?

Let us suppose you gave a rip-roaring speech in favor of an anti-pollution bill pending in the state legislature. You argued that this legislation was important to the health of the citizenry, but that their support was needed for passage. You concluded by urging your listeners to write their legislators in support of the bill.

The response to your speech was enthusiastic. You received praise for both your speaking style and the merits of your argument. A week later, however, you happen to see Ed, who attended the meeting, and you ask him if he has written in support of the bill. "Not yet," he responds, a little embarrassed. "I've had all I could handle this week, but I'll try to get to it soon." Later you spot Jack, and when you put the same question to him he replies, "You know, I really meant to, but I just haven't gotten around to it yet." And so it goes.

What happened? How could you have changed your presentation for greater effect? "Next time," you think, "I'll



just have to fire them up more. I'll just have to get more emotion and enthusiasm into my speech, though I thought I already had plenty."

According to research performed at Yale University, that would be the wrong approach. Increasing the emotional appeal to a high-pitched fervor is not the key to getting action. A highly-emotional appeal will probably be no more effective than a moderate one. What, then, is the key?

An experiment by Psychologists Howard Leventhal, Robert Singer and Susan Jones shows that the presentation of detailed instructions on how to proceed can get action, when a convincing emotional appeal alone would fail.

Seniors at Yale University were recently presented with information about the dangers of tetanus infection. Some of the students received a message designed to evoke a high level of fear. Vivid language and color photos were used to de-

scribe the results of infection. One group of students received the same information, but it was presented more matter-of-factly, and only black-and-white photos were shown. After the presentation was recommended to all students, they go to the student health service to get a free tetanus shot.

Half the students in each group received no additional instruction, but the other half received detailed printed instructions on how to arrange for the shot. These instructions included a map of campus showing the location of the health service and information telling where to go for the health service and the times when shots would be available. It was also suggested that students review their class schedules to see when they would be passing by the health service.

Specifics or Emotion?

The experimenters later checked with the health service to see which students actually went to get tetanus shots. Of those students who received specific instructions, 28 percent went to get a shot. The percentage was the same for those receiving the high-fear message. Only three percent of the students not receiving specific instructions went to get a shot. The presentations were equally convincing to these students at the time, nonetheless, without the specific instructions that clarified how to go about getting the shots, virtually none of the students received them.

It occurred to the researchers that perhaps no emotion-laden presentation would be needed at all. If the students were made aware of the availability of tetanus shots and how to get them,

be sufficient to induce them to
After all, most people already know
tetanus is a dangerous infection that
best be avoided.

sequently, a control group of stu-
was observed that received only the
specific instructions on how to get the
with no presentation at all about
effects of the disease. None of these
went for a shot. So it appears
convincing emotional appeal is im-
portant for getting action, but there is no
in going to extremes. A moderate
will be as effective, provided that
combined with specific instructions
how to proceed.

Tell Them How

Now let us return to that speech you
urging listeners to write letters.
Could you have made that speech
effective? Not by trying to stir the
audience into an emotional frenzy; that
might be effective in giving you or your
audience a heart attack during the speech,
but it would not help you to get more let-
ters written. What you have to do is to
give the specific instructions needed to
clarify and simplify the action you recom-
mend. Your listeners already have
enough problems to solve in their day-to-
day lives; they do not need any more,
even small ones. (And writing a political
advocacy letter could be a problem for
persons not in the habit of doing it.) A
task that seems simple and straightfor-
ward to someone used to doing it may
seem complicated and perplexing to
somebody else who has not done it be-
fore, or at least not lately.

For one thing, he may not be sure of
what form of address or what salutation
to use. Maybe the legislator who will re-
ceive the letter is not concerned about
such formalities and is happy to learn the
opinions of his constituents without re-
gard to the formalities, but the individual
writing the letter does not want to appear
uninformed. If he is sure his form of ad-
dress and salutation are correct, that is
one less obstacle to hurdle before the let-
ter gets posted.

To what address should the letter be
sent? Many of your listeners may not
have this information at hand. True, they
are probably intelligent people who
could manage to find out, but they prob-

ably will not bother. Furthermore, they
may not know who their legislators
are—at least not for sure. So inform
them.

Put all this information on a handout,
because you cannot depend on people to
make full and accurate notes. It would
also be helpful to include a sample letter
on your handout, though each correspon-
dent should be encouraged to use his own
wording and give his own reasons for
supporting the bill. Do not hesitate to
include information on your handout that
your listeners know, should know or
could easily find for themselves. After
all, the students at Yale certainly should
have known where the student health ser-
vice was. They were seniors and, un-
doubtedly, had been there at one time or
another. Yet providing them with simple
information like this, that they already
know or could easily have found out for
themselves, induced them to act when
they otherwise would not have.

In my experience in Toastmasters,
there has been little follow-up on action
speeches to see if action really resulted.
Your evaluator may say you gave a
splendid speech—and perhaps you did—
but that does not guarantee you will get
action, which is the real test of that type
of speech. It may be embarrassing to
learn that few—if any—of your listeners
heeded your call to action. But it is better
to learn the truth so you can try new ap-
proaches, if needed, rather than to re-
main content with ineffective ones.

Your Action Poll

To find out how much action you got,
take a poll about a week after your speech.
Or have your evaluator do it; this might
be preferable, because a listener may
find it awkward to confess to the speaker
that he was not impressed enough to act.
Also, the evaluator might use his find-
ings to present a follow-up evaluation at
a subsequent club meeting.

It is no major accomplishment to con-
vince people to do what they intended to
do anyway. For example, if the purpose
of your speech was to urge people to vote
in a forthcoming election, many of your
listeners would have voted in any case,
so your speech cannot be credited for
each listener who voted. Therefore, the
poll should determine not just how many

club, sales and political meetings **SURE NEED HUMOR!**



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people acted, but how many acted that
would not have without hearing the
speech. Do not expect that everybody
is going to rush out and follow your rec-
ommendation. Be satisfied if a substan-
tial proportion of your listeners act. But
if none do, you clearly need to alter your
approach.

If you are really intent of getting ac-
tion rather than simply learning how
effective your speech was, use your fol-
low-up poll to remind listeners that it is
not too late to act. Ask them if they have
any remaining questions on how to pro-
ceed, or if they need another handout.
The reminder may be all they need to
push them over the threshold of action.

But always remember: If you want ac-
tion, it is not enough to persuade people.
You also have to tell them how. □

Wayne Lee, Ph.D., has taught psychology at
several universities and colleges, and has au-
thored three books and a variety of research arti-
cles. He is a former member of the Holmdel
Speakers Club 1849-46 in Holmdale, New Jer-
sey, and the Berkeley YMCA Club 3609-57 in
Berkeley, California.

toastmasters action

District 4 Toastmasters a "Hit" in Opening Performance

SAN MATEO, CA—Members of California's Golden Gate District (4) subscribe to the theory that nobody has more fun than a Toastmaster. To prove this point, Area Governor James Hughey and a band of enthusiasts from his six Area 4-A clubs recently organized and presented a "Fun Night" dinner party for all members at the Hillsdale Inn in San Mateo. And, according to Marvin E. Hinton, ATM, it was a real show-stopper.

According to Hinton, flyers announcing the event encouraged everyone to dress in costume based on the theme, "America—Past, Present and Future."

"The response was overwhelming," said Hinton, "with representatives of Americans ranging from 'minute men' to depression hoboes."

Each of the six clubs in the area were required to present an "act" or skit following the banquet dinner and were given about two months lead time for preparation. Needless to say, several weeks of frantic, secret planning and rehearsing resulted.

"Some clubs, captured by the spirit of 'show biz' planned more than the one required act. One club enlisted the aid of a youth dance studio, and this talented group presented three lively numbers. But the balance of the show was strictly home talent," Hinton said.

One of the highlights was a "Ford-Carter Debate," complete with peanut



FUN NIGHT—Ralph Barnes and Sharon Constantine go through their steps as part of the "Depression Aristocrats," one of the many groups participating in Area 4-A's "Fun Night" party.

tossing to the audience. An amateur contest was also presented, which included a tap dancer, an impressionist and a stand-up comic. The grand finale was presented by a dozen "hoboes" called the "Depression Aristocrats," who did a dance routine to the song "Side by Side."

Although all of this sounds like a lot of fun, the real payoff has already shown up in several other ways.

"We now have a more cohesive area organization," says Area Governor

Hughey. "The clubs feel a closer, family-like relationship within the area. New friendships have developed between posing club members. Even greater attendance at officers training sessions resulted, and the outside publicity has been terrific."

Just how terrific was the Fun Night? Well, just ask the Toastmasters in Area 4-A.

They're already planning another one! □

Have to Speak in a Language They Understand . . .

RANDOLPH AFB, TX—There are many ways to talk to certain audiences. Everybody knows that better than **Master Sergeant Mike Beavers**, a member of Randolph Air Force Base Club 2845-Texas.

During the 20 months at Randolph, Master Beavers, a Toastmaster for over 10 years, has been one of the most active participants in the base's Wing Speakers Bureau, taking advantage of every opportunity to speak to military and civic groups and organizations, to schools and conventions, to young and old. With "he carefully researches beforehand to get inside the group" so he can communicate with his audience.

For example, in a recent appearance at Randolph Elementary School, he was to talk about freedom. As an illustration, he talked about a big, beautiful, yummy cake, something they could definitely relate to.

"Freedom," he told them, "is just like a cake—a lot of ingredients go into

judging from the looks on the youngsters' faces, they ate up his line of reasoning! □

Orlando Club Joins SEVCA to Help High School Dropouts

ORLANDO, FL—It's often been said that the Toastmasters experience is most valuable when the training it offers is used to help others—especially young people. If you don't believe it, just ask one of the members of the **Orlando Toastmasters Club 1066-47** in Orlando, Florida.

The Orlando Club, according to Past District Governor Hugh Burgay, DTM, has long been active with the Boy Scouts, 4-H, Optimists, DECA (Distribution Education Clubs of America) and many other organizations designed to help young people improve their com-



FREEDOM—Master Sergeant Mike Beavers holds his young audience spellbound with his comparison of freedom and a big cake. Neither cake nor freedom are free, he told them, and a lot of ingredients go into both.

munication skills. "Recently," says Burgay, "we had one of our most satisfying and rewarding experiences—assisting at the First National Conference of SEVCA."

SEVCA (70001 Career Association) is a new organization designed to help high school dropouts between the ages of 16 and 22 who have been unable to find a job.

"But," says Burgay, "SEVCA does much more than just find jobs for them. It provides training in job skills and personal qualities, helps them complete their high school education (many go to college) and, most important, motivates them to *want* to succeed. SEVCA National Director Bob Richmond told us that many of the associates never had any success before coming to SEVCA. Now they are experiencing success for the first time in their lives."

With 16 members of the Orlando Club participating, the club conducted a communications seminar and judged the Oral Communications Contest.

"The contest was not like our speech contests," adds Burgay. "Contestants sat at a table with four judges who asked the contestants questions about themselves, their SEVCA organization and current events. The judges scored each

contestant on his or her ability to communicate. It was immensely practical for young people learning how to apply for jobs."

SEVCA is the only national youth organization serving the employment, educational and motivational needs of disadvantaged high school dropouts. There are 23 chapters in the United States, and more are on the way.

"We were most impressed with the young people—their neat appearance, their enthusiasm, their desire to succeed. It's hard to believe that all of them were high school dropouts, most of them on the path to failure before coming to SEVCA. We were equally impressed with the SEVCA staff, who were all highly motivated and enthusiastic about the program. It was obvious that they think of their work not as a job, but as an opportunity to help young people."

The same could probably be said of the Orlando Toastmasters! □

(For more information on SEVCA, write: Robert J. Richmond, National Director, 70001 Career Association, Rob-scott Building, 151 Chestnut Hill Rd., Newark, DE 19711.)—Ed.

how to

Women- Good Medicine for a Dying Club

by
Frederick W. Mikko
Club 2765-36

WHEN PRETTY VICTORIA DOVE rose to address the Cavalier Club 2765-36, in Arlington, Virginia, about two or three years ago, she was, I believe, the first woman to do so in the history of the club and, as far as I know, in all of District 36.

Faced by at least two or three acknowledged exponents of male chauvinist "piggery" (and probably two or three more of their covert sympathizers) Vicki hoped to neutralize their sub-surface hostility and, if possible, win them over to her side.

Starting off with her initial speech, Vicki informed the assembled Cavaliers that she was not a child of the gods; that she was pretty much an ordinary girl who was fortunate in having lovely parents (her father himself a Cavalier and present); that, while she didn't graduate

magna cum laude, her relative standing in her class was well in the respectable range; and that, even though the butterflies in her stomach were still milling about, she appreciated the opportunity of addressing an intelligent and critical—but fair—audience such as ours.

"You fellows," she said, "know how to get up before an audience and speak your minds without quivering and shaking like a leaf in the wind. On the other hand, I died a thousand deaths today and, indeed, over the past two weeks at the prospect of standing here by myself and being gauged and evaluated by experts."

At the very time Vicki was speaking, however, I found myself very concerned with our dwindling membership. Although we were not, in a legal sense, *dead*, the prognosis was not too encouraging. We were breathing heavily, our pulse was rapid and erratic, our blood pressure elevated and all vital signs were well outside the normal range.

Despite all our efforts to bring in new blood, the membership remained low and constant. This resulted in the few faithful being pressed into service at almost every meeting to act as impromptu speakers, evaluators, topic-masters, timers and general "jack-of-all trades."

Our lamentations were heard in District 36, as the long-suffering officials there will attest, and our troubles received more than an inordinate amount of their attention. Heroic mental, moral, physical and spiritual help were extended to us with no appreciable result.

Then, as if to cap the burden of our troubles, we learned of some scuttlebutt that was enjoying currency in our district to the effect that it would be an act of charity to place the Cavalier Club into a burlap bag and then, on some dark night, carry it to the Woodrow Wilson bridge that spans the Potomac River and quietly return to its ancestors.

Something, obviously, had to be done.

At a meeting of our Executive Committee one night, it was suggested that members of the "fair" sex be invited to join the club. At first, there were some misgivings, but an eloquent argument by our president laid such misgivings to rest, and our doors were thrown wide open to all comers—male and female.

When Vicki made her advent into the sacred precincts of the Cavaliers, she brought with her two companions of the same gender. This new and delightful

addition to the club had a most heartening effect.

It may be just an inherent compulsion of males to show off in front of females but at any rate, it seemed that everyone of us—from the slow learners to the high achievers—experienced a rejuvenation, a new life, a new spirit, new humor. Hilarious wisecracks were again showing up, and a most pleasant camaraderie surrounded the club's proceedings, from the opening invocation through adjournment.

There was no doubt that Vicki and her friends were "just what the doctor ordered" for that dread disease that afflicts so many Toastmasters—apathy. Like a medieval alchemist with a magical elixir, she reversed the progress of the disease and commenced the healing process. In short time, the Cavaliers experienced a rebirth. A couple of members who showed up only when they were scheduled to speak began making appearances on nonspeaking dates. Those others who had evidently taken up residence in a dismal swamp and surfaced but once a month now emerged into daylight and began attending meetings regularly. Other stragglers began to turn up, and some even brought guests with them.

The bank account of the Cavaliers began to swell, and our checks were no longer accepted without the customary "fish eye" look. There was no doubt that we were over the winter of our discontent and that our theme song from then on would be Mendelssohn's *Spring Song*.

Vicki is gone now, but her good work remains. If she ever wants to return there will always be a light for her in the window of the Cavaliers. But in the meantime, ladies who enroll in our club are treated with all the pomp and ceremony accorded Queen Elizabeth.

We'll never forget what those ladies did for the Cavalier Club. □

If your club is experiencing the same kind of problem, you may want to consider (if you haven't already done so) opening your doors to women members. It will double your potential for new members and expand your club's horizons. (To accept women members, clubs must vote to change their bylaws and report that change to World Headquarters. Bylaws change forms are available from your district governor or from World Headquarters.)—Ed.

hall of fame

dtm's

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

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- HARLAN**
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dale 3122-36, Annandale, VA
- RT L. AYERS**
uille 341-52, Los Angeles, CA
- RD R. CASPER**
1873-52, Van Nuys, CA
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win 755-60, Hamilton, Ont., Can
- A. JOHNSTON**
2303-60, Toronto, Ont., Can
- OMAS FRANCIS**
Toronto 3057-60, Toronto, Ont., Can

- KREHL STRINGER**
Kekionga 899-11, Ft. Wayne, IN
- JAMES ROBERTS**
Muncie 1096-11, Muncie, IN
- JOHN SWEENEY**
Meadville 1206-13, Meadville, PA
- ALFRED BACZYNSKI**
Marine Corp. Supply Center 3379-14, Albany, GA
- SURESH CHANDRA**
Sooner 1615-16, Norman, OK
- JESSE McALISTER**
The Governors 3031-16, Oklahoma City, OK
- DONALD MASON**
Billings 319-17, Billings, MT
- B.F. CHRISTIAENS**
Rainbow 488-17, Great Falls, MT
- LARRY HUEGLI**
Shibboleth 386-19, Mason City, IA
- DON NIDEY**
Jaycee 1529-19, Cedar Rapids, IA
- ALVIN SMITH**
Bellevue Breakfast 3369-24, Bellevue, NE
- DON RZESZOTARSKI**
Holt County 3586-24, O'Neill, NE
- JOHN PEPPER**
Plaza 954-29, Pensacola, FL
- RALPH WIER**
Milwaukee 466-35, Milwaukee, WI
- ERNEST GRIFF**
Portage Lake 2362-35, Houghton, MI

- WILLIAM McKEE, JR.**
Derey 171-36, Reston, VA
- CARL SCHMIDT**
Capitol Hill 1460-36, Washington, D.C.
- RICHARD RYAN**
Paradise 299-39, Paradise, CA
- ERNEST ROUSE**
Daybreakers 3325-39, Redding, CA
- KENNETH McNEELY**
Moundbuilders 511-40, Newark, OH
- ORVILLE ROGERS**
Tulia 129-44, Tulia, TX
- DANIEL KOWERT**
Permian 1509-44, Midland, TX
- J.E. BARRINGTON**
Pop Up 3165-44, Midland, TX
- EDWARD PLONA**
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- ROBERT McLEAN**
Telco 3819-45, Halifax, N.S., Can
- EMMETT CLARY, JR.**
St. Petersburg 2284-47, St. Petersburg, FL
Tampa Noonshiners 3909-47, Tampa, FL
- GLYNN WILCOX**
Creative Thought 2484-47, Miami, FL
- BOBBY SPARKS**
Grand Rapids 404-62, Grand Rapids, MI
- FRANCIS SLEDZINSKI**
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(continued on next page)

atm's

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hall of fame

(continued from page 29)

RAY BIRD

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ERIC A. ROUSH

Brisbane Central 3433-69, Brisbane, Qld., Aust

ROGER PITCHFORTH

Wairarapa 1131-72, Carterton, NZ

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Yarra Valley 26-73, Croydon, Vic., Aust

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anniversaries

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Ramstein 2442-U, Ramstein AB, Germany

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Providence 1330-31, Providence, RI

Ft. Lewis 690-32, Ft. Lewis, WA

Turlock 3498-33, Turlock, CA

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Summerland 3865-69, Lismore, N.S.W., Aust

Henry Kendall 3186-70, Gosford, N.S.W., Aust

Capital 409-72, Wellington, NZ

new clubs

316-F SANTA ANA ARTICULATES

Santa Ana, CA—Tues., 2:30 p.m., Santa Ana First Federal Savings & Loan, 1802 N. Main St., (750-6086). Sponsored by Jack Sousa, ATM.

1475-F FOOTHILLS

Claremont, CA—Tues., 11:45 a.m., Sir George's Restaurant, 2072 N. Garey Ave., Pomona (593-4933). Sponsored by Howard R. Clark, ATM, and Christos Gratsinopoulos, ATM.

1556-F NORTON TOASTERS

San Bernardino, CA—Wed., 11:45 a.m., McCandless Room, Building 918, Norton AFB (382-4056).

1257-1 D'CUSTOMS

Inglewood, CA—Tues., 11:00 a.m., Proudbird Restaurant, 11022 Aviation Blvd., (643-0620). Sponsored by DCAS—Orators 2214-1.

66-6 SPERRY UNIVAC

Roseville, MN—Tues., 11:45 a.m., UNIVAC, 2276 Highcrest Dr., (633-6170, ext. 5737). Sponsored by AC Earlyrisers 3646-6.

1428-14 STATESBORO

Statesboro, GA—Tues., 7:00 p.m., Bryant's Kitchen, 459 S. Main St., (764-4244). Sponsored by Union Camp 2587-14.

1435-15 BUDDY'S

Centerville, UT—Thurs., 7:30 a.m., Buddy's Restaurant, 10 N. Main St., (292-8481). Sponsored by Mt. Ogden 1614-15.

3551-18 FDA

Baltimore, MD—Mon., 11:30 a.m., Food Drug Administration, 900 Madison Ave. (661-3590). Sponsored by Engineering Society 2686-18.

951-28 TIFFIN AREA

Tiffin, OH—Thurs., 8:00 p.m., Tri-Cor National Bank, 596 W. Market (448-0700). Sponsored by Chris Hiller.

1690-29 LYNN HAVEN COAST TOASTERS

Lynn Haven, FL—Fri., 7:00 a.m., City Commission Room, City Hall (265-3112). Sponsored by Action 2519-29.

3923-31 BEAR HILL

Waltham, MA—Mon., 12:00 noon, GTE Laboratories, 40 Sylvan Rd., (890-8460, ext. 2700).

275-44 HEREFORD

Hereford, TX—Mon., 6:30 p.m., Dickies (940-21283). Sponsored by Tulia 129-44.

952-47 VENETIAN

Fort Lauderdale, FL—Tues., 7:00 p.m., Howard Johnsons, Atlantic Blvd. & Federal Hwy., Ft. Lauderdale (772-8358). Sponsored by Bird 3659-47.

2346-47 CENTURY

Jacksonville, FL—Mon., 7:00 p.m., West Sizzlin Steakhouse, 7412 Lem Turner Rd., (904-8140). Sponsored by Bold City Challenge 2092-47.

2410-49 PARADISE VALLEY

Honolulu, HI—Thurs., 5:30 p.m., Waiolua Kapahulu Library, 400 Kapahulu Ave., (808-7902 or 525-7526). Sponsored by Ala Moana 3701-49.

987-52 MAGNOLIA PARK

Burbank, CA—Mon., 7:00 p.m., (meeting to be decided), (845-7858).

1063-52 RTD

Los Angeles, CA—Wed., 7:00 p.m., South California Rapid Transit District, 425 S. Main St., (820-4054). Sponsored by Spellbound 3252-52.

2792-56 TSAE

Austin, TX—Tues., 12:00 noon, Headwaters Club, American Bank Tower (444-1974).

2542-63 BRISTOL

Bristol, TN—Thurs., 7:00 p.m., Beechcroft Oratories, 501 Fifth St., (538-4223 or 968-2000). Sponsored by Tuesday Toasters 3004-63.

2983-63 WEDNESDAY ORATORS

Kingsport, TN—Wed., 12:05 p.m., Terrell Eastman Company, Bldg. 310 (288-2124, ext. 3418). Sponsored by Tuesday Toasters 3004-63.

2498-72 SPEAK-EASY

Dunedin, NZ—Tues., 7:45 p.m., Room Arts Block, Albany St., (Dunedin 33-6570). Sponsored by Dunedin 2890-72.

Toastmasters' 46th Annual Convention August 17-20 Sheraton Centre Hotel Toronto, Ont., Canada

Address: Toastmasters International, 2200 N. Grand Avenue, P.O. Box 10400, Santa Ana, California 92711. (This form is not to be filled out by International Officers, Directors, Past International Presidents or District Governors elected for 1977-78.)

Registration will be required at all general sessions on Wednesday, Thursday and Friday. Pre-register and order meal-event tickets. ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

I have my advance convention registration and tickets to the following meal events waiting for me at the Convention Registration desk. **All advance registrations must reach World Headquarters by July 15.**

- _____ Member Registrations @ \$10.00 \$ _____
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- _____ Tickets Golden Gavel Luncheon @ \$8.25 ea. (Wednesday, noon, August 17) \$ _____
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