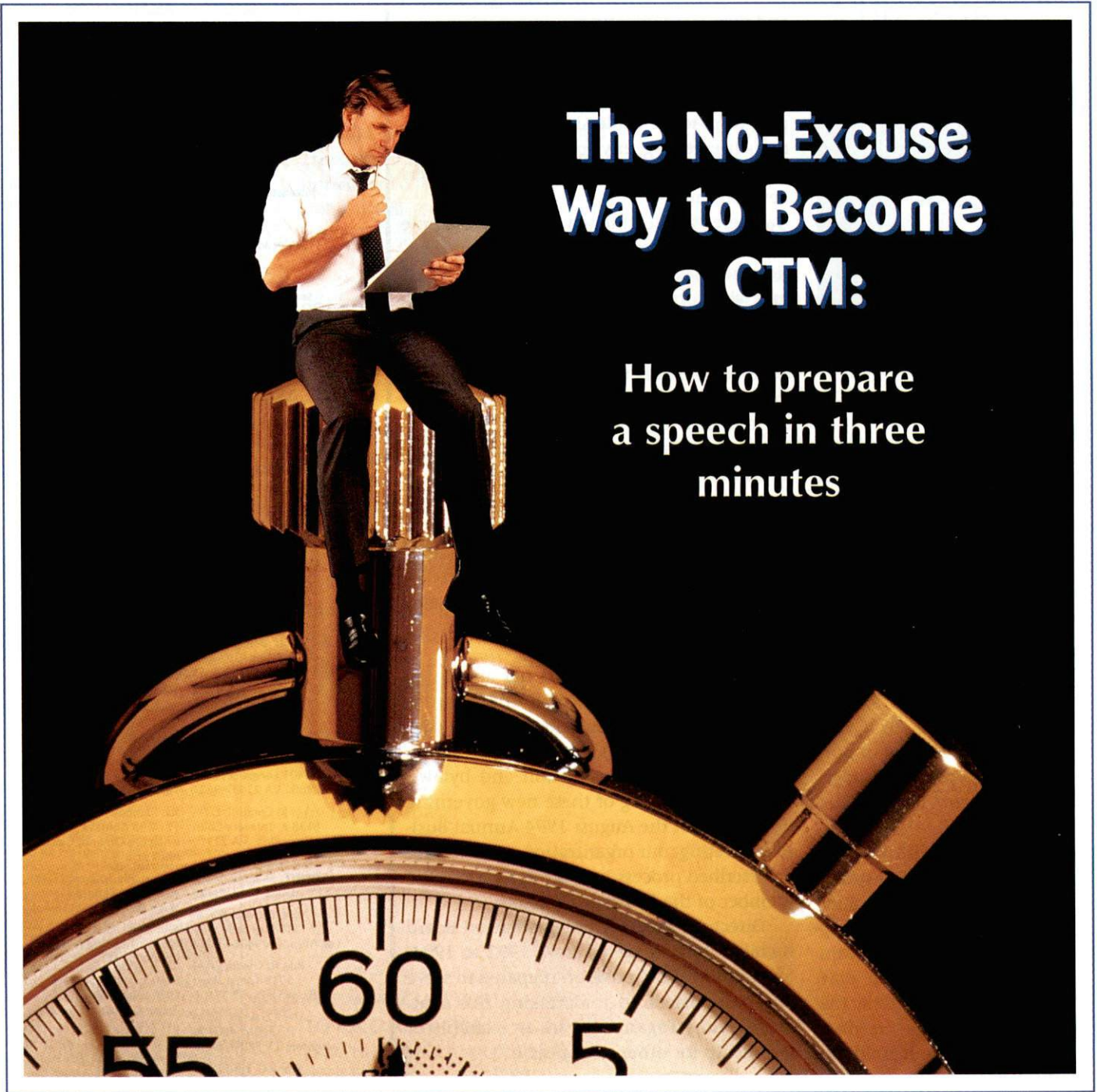


the Toastmaster®

june 1995



The No-Excuse Way to Become a CTM:

How to prepare
a speech in three
minutes

The Art of the Squelch

There is More to Conversation Than Just Talk

Leadership is Alive and Well in C & L



fellow members understand their respective roles and by educating them if they don't. You also learn to lead by directing a smooth and purposeful meeting.

Being elected to serve your club in one of the seven officer positions is the next logical step. Serving is an honor and an opportunity to practice leadership in a supportive, non-threatening environment. You get to enhance your own skills as you help others develop theirs.

There is a heightened interest in people with strong leadership skills both in and outside the Toastmasters community. My meetings with corporate, community and government leaders around the country have confirmed that the need for leaders is a major issue, second only to the need for good communicators. There is also considerable interest in improving interpersonal skills. We, the members of Toastmasters International, have a distinct advantage. Our organization is world-renowned for building effective communicators. And we are rapidly adding the building of leaders to our credentials. So make the most of the "L" in C & L by taking advantage of the many leadership training opportunities in your club and district.

P.S. Your Board of Directors has appointed Jenny Pagano, DTM, to fill the vacancy caused by the loss of Peggy Richardson, DTM. This appointment was made under the guidelines of our new constitution and bylaws. Prior to the passing of these new governing documents at the August 1994 Annual Business Meeting, our organization did not have a prescribed process in place for replacing a member of the Board of Directors.

Director Pagano is an experienced Board member, having served from 1992 to 1994. She steps into the position prepared to serve all Toastmasters. In undertaking this challenge, Jenny Pagano will set an example of leadership for others to emulate.

Pauline Shirley, DTM
International President

2 Our founder, Dr. Ralph Smedley, believed that the development of communication skills naturally placed people in leadership positions. That is reason enough to have the "L" stand for "leadership" in our *C & L Manual*.

Leadership is the development of others as you pursue mutual goals. Toastmasters have many opportunities to practice leadership at every level of the organization.

Beginning with the first time you serve as Toastmaster of the meeting, you start building your leadership traits. For example: Team building comes into play when you bring together the participants of the meeting. You enhance your ability to influence others as you contact the members and encourage them to participate. You hone your mentoring skills by ensuring that your

the Toastmaster

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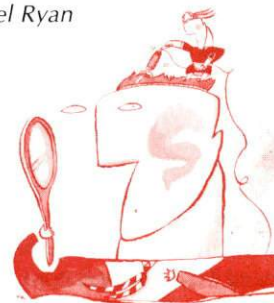
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Letters

Editor's Note: *We asked and we received – lots of letters, that is, from those of you who think Rush Limbaugh deserves a spot among the Outstanding Speakers of 1994. Here's a sample:*

IN DEFENSE OF RUSH AS OUTSTANDING SPEAKER

I found it ironic that the letters complaining about Rush Limbaugh being named Outstanding Speaker were published on the page opposite the article by professional speaker Rick Gilbert.

Mr. Gilbert's article emphasized that the true fear in public speaking is "really a fear of taking a position. It's about standing up, without apology, looking 'em in the eye, and saying what you mean with force. Let the chips fall where they may."

On one hand we have the professionals telling us to do just what Limbaugh does. On the other hand we have advanced Toastmasters complaining about recognizing a man who feels passionately and has the courage to express his feelings with force.

I believe many of these angry letter writers have missed the point:

Toastmasters International has members of every race, religion and political ideology. We are a diverse group of people with a single purpose: to improve our communication skills. We are not members so we can judge which beliefs are right and which are wrong.

Naming Rush Limbaugh an Outstanding Speaker is merely recognizing the fact that he is an excellent communicator. It does not mean

that we agree or disagree with his political views. More importantly, it doesn't matter. Limbaugh makes his living speaking his mind passionately, with force and conviction. How many of us can say the same?

Judy Josephson, CTM
Liberty Singles Club 5275-F
Santa Ana, California

I was shocked to see the number of letters objecting to the selection of Rush Limbaugh as one of the "Five Outstanding Speakers of 1994." I should not have been.

These letters all fall into the same pattern: They resort to calling him names while from the other side of their mouths accuse him of doing just that. Noted American writer and lecturer Elbert Hubbard said it best when he declared, "If you can't answer a man's arguments, all is not lost; you can still call him vile names."

I congratulate Toastmasters International for putting aside bias and irrelevant criteria and selecting Limbaugh for the Outstanding Speaker award based solely on his speaking ability. For those critics unable to silence him with their own logic, I suggest doing the debate manual as an alternative to casting spurious aspersions.

Robert Lippmann, CTM
Renaissance Speakers of Orange County
Club 3442-F
Tustin, California

I always thought that Toastmasters was about speaking, not personality or politics. The negative letters published in the April issue showed that not every Toastmaster can separate "the idea" from "the speaker."

There are many good speakers in this world, and

we can learn from each of them by studying their style, regardless of what they say. If I limited my learning to only those sharing my political and personal beliefs, I would violate the first law of public speaking: know your competition.

Norman Frank, DTM
Energy Club 4572-27
Washington, DC

As speakers, even if we don't like Rush Limbaugh, perhaps we can learn some things from him: choosing timely and interesting topics, thoroughly documenting our sources, effectively utilizing audio-visual material, speaking boldly and establishing rapport with our audience.

Les Johnson, DTM
Sunrise Center Club 3359-39
Citrus Heights, California

I can tell by many of the comments about Limbaugh that many were written by folks who have never heard a complete explanation of his viewpoints.

One writer said, "He should have been rejected for not meeting the stated criteria, especially numbers 3, 4 and 7."

No. 3 was "Demonstration of leadership in any given field." You mean to say that establishing the number one radio talk show in America doesn't require someone with outstanding leadership skills?

No. 4 was "Service to the community, state or nation." His radio show has been the greatest stimulus to open public debate on the issues of our day. He has been a catalyst for political activism, mainly in the conservative movement. But

does his political leaning automatically disqualify him?

No. 7 was "Dedication to improving the lives of others." He has done this by getting people to think; whether they agree with him or not is not the issue. He has improved the lives of many people by awakening their desire to be a part of the political process. And the more people involved in the political process the better.

Daniel Freeman
USA Group Toastmasters Club 5946-11
Fishers, Indiana

LET'S NOT BE POLITICAL

I urge you to continue your policy of including items in *The Toastmaster* that will aid and enhance speaking skills. Censorship or exclusion of people or material due to political persuasion should be avoided. Our magazine should not be unduly swayed by extreme positions from either side.

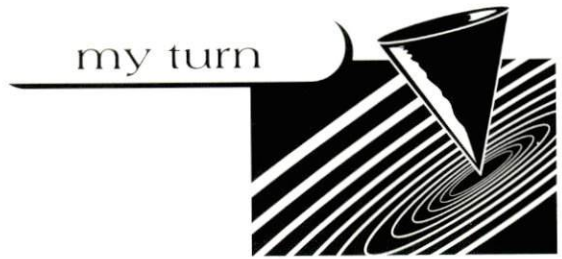
John L. Richardson, ATM
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Dorsey, Maryland

THE POWER OF PRAISE

I especially enjoyed reading about the Compliment Club ("The Art of Complimenting," April). What a novel way to encourage positive feedback! It makes you think how one kind word can change your whole day.

Thank you Mr. O'Dell for a very informative article on how we, too, can learn to perpetuate the legacy of love by making meaningful comments. I have discovered that praising someone in writing has lasting power because the person can read the compliments again and again and continue to feel good.

Joe Samora, DTM, PDG
Ag Orators Toastmasters Club, 1352
Carmichael, California



The Toastmasters Club –

by Peter Reeve, ATM

A Workshop for the Real World

■ MOST MEMBERS OF TOASTMASTERS clubs, I think it is fair to say, join the organization to improve their communication skills for use in the “real world” of business and community involvement. Thus, the primary focus of Toastmasters, at least at the club level, should be to provide a workshop for the development of skills that help members advance beyond their Toastmasters involvement.

Of course, this is not the only *raison d’être* for Toastmasters membership. Many activities, principally speech competitions, are not outside-world oriented. Nor are the many social benefits derived from membership.

It seems, therefore, that a distinction needs to be made between those outward and inward orientations if the interests of all members are to be served. Not that they do not coexist well together – they do, but confusing the objectives of each orientation can result in not effectively achieving either goal.

First, let’s define the objectives:

- **REAL-WORLD** orientation means that assignments and their evaluations are aimed at developing skills for effective use outside the Toastmasters environment.
- **TOASTMASTERS** orientation obviously means the opposite.

As an example of this confusion of objectives, take the issue of speech notes. In competition speaking, notes are a dirty word, and rightly so, considering that we are dealing with five-to-seven-minute speeches.

Evaluators, however, sometimes take the no-notes principle too far, applying it to

every speech and encouraging all speakers not to use notes. I believe this does a disservice to speakers whose objectives are to apply their skills outside the club. In the “real world,” prepared speeches are rarely as short as five to seven minutes – 30 to 45 minutes is more the norm. A speaker with important information to convey in a speech of this length needs notes. Real-world orientation in a Toastmasters club, then, clearly should be to help the speaker acquire the skills to prepare and handle notes expertly.

The same applies to a speaker’s presentation style. Competition-style speaking is frequently too flamboyant for business presentations. Heaven knows most business speakers could use a lighter touch. However, a more conservative approach usually works best in a corporate setting.

Timing is another area deserving attention. Toastmasters club meetings adhere to a strict schedule. This is necessary to keep meetings running effectively. Evaluations, though, need to stress that real-world presentations are less time critical. Not that timing is unimportant, but a five-minute leeway is acceptable (two minutes is better). The message is the most important factor in a business presentation and should not be subordinated to unreasonable time constraints.

In order to meet the needs of real-world members, presentation technology skills also need to be addressed. There are right and wrong ways of handling information technology from simple overhead projector slides to computer screen projection and teleprompters.

If clubs are going to continue to meet the needs of members seeking real-world skills, we need to find ways to teach them. Fortunately guest speakers with expertise in these fields are usually available, and most members find presentations on the use of new equipment interesting, even those who are unlikely to ever use the technology.

Toastmasters training is wonderfully effective with its combination of learning by doing, peer support and evaluation, and most importantly: practice, practice and more practice. Everything can be improved, however. We need to focus on meeting the differing needs of the “real-world members,” who make up the majority, and the equally important Toastmasters club-oriented members. It is possible, with a little thought and planning, to comfortably meet the needs of both categories in any club. **T**

Peter Reeve, ATM, is a member of the Genesis Club 5521-46 in New York, New York.

The communication skills you have honed in Toastmasters are the first step toward success as a professional speaker.

Many of us dream of finding an antique in our attic that would be worth thousands of dollars. Your speaking ability could be such a treasure.

As individuals struggle to adapt to a world of unprecedented change, information has become an increasingly vital commodity. The American Society for Training and Development (ASTD) projected in 1990 that 75 percent of all Americans currently working will have to be retrained or reeducated by the year 2000. Much of that training will be accomplished through workshops, seminars and keynote addresses delivered by professional speakers.

For example, Chrysler Motor Corporation has initiated a training project to reach more than 100,000 employees with new information on Customer Relations, Communications, Cultural Change and Team Development. The programs are conducted by independent professional speakers/facilitators.

With Chrysler leading the way, other companies will certainly follow. This creates a sub-

stantial opportunity for professional speakers. Let's take a closer look at professional speaking.

PUBLIC VS. PROFESSIONAL SPEAKING

The terms "public speaking" and "professional speaking" are often confused and used interchangeably, but that is like comparing a boy playing basketball for the first time with a professional player like Michael Jordan.

Public speaking is just that – speaking in public. The audience is often a peer group, all of whom are waiting on their turn to speak, and most of whom are thrilled that it is you, and not they, who are on stage at the moment.

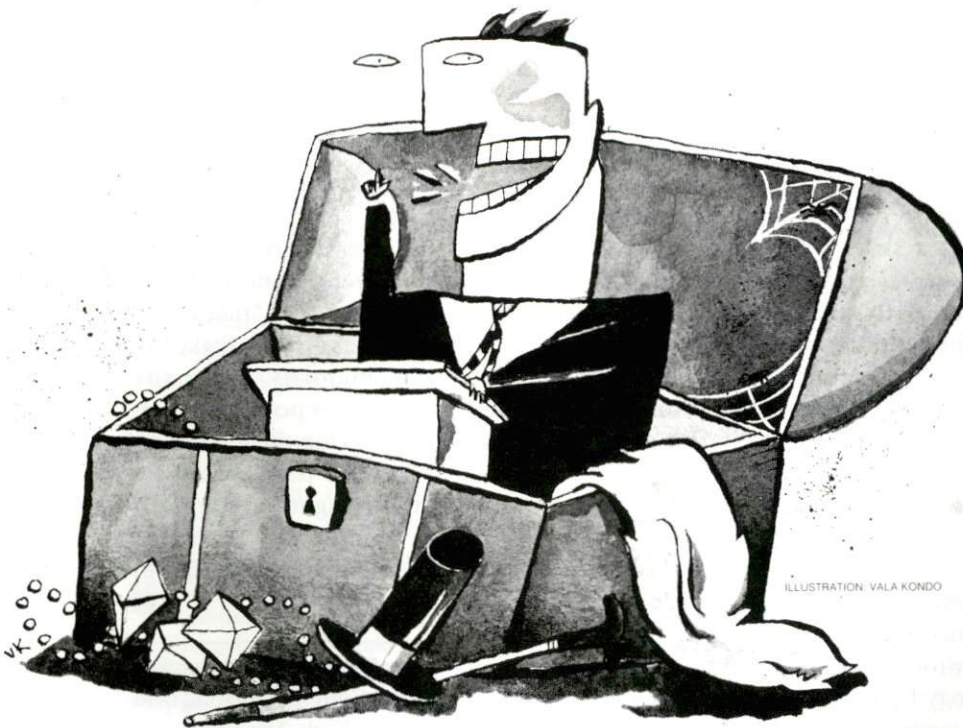
The motivation for learning to speak in public is most often one or more of the following:

- ❖ to overcome a natural fear
- ❖ to enhance a career
- ❖ to feel appreciated and respected by the audience.

In each of these reasons the motivation is focused inwardly. The public speaker is primarily motivated by personal needs.

Is There a **T**reasure in Your Attic?

By Bill Cochran



The professional speaker, however, is paid to meet the needs of the audience. The strong ego that was so valuable in learning to speak must now be balanced with a sincere commitment to serve others. The needs and interest of the audience must be the speaker's primary concern. Additionally, the professional speaker is more than a speaker: he or she is also a business owner. Professional speaking success is determined by the following:

- ❖ technical and presentation skills
- ❖ sales and marketing skills
- ❖ business management skills (ability to manage people, time and money).

Fair skills in all three areas can lead to tremendous success. Being great in one or two areas, but poor in a third, usually results in disaster. So the speaker has to overcome the natural tendency to emphasize technical presentation skills at the expense of the other skills. Regardless of how good you are on the platform, the ability to get hired and to wisely manage the money you make are major contributors to your success.

But don't despair if you don't have these skills. After all, if you aren't achieving the results you would like to achieve, it's simply because there is something you haven't learned yet!

IS A SPEAKING CAREER RIGHT FOR YOU?

Few people can throw a baseball 90 miles per hour. If you had that ability, you would probably at least consider a baseball career. Likewise, there aren't many people who can stand on their feet in front of an audience, open their mouth and have something intelligent come out. If you have that talent, you should probably at least consider a professional speaking career.

A baseball player with 90-mph speed would spend considerable time, energy and effort developing control and delivery techniques along with the knowledge of when certain pitches are appropriate. You, too, will spend considerable time, energy and effort learning how to take your raw speaking talent and turn it into a profitable, rewarding career.

A career as a professional speaker and all the rewards that go with it are yours if you have:

- ❖ a willingness to learn
- ❖ a desire to make a positive contribution to the lives of others
- ❖ a "never give up" attitude.

It usually takes an aspiring speaker at least three years of part-time training before assuming full financial responsibility as a professional speaker.

WHY SPEAK?

Many of the professional speakers I know would answer that question with, "I can't imagine doing anything else." The journey to that simple answer has not been an easy one for those speakers; it has involved hard decisions, hard work, financial sacrifices and more than their share of frustrations and disappointments. Yet, they can't imagine doing anything else - why?

Few professions offer as many rewards as professional speaking. Some of the most cherished benefits are:

- ❖ the opportunity to make a positive contribution to the lives of others
- ❖ a chance to travel and meet people
- ❖ an environment that stimulates constant personal growth
- ❖ recognition for efforts
- ❖ flexible work schedule

The progress, growth and change needed to help people rise above their problems and challenges will come from the assimilation, distribution and implementation of information. Most of us feel as if we are caught in an "information avalanche." We are bombarded daily with information from newspapers, television, radio, books, newsletters, computer bulletin boards, video and cassette tapes. The professional speaker fulfills two important roles:

1. The researcher who sorts through thousands of pieces of information for specific material that is appropriate and timely for his or her particular client group.
2. The individual who can stand and command the respect, attention and enthusiasm of others.

Information transmitted through the spoken word stirs human emotion and triggers the action required to transform information into new and better results. No other source of information comes close to the power of the human personality in moving people to purposeful action.

The opportunity to fill these two valuable roles for clients is a big part of the lure of professional speaking. These roles answer the question "Why speak?" for most successful professional speakers.

YES OR NO - MAKING THE BIG DECISION

The speaking ability you have developed as a Toastmaster is one of the essential ingredients for success as a professional speaker. Using that skill to start a speaking business is a major decision. Saying no and staying with the status quo is easy, but you may be passing up a rewarding career.

Saying yes involves a commitment to learning, growing and working hard. Most professional speakers spend three to five years establishing themselves in the field. They maintain their current job, study a lot, and do some speaking as they build toward full-time speaking.

Professional speaking is not for everyone, but if you feel it might be for you, there just may be a treasure in your attic. ①

Bill Cochran is president of Speakers USA, Inc., a training and consulting firm for professional speakers in Pigeon Forge, Tennessee.

"If you aren't achieving the results you would like to achieve, it's simply because there is something you haven't learned yet!"

SQUELCHED!

by Charles Downey

These well-chosen words leave no room for reply.

Usually, you can't do anything but stand there with a shocked look on your face. Sometimes, you can manage a gulp. Or perhaps the crimson warmth of embarrassment creeps up your neck and over your face.

It happens when you have spoken too quickly, too harshly or maybe too thoughtlessly. Perhaps you've been pompous or a little cruel or you've used a vast, unthinking generalization. Then, boom! With a well-chosen word or two, it happens. You are silenced, suppressed, quelled, stifled, cut short, stilled, hushed, muffled, deflated or otherwise taken down a peg. You can't answer back.

You've been squelched.

The last time it happened to me, I was about 30 pounds overweight, all of it on a spare tire around the middle. I was an Army cook at Ft. Gordon, Georgia, when a quiet, shy private about six-foot-four came through the chow line early one morning. The guy weighed only 140 pounds and was as thin as a bean pole. It was an otherwise dull morning and seemed like the perfect time for some humor at another guy's expense.

"Hey," I said loudly. "By the looks of you, there's been a terrible famine somewhere!"

The quiet G.I. looked over the steaming serving line at me and then glanced down at my bulging stomach which hung too far over my belt line.

"Well, by the looks of you, you caused it," he said.

Squelched! Ah-h-h-h, the pain! I turned red and gulped.

As with any good squelch, a retort was impossible, so I didn't try. Everybody in the chow line and those within

earshot broke out in hearty guffaws. Those who didn't hear it were quickly told by others.

It was years before I got a chance to deliver a squelch of my own. My son, Thomas, is a 27-year-old world class mogul skier who competes in the World Cup. When he was 22, he had been skiing full-time for four years although I constantly insisted his time would be better spent in college. I received a postcard from him at a ski resort in Breckenridge, Colorado, one winter. It read: "No mon. No fun. Your son." I quickly dashed off a postcard of my own that read: "So sad. Too bad. Your dad."

But most often, squelches are used to quiet the pompous and overbearing among us.

For instance, the writer Peter Benchley once mistook a uniformed man for a doorman when leaving a New York hotel. Without really looking, Benchley said: "Would you get me a taxi, my good man?" But the other drew himself up proudly and snapped: "See here! I happen to be a rear admiral in the United States Navy!"

"Perfectly all right," Benchley said, "just get me a battleship then."

When Ulysses S. Grant was a general, he often wore shabby, disheveled clothes. On leave, he once went to an inn at Galena, Illinois, on a stormy winter night. Inside, a group of lawyers, in town for a court session, were clustered around the fire. One looked up as Grant approached and said loudly: "Here's a stranger, gentlemen, and by the looks of him, he's traveled through hell itself to get here!"

"That's right, partner; you really don't know the half of it," Grant replied.

"Well, how is it in hell, then?" asked another lawyer.

"Just like here," Grant said. "Lawyers all closest to the fire."

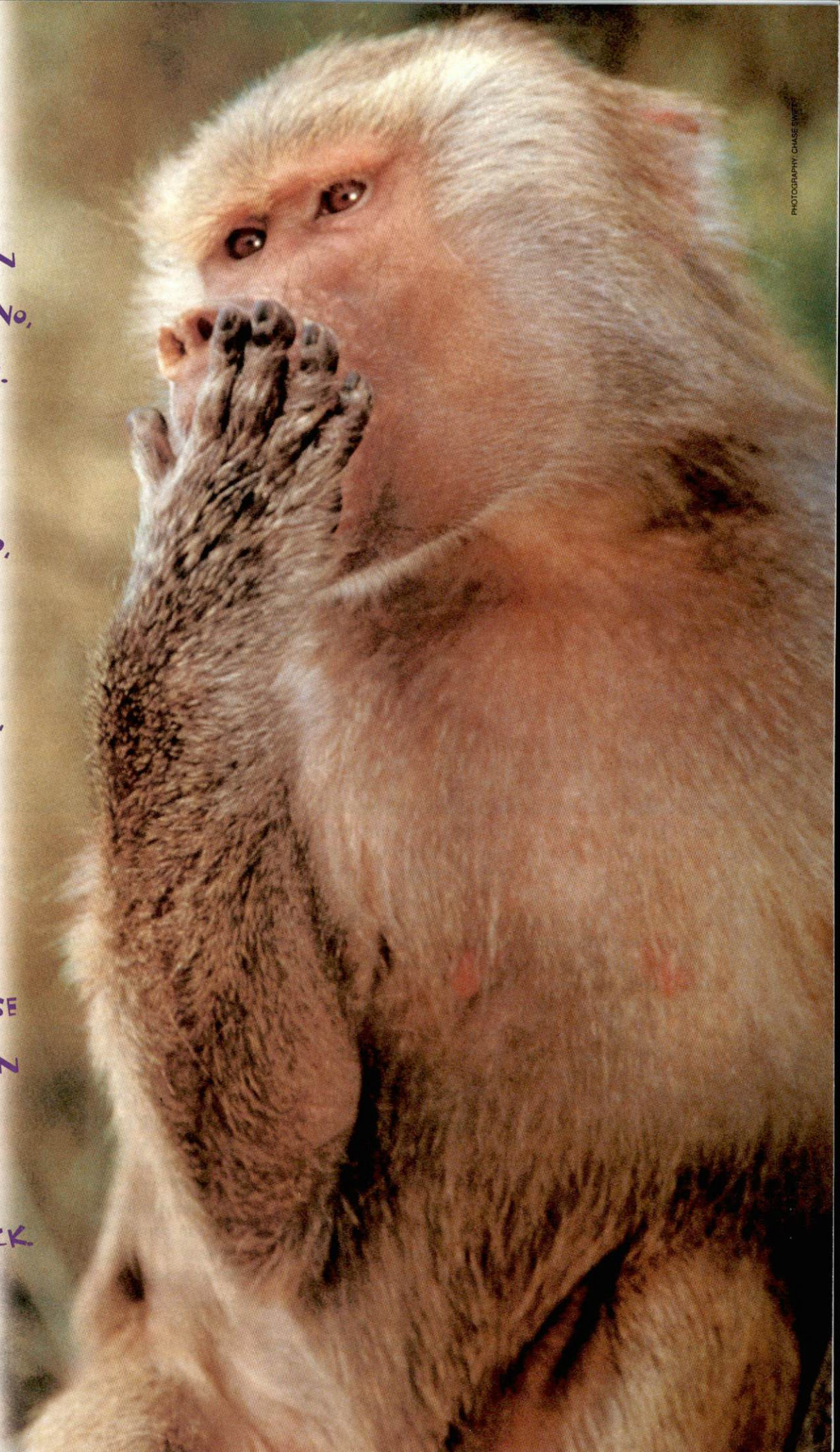
A businessman notorious for his cut-throat dealings once announced to writer Mark Twain: "Before I die, I'm going to make a pilgrimage to the Holy Land. I will climb Mount Sinai and read the Ten Commandments aloud at the top." Twain replied, "I have a better idea... stay home in Boston and keep them."

Horace Greeley, U.S. journalist, politician and founder of the *New York Tribune*, once ran unsuccessfully for the presidency. While serving in Congress, Greeley listened to



WITH A
WELL-CHOSEN
WORD OR TWO,
IT HAPPENS.

YOU ARE
SILENCED,
SUPPRESSED,
QUELLED,
STIFLED,
CUT SHORT,
STILLED,
HUSHED,
MUFFLED,
DEFLATED
OR OTHERWISE
TAKEN DOWN
A PEG.
YOU CAN'T
ANSWER BACK.



another freshman Congressman boasting about all his alleged good deeds before going to Washington, D.C. The new solon ended his spiel with a five-minute boast on what a completely self-made man he was. Greeley said: "That sir, relieves the Almighty of a greater responsibility."

Sometimes, a softer squelch turns aside wrath.

During the American Civil War, Abraham Lincoln was at an official reception and referred to Southerners as erring human beings instead of foes to be exterminated. An elderly lady, a fiery patriot, rebuked him for speaking kindly of his enemies when he ought to be destroying them.

"Why madam," said Lincoln, "do I not destroy my enemies when I make them my friends?"

The French actress Sarah Bernhardt was known for her interpretation of great tragic roles. While playing Cleopatra in London, another actress, Madge Kendal, complained that Bernhardt always took roles requiring such displays of passion that Kendal could not take her daughter to see the performance.

Replied Bernhardt: "Please bear in mind, were it not for passion, you would have no daughter to bring."

Carl Rowan, newspaper columnist, Shakespearean scholar and former director of the U.S. Information Agency, was dressed in tattered clothes while working in the front yard of his Washington, D.C. home. A wealthy matron in a Cadillac saw Rowan and assumed, because he was black, he would be for hire. The woman stopped her car and called out: "Boy! Oh, boy, would you step over here?" When Rowan stepped up to the lady's car window, she asked "the boy" how much he got for mowing lawns.

"Oh, I don't get paid in dollars, ma'am," he said. "The lady of the house just lets me sleep with her."

The supermarket tabloid *National Enquirer* once did a profile of actor Cary Grant shortly before he died. That was in the days before fax machines and overnight delivery. Before running the story, an editor sent Grant a telegram, asking: "How old Cary Grant?" The next day, Grant cabled back a wire that replied: "Old Cary Grant fine. How you?"

At other times, the rule seems to be, the fewer the words, the better the squelch.

At a French airport one day, a customs official looked suspiciously at Alfred Hitchcock's passport, in which his occupation was listed simply as "Producer."

"Well, what do you produce?" asked the official.

"Gooseflesh," Hitchcock replied.

When Irish playwright George Bernard Shaw worked as a music critic, he had dinner in a restaurant that kept an

"SQUELCHES ARE USED TO QUIET THE POMPOUS AND OVERBEARING AMONG US."

orchestra you could generously describe as mediocre. The orchestra leader recognized Shaw and walked over to his table to ask what he would like the orchestra to play next.

"Dominoes," replied Shaw.

Journalists were having a field day with the family and administration of Lyndon Baines Johnson because of the Vietnam War. One day, L.B.J.'s daughter Lucy was being grilled by a persistent journalist about her relationship with her father. When the writer

asked Lucy to precisely describe the relationship, she replied after no more than a second's hesitation: "Blood."

Sir Noel Coward, the British playwright and actor, was famous for his quick rejoinders. Although it was widely known Coward wasn't overly fond of the tabloid press, a brash young reporter once marched up to him during a rehearsal and said: "Mr. Coward, here's your chance. Isn't there something you would like to tell *The Star*?"

"Sure," Coward replied. "Twinkle."

Sometimes, it takes a few more words.

American writer Dorothy Parker once collided with Clare Boothe Luce, of the Time-Life dynasty, in a narrow doorway in New York City. "Age before beauty," said Mrs. Luce, stepping aside. Dorothy strolled through the doorway and announced: "Pearls before swine."

Another time, Ms. Parker ran into a snobbish young man who had been conducting a boring monologue at a New York City party and finally looked down his nose at the roomful of guests and announced with a sniff: "I'm afraid I simply cannot bear fools," said the man.

"How odd," said Dorothy Parker. "Your mother could, apparently."

At a banquet at Princeton University, the great Chinese statesman and diplomat Dr. Wellington Koo was the guest of honor and main speaker. As a representative of the student body, a burly member of the Princeton football team found himself sitting next to Dr. Koo. But the football player was a fish out of water and utterly at a loss for conversation. He turned to Dr. Koo and said, "Likee soupee?" Dr. Koo urbanely bowed his head and grinned. Later, the diplomat got up and gave a polished, thoughtful and witty address. Sitting down amidst applause, Dr. Koo turned to the football player and said smiling, "Likee speechee?"

So remember, the next time you thoughtlessly comment on somebody's thin frame, or even the soup a person may be eating, you could be setting yourself up for the perfect squelch. **1**

Charles Downey is a freelance writer living in Big Bear City, California.

CHURCHILL'S QUICK WIT

■ WINSTON CHURCHILL, ENGLISH PRIME MINISTER, NOBEL prize winner (for his four-volume "History of the English-Speaking Peoples") member of parliament, journalist, soldier, artist and all-round raconteur was noted for his ability to silence windbags, the pompous, the overbearing and the self-important with just a few choice words.

For instance, when Churchill visited the U.S. during World War II, he was a guest at the home of a prudish, social-climbing Maryland woman. Cold fried chicken was served and Churchill returned for seconds.

"May I have some breast?" he said, politely.

But the hostess huffed at his request, drew herself up and said: "Mr. Churchill, in this country we do not refer to parts of the body. We ask for 'white meat' or 'dark meat.'"

Churchill apologized profusely and contented himself with his serving of chicken.

The next day, the woman received a magnificent orchid from her British guest of honor. The accompanying card read: "I would be most obliged if you would pin this flower on your white meat."

At a dinner party in England, there was a political argument between the conservative Churchill and a liberal female member of parliament. At the end of the exchange, the lady MP scornfully remarked, "Mr. Churchill, you are drunk!"

"And you, Madam," replied Churchill, "are ugly. But I shall be sober tomorrow."

As a young man first dabbling in politics, Churchill sported a mustache. At a fashionable dinner party, he fell into argument with a grand dowager who thought she could stifle him by snapping: "Young man, I care for neither your politics nor your mustache."

"My dear woman," said Churchill, "you are unlikely to come into contact with either."

One day when Churchill entered the men's room in the House of Commons, he found Clement Attlee, a prominent socialist, already standing at one of the urinals. Churchill took up his stance at the last urinal, farthest away from Attlee. "Feeling standoffish today, are we, Winston?" asked Attlee.

"That's right," said Churchill. "Every time you see something big, you want to nationalize it."

Occasionally, it's necessary to squelch a friend who is fond of needling.

Playwright George Bernard Shaw once sent Churchill a note inviting him to the opening performance of Shaw's play, *Saint Joan*. He enclosed two tickets: "One for yourself and one for a friend – if you have one." Churchill wrote back expressing regret at being unable to attend that particular night.

"But I would like tickets for the second night – if there is one."

Nancy Astor, the American-born wife of Waldorf Viscount Astor once visited Blenheim Palace, the ancestral home of the Churchill family. In conversation with Churchill, she expounded on women's rights, an issue that was to take her into the House of Commons as the first woman member of Parliament. But Churchill opposed her on that and other causes she held dear. Finally, in some exasperation, Lady Astor said: "Winston, if I were married to you, I'd put poison in your coffee."

Responded Churchill: "And if you were my wife, I would drink it!"

by Charles Downey

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■ LINDA HAD PREPARED FOR NEARLY TWO weeks. She knew her subject well and was confident she would present the best speech of her Toastmasters career.

When her turn came, she began with zest, warming the audience with her enthusiasm. Her first joke hit its mark, followed smoothly by a supporting anecdote. But midway through her speech Linda began to falter. Her tone became less familiar and more forced. She paused more often to check her notes.

ers. In that order: *listeners*, thinkers and speakers. While how we speak is important, how we listen may be even more so – both at Toastmasters meetings and in our personal lives.

The Art of

LISTENING

12

How you listen is just as important as how you speak.

After stumbling over a sentence that had come easy in practice, Linda cut the speech short and retreated to her seat. It was, she said later, the worst speech of her life.

Where had she gone wrong? For hours Linda replayed the speech in her head. Then it hit her: It wasn't something she had done, but something a fellow Toastmaster had *failed* to do! Linda recalled how he had kept his nose glued to his manual during her entire speech, pausing only to munch noisily on a cookie.

The thoughtless Toastmaster had sent Linda a subtle yet unmistakable message: "You're not worth listening to." And that message had been enough to undermine her enthusiasm, her faith, and ultimately, her speech.

GOOD TOASTMASTERS ARE GOOD LISTENERS

According to the Communication and Leadership manual, Toastmasters International is an organization dedicated to helping people become better listeners, thinkers and speak-

Studies show that speakers unconsciously measure the way people listen while they talk to them. In public speaking we call that process "circuit response," and each speaker attempts to benefit from it. Basically, everything I say bounces off you and comes back to me. How I perceive you listening to me impacts the way I give my speech: sometimes positively and sometimes – as in Linda's case – disastrously.

ARE YOU AN ACTIVE LISTENER?

Effective listening is an important aspect of helping people speak better – our job as Toastmasters. Sporadic or inattentive listening is easy for a speaker to detect. A good listener in the audience can be the life-preserver we cling to during a difficult speech. Our eyes gratefully return to the face of the person who appears to be listening with genuine interest and enjoyment.

Dale Carnegie tells of finding such a sympathetic face in an audience he once ad-

by *Cindy Chambers, CTM*



ILLUSTRATION: VALA KONDO

dressed. While many others in the audience appeared bored by the topic, one elderly lady in the front row kept leaning forward, a warm smile on her face, nodding her head with genuine understanding. Again and again, Carnegie's eyes fell on the woman, and he warmed to her response. His growing enthusiasm ultimately won over the rest of the audience as well.

When the speech was over, Carnegie rushed to thank the woman.

"You're a wonderful listener," he told her. "It really made a difference to me, and I thank you."

The old woman responded by nodding and smiling. She then reached up to turn on her hearing aid. "I'm sorry," she said. "There's so much noise in here, I had to turn the darned thing off when I came in!"

GOOD LISTENING HELPS THE LISTENER, TOO

The ability to listen actively can be the key to success in Toastmasters.

In his book *Are You Listening?* Ralph Nichols tells of a speech class he took in college. While waiting for their turns to speak, students had to sit through nearly two hours of other speakers' speeches.

Nichols observed the listeners. Some of the girls, he noticed, did their nails. Some of the boys watched the girls. Some took the opportunity to study for other classes. Some studied the notes for the speech they were

going to give. And then there was the rare person who simply *listened*.

In such an audience, who do you suppose made the best speaker when his turn came? You might think it would be the person taking the time to review his speech. But this was not the case. Studies show those who listen and watch other speakers almost always become the better speakers. The listener sees what works for the speaker – his gestures, her speech patterns. Then, she unconsciously imitates.

NEED IMPROVEMENT? JOIN THE CLUB!

Statistics show that approximately 70 percent of our time is spent listening on an average day. Yet we usually retain only about 25 percent of what we hear. Imagine what would happen if we made an honest effort to retain just 50 percent! Learning to listen more effectively could improve our job skills, our "people" skills – and our Toastmasters skills.

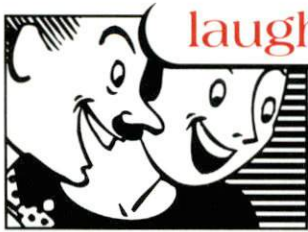
We can sharpen our listening skills and those of our fellow Toastmasters by occasionally asking speakers to evaluate the audience. This turnabout, (especially if it's done infrequently, without prior notice), can help us become more aware of the importance of our role as listeners. Speakers also can vote for the best listener of the evening, giving those not speaking a chance to bring home a ribbon. Or, there might be an informal pop quiz on speech content at the end of the meeting. How well you listened will immediately be reflected in your score.

Effective listening is a skill that requires practice, empathy and true concern for the speaker. Yet the payoff is considerable. Good listeners improve themselves while helping others become the best they can be. And isn't that what Toastmasters is really all about? ①

Cindy Chambers, CTM, is a member of Heartline Club 7409-63 in Clarksville, Tennessee.

*"It is the province
of knowledge to
speak and it is the
privilege of
wisdom to listen"*

– OLIVER WENDELL HOLMES



A report from
the hair war:
First came the
thinning of ranks,
then a retreat from
the front. Can
complete surrender
be far behind?

■ TEN YEARS AGO, WHILE CLAMBERING over an oil drilling rig, I fell headlong down a flight of 25 steel steps and knocked myself unconscious. While I sustained no long-term cognitive damage (one man's opinion), the event was marked by a small scar just inside my hairline.

Recently, while reviewing my countenance in the vanity glass, I made a revelatory discovery: for future retelling of the "I-fell-off-the-oil-rig" story, it is no longer necessary that I part my hair to reveal the scar that verifies the tale.

Yes, at the relatively tender age of 28, it has become clear that I am losing the hair

celebrity whose hairline and career are both in a state of recess.) Just try to beat the entertainment value of watching a rather delicate gentleman "thickening" hair with sprinkles of colored powder from what appears to be a pepper shaker. Lots of on-cue oohing and aahing occurs, and each sprinkle is accompanied by a series of dainty "pats" on the head.

As entertaining as this is, it's not for me. I'd probably show up at parties looking as if I were afflicted with brown dandruff. Furthermore, I don't fancy spending a lot of time patting myself.

In another infomercial, a fast-talking gent spray-paints bald spots, leaping from pate to pate with great alacrity, insisting all the while that he's not spray-painting. Again, a lot of

HIRSUTE PURSUITS

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By Michael Ryan

war. For nearly a quarter of a century, my scalp was protected by rank legions of hair. Then came the thinning of the ranks – followed by a general retreat from the front. These days, I don't so much comb my hair as harvest it. Can complete surrender be far behind?

Bald. The word itself drops flat and ugly from the tongue. It has no bounce, no redeeming phonic personality. Worse yet, it is employed in the description of items past their useful life, i.e., tires and old carpet. A simple lie becomes an outrageous prevarication when characterized as "bald-faced." Even its association with the regal fowl symbolic of the United States (bald eagle) has failed to lend any dignity to this monosyllabic utterance.

Ah, but never has there been a better time to go bald... after all, this is the age of the infomercial, and for my money, nothing is more amusing than a rollicking half hour of hair replacement therapy. (One common theme of these 30-minute pitches is a

patting is involved, and despite strategically lit "before and after" pictures, a little voice inside my head continues to suggest that the emperor has no hair, so to speak.

Then there's the one where an earnest trio of folks in expensive clothing offer to relocate chunks of the hair you have left into the places your hair left *from*. Seems a little too much like gardening to me. Yet another actually weaves faux hair into place. To me, weaving suggests only one thing: rugs.

A major pharmaceutical company offers a hair-sprouting ointment that actually works, with two qualifications: don't expect hair like Fabio (oh, woe!); do expect a monthly pharmacy bill roughly equivalent to a modest car payment.

And so, short of getting sprinkled, sprayed, plugged, woven or refinanced, what is a balding man to do?

As with just about every other malady (real and imagined) in the world, support groups are available, but who wants to sit around moaning about hair loss with a

ILLUSTRATION: VALA KONDO



graduation caps, yours truly topped the circumference list. Same story in college. So finding headgear that fits comfortably is a challenge. Adjustable caps offer an option, but most of these are emblazoned with team logos or mildly profane aphorisms ...not my style.

And so, my forehead continues to expand the realm of its domain (leaving me to savor the scintillating humor inherent in statements the likes of, "Say there Mac, yer forehead's turnin' into a five-head, yuk, yuk"), I think I'll just get on with life. After all, it's not as if something really critical were falling

"Short of getting sprinkled, sprayed, plugged, woven or refinanced, what is a balding man to do?"

bunch of bald guys? If I need someone to hold my hand while I go bald, what will happen when I start to get liver spots, or develop an arthritic thumb? No thanks, I shall call upon my reserves of Scandinavian stoicism and tough this one out on my own.

I suppose I could start wearing hats. I have noticed that a certain famous country music star (who is able, with a simple twist of the hips, to reduce groups of normally well-behaved women to screaming throngs of lingerie-tossing fanatics) is more likely to sing a medley of Barry Manilow jingles than remove his Stetson in public. Methinks he is keeping something (or nothing) under his hat.

But I'm not really a hat guy. Oh, they're nice – and if I thought by wearing one I could reduce groups of normally well-behaved women to screaming throngs of lingerie-tossing fanatics, I might give it a shot – but I've never really gotten used to them. For one thing, when I played football I had the biggest helmet on the team. When we were measured for our high school

out – my pancreas, for instance.

You see, there is a bright side to all this: Unfortunately, it happens to be the bathroom light glinting off my scalp! **1**

Michael Ryan is a writer living in Eau Claire, Wisconsin.

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Our daily discussions with friends
and colleagues deserve just
as much attention as our
formal speeches.

At a recent club meeting, a member gave a speech on "The Art of Conversation." His evaluator was quite critical of the purpose of the talk and wanted to know why the speaker chose to talk about the need for conversational training, especially in his own Toastmasters club. The inference was that everybody knows how to engage in conversation. "And," the evaluator concluded, "since we're in Toastmasters to learn how to be more effective communicators, let's not waste time in learning how to converse!"

Needless to say, a few of us disagreed with those comments. In the first place, if conversation isn't communication I don't know what is. The feedback is immediate. Whether you're talking to your wife and kids at the dinner table or with your boss and associates at the conference table, you know right away how well you are communicating.

So there should be little doubt that training in effective conversation should have its place in a Toastmasters club. After all, unless you are a professional speaker, the odds are pretty good that for every talk you are called on to deliver, you will participate in a couple hundred conversations. Being a good conversationalist, then, is one of the greatest assets anyone can have. So let us review some guides to more effective conversation:

■ **Stimulation Is the Key** – If you're talking about baby's first tooth, Tom's first girlfriend or your wife's craving for corned beef hash as a midnight snack, you're engaging in "idle chit chat"; subjects like these are just conversation starters. You may break the ice by asking a friend to talk about his vacation in the Bahamas, but you'll both be swimming in boredom if that's all there is to discuss. A meaningful conversation, on the other hand, often involves subjects or topics that are controversial. After all, when everybody agrees with you, what is there to talk about?

■ **Don't Be Disagreeable** – A few years ago around Christmas time, my wife and I were invited with another couple to a friend's home for dinner. After a marvelous meal, the conversation got off on the subject: "Is the permissiveness theory of Dr. Spock the best way to raise kids?" Everybody seemed to agree that permissiveness was

There's More to
CONVER

best – that the more freedom a child has the better his future development. Everybody but me, that is.

It was my contention that permissiveness leads to shallow relationships, instills a false sense of values, tears down family relationships, promotes bad manners and, in general, brings out the worst in young people. Helen, the wife of a long-time friend, was furious with me. She called me every vile name she could think of and accused me of being narrow-minded and a typical “Archie Bunker creep.” She kept up this harangue for about 10 minutes. Finally, she picked up a book and threw it at me.

Everybody looked at me, expecting a small explosion. But all I said was, “Helen, there are two principles involved in good conversation. First, that you have a stimulating topic to discuss. And second, by all means don’t hesitate to disagree if you feel so inclined – but don’t be disagreeable about it.” Once a conversation becomes disagreeable, two things happen: the conversation usually ends, and, quite often, so does the friendship.

■ **Two Conversational Taboos** – Almost any subject is fair game for a spirited conversation except two: religion and politics. These are personal, intimate propositions. Most people hold religious beliefs for reasons difficult to explain. And however you arrived at your political affiliation and thought, it is doubtful if anybody can get you to change. If you have any doubt about reconciling political or religious differences via the conversational table, just cast your eye on the world scene: situations in Northern Ireland and the Middle East are just a couple of the seemingly endless struggles that come to mind.

■ **Keep the Subject On Track** – How many times have you found yourself sitting around a table, with almost everybody contributing to the conversation, when one of the “left outs” suddenly interrupts, “Who do you think is going to win the Super Bowl?” You can’t say, “Bill, can’t you see we’re discussing Sharon’s next career move? Who the heck cares about the Super Bowl?” That’s a good way to lose a friend, and maybe ruin the conversation. Why not say, “Bill, that’s a great topic to bring up. But could you hold off on the Super Bowl for a few more minutes?” There is a time when it is best to tactfully change the subject:

by Barney Kingston, ATM

CONVERSATION

Than Just Talk



■ **Avoid Engaging in Personalities** – Suppose the subject you are discussing is “What is obscene?” One after another, everybody around the table has expressed an opinion on the subject. But suddenly someone blurts out: “Oh come on now, Joe, what kind of a jerk are you? Just because you get your kicks playing in a manure pile doesn’t change its odor.”

Once a conversation enters the “personalities phase,” if it isn’t stopped quickly, there’s almost sure to be some kind of destructive ending or fight. The best way to avoid further difficulty is to change the subject, pick another topic and, for at least a few minutes, don’t engage either person in direct conversation.

■ **Be a Good Conversational Host** – When hosting a gathering of friends at your house, don’t assume you will also host the topics for discussion. I have a friend who makes no bones about it. He tells me he always has a list of subjects on tap to discuss. I asked him how he knows what topics to choose and he told me he picks subjects he thinks will interest each couple invited. Whether he knows it or not, he’s treading on dangerous ground.

What happens if he picks a subject that may interest one couple but be anathema to another? What happens if nobody is really interested in the topic our good host chooses? The key to being a good host is to pick the right couples to start with, people who have something in common with the others. It’s all right for the host to get the conversation going with something that really interests him and see what develops. It’s all right, too, for a host to ask a question of some kind of expert to get the discussion started. “Ed,” you may ask, “how did you get your golf score down from 102 to 78 in one year?” Then let Ed take over.

If all your guests are sitting around a table, it is best to let them decide what they want to talk about. It is most embarrassing when a well-meaning host, anxious to engage a shy person in the discussion, asks a question that the shy person may not be able to answer. Remember that there are some people who cannot converse very well at the start of a party, but once they feel comfortable with people around them, they’re off to the conversational races. Also, remember that there are people who have difficulty expressing themselves in a crowd, but have little or no problem talking to one or two people. This is why a good host, as soon as possible, moves guests away from the dining area and lets them break into smaller groups in different parts of a living room or patio, allowing each to talk about its own interests. (And there is nothing in the

conversational book that says a host must participate with each group; there are times the host can be a wet blanket – particularly where young people are concerned.)

■ **Speak When You Have Something to Say** – There are people who think the way to shine as a conversationalist is to speak up as often as they can, particularly if they don’t agree with a point of view expressed. But there’s a middle ground here.

Yes, you do need knowledgeable people to keep the conversation going. On the other hand, you don’t want your brilliance to so dominate the conversation that you scare off all the others. The way to do this is to say, “I agree with Tom, and I’d like to give you some proof that he’s right.” Tom will love you (of course), but you’ll win over the other guests too, because you are complimenting somebody else. The idea is to add to the discussion of other speakers – not to grab the spotlight all evening.

Too many people seem to think that, in order to impress everyone at the table, they must be seen and heard often – even when they don’t really have anything worthwhile to say. If you have something worth saying go ahead and speak up – even if you have said more than the others at the table. But don’t forget that there are two parts to a good conversation: those who speak and those who listen. The guests who listen are receiving just as much, maybe even more, than those who do most of the speaking. So if you are sitting at a table and notice that everyone around you has been contributing to a discussion, don’t feel you must add your two cents to a topic that you really know anything about.

■ **Conversation vs. Speaking** – In the same vein, I’ve recently noticed that a great many Toastmasters are lousy conversationalists. Toastmasters are seldom shy or reticent at a conversational table. And when everyone at the table is a Toastmaster, it’s often survival of the loudest! Because of this, Toastmasters tend to dominate conversations with non-Toastmasters. We’re so used to running for the “best speaker” award that we tend to continue this competition at a table of hapless conversation guests.

It seems to me that the least we can do is give non-Toastmasters a handicap: Let the other guests hold the conversational spotlight for at least five minutes! Remember that the big difference between conversation and public speaking is that no one wants you to cover all aspects of a subject in conversation, just a phase or a part of a topic. Good conversation requires letting each guest who wants to speak on a subject be heard. When you find

“When you find yourself speaking for more than three or four minutes at a time, it means you are dominating the conversation.”

yourself speaking at a table for more than three or four minutes at a time, it means you are dominating the discussion.

Now there are times when it may not be your fault – when you are obviously so authoritative on a subject and such an interesting and entertaining speaker that the other guests actually want you to continue. Despite this boost to your ego, it is still best if you resort to some sort of gambit to get the others into the conversation.

You could, for example, get everybody's reaction to some idea you have. Say you have been talking at length about the general idea that former Secretary of State Henry Kissinger had become a liability to the United States and should have been replaced. If it is apparent that everybody agrees with you, there is hardly a reason for continuing this line of discussion. So at this point you might say, "Who would you have liked to have seen as secretary of state? My personal choice would have been Charles Percy because both the Arabs and the Jews like him, and he might have been able to resolve the Mideast problem. But you've heard enough from me. I'd like to hear who each one of you think would have been the best choice for the job."

■ **How to Correct a Speaker** – A few years ago I found myself involved in a unique situation. My host's wife said that Abraham Lincoln had told a woman who had written to him that he did not subscribe to her point of view, but would defend with his life her right to think as she did. Nobody at the table said anything, and I assumed they all agreed with this statement. So I corrected the speaker by saying, "Wait a minute! Almost everyone knows it wasn't Abraham Lincoln who said that, but Voltaire. That's one of the most famous quotes in Bartlett's book. How could you possibly be so wrong?" Needless to say, I was never invited to that house again, and I lost a good friend. I had been right, of course, but I had committed the cardinal sin of humiliating our host. Later on I learned that at least half of the people knew she was wrong, but kept quiet. There is a way to correct a speaker, but it really calls for tact.

Let's suppose I had another chance in the same situation. I could have said something like, "Mary, I'm glad you brought up that famous quote. I've heard it attributed to several people besides Lincoln. Just last week I heard a speaker say that quote was

made by Voltaire. I wonder what you all have heard?" There are two ways you can look at this kind of situation. You can keep quiet – after all, what harm can be done if the speaker is wrong? But if this kind of thing might embarrass a friend in a critical situation, it's better to correct an error as quickly as possible. But remember to do it tactfully.

■ **Female vs. Male Speakers** – In the old days at the end of a dinner, the women would go into the kitchen and have their conversation while the men would adjourn to the living room and, over brandy and cigars, carry on with the "important" subjects of the day. But that was decades ago! Today, there are just as many women being informed, going to college and having careers as men. And woe to the man who doesn't take them seriously!

In today's world women are often better conversationalists than men; and you'll see many of them in your own Toastmasters club. And all the men out there should remember this advice: There is one woman you must never disagree with at a table of guests in your house or anywhere else. No matter how fatuous her statements, no matter how silly her remarks, never – repeat – never disagree with her. I'm talking, of course, about the all-time, world champion conversationalist: your wife! **T**

"When everyone at the table is a Toastmaster, it's often survival of the loudest."

Barney Kingston, ATM, is retired from his career as a vice president of Salesman's Opportunity magazine. He is a former member of Speakers Forum Club 371-30 in Chicago, Illinois.

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PACESETTER
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THESE DAYS, ADVERTISING HAS remedies for everything from bad breath to body odor to headaches. But no one, unfortunately, claims to be able to cure us of that greatest social anathema – the bore!

There are several acute forms of boredom that, I'm sure, we all have encountered at one time or another. The first involves the person who talks endlessly about his children, grandchildren or pet subjects like bridge, golf or even Toastmasters.

You ask, "How are the kids?" and this kind of bore rambles on for 30 minutes. He has the talent of dragging every conversation, no matter how far removed, right back to his obsession. You might bring up Keats, Kissinger or Kern, and he still manages to get back to the only "K" he knows – his Kid.

The second type of bore continually strays from the subject. For example, take the person who starts off with, "Did I ever tell you about my trip to the International Conven-

The fourth and last type is someone who forever is "downbeat." He thinks humanity is composed of fools, swindlers and no-good bums. The world is out to get him, and even the weather is changing for the worse. Since a negative attitude is contagious, beware – you might catch it. And remember: If you ever find yourself trapped in a conversation about the three "D's" (death, disease and disaster), it's a pretty good guess you are dealing with a downbeat bore.

Unfortunately, most bores are not aware of their problem and just go through life testing the patience of everyone they meet, never noticing how their ramblings make their victims feel uncomfortable. So it is up to all of us to learn how to change the subject – not only to help the bore, but to keep ourselves from committing some violent act.

Try one of the following methods the next time you're stuck with a bore:

Banning the

by Patricia Brennan

BORE

(20)

We all know at least one. But do we know how to deal with them?

tion last summer? There were five of us going and we all took the same plane. Was it five or six? Come to think of it, it was six. I remember we all met at the airport and had lunch first. Sam wanted melon and couldn't get it. Anyway we left on Friday, or was it Saturday? No, it was Saturday because Friday I went to the dentist. Boy, do I have the greatest dentist..." You never do get around to hearing about the convention. And maybe you were better off!

The third type argues continuously about whatever is being discussed. He knows the answer to everything. He can effectively close out any discussion with one flat statement and doesn't hesitate to tell you how wrong your views are if they don't coincide with his. No discussion is ever possible with him because he knows only one opinion: his own. And he delivers it like Moses delivering the Ten Commandments: "Thou shalt not disagree with me!"

■ **By the Way, Speaking of...** The trick here is to associate a new idea with the topic that must be changed. Here's an example from a recent trip to the beach: A new couple joined our group for the first time. It was a rather foggy day but none of us felt the need to discuss it – why state the obvious? But the wife said, "It sure is foggy today." We agreed. Then her husband went on to say, "It really has been a cold summer. We seldom have had such a long stretch of chilly weather without a few warm days in between." Again we politely agreed. Then one of the other men said, "By the way, speaking of the weather, I was reading in the morning paper that a Columbia professor has evolved the theory that eventually the intelligence of people may be definitely measured by the temperature of the country in which they live." Then someone added, "That sounds a bit far out, how does he explain it?" From there we all joined in an interesting discussion.



■ **May I Have Your Opinion On...?** Sometimes you'll find that you must halt a bore mid-sentence and ask her advice on something. Remember, the wish for advice must be sincere. I have a friend who talks constantly about her children. One day as she was getting wound up, I interrupted to ask, "Before I forget, will you give me the date of the next PTA meeting? I wasn't able to attend last time." She was glad to furnish me with that information, and before she could decide on what great mark of genius her son has displayed recently, I continued my questioning: "Who is the guest speaker at the meeting?" She replied it would be a child psychologist from the nearby university. I came right back and asked if she thought we could get together and prepare a list of questions to present at the open forum following the lecture. We ended up in a productive conversation about parenting issues.

■ **Aren't We Lucky To...?** Have you ever been trapped in a car or on a train with a person who is the "downbeat" type of bore? I was in just such a situation recently on the Long Island Railroad headed for New York City. The man next to me began talking

about how terrible the government is and how we are all going to the poor house. We were riding through a very scenic part of Long Island as he rambled on and on. I tried to divert his attention to the pretty countryside but he replied, "Yeh, it's OK, but not half as pretty as my home state of South Carolina. Why, everything down there is so beautiful and the weather is perfect. Up here the weather is so disagreeable and so are the people. My wife hasn't been well since we moved here 10 years ago and she agrees with me - it's the darn weather and the unfriendly people." I interrupted to say we were headed for New York City and wasn't the skyline one of the most inspiring sights? I went on to say I thought we were lucky to live so close to such a great city with all its culture and asked him if he was interested in the arts. He replied, yes, he was very interested in the theater. And lo and behold, we began an interesting discussion about the theater, especially little theater groups in Long Island. We found out we had a mutual interest and got off the train promising to contact one another.

So with a bit of talent and patience, even a downbeat bore can contribute to a good conversation!

■ **Guiding the Conversation.** A good guideline question is "Why are we talking?" Always ask yourself if the conversation will have value tomorrow. The best rule is to start with an interest in the other person and then expand the subject into something in which everyone can become involved, if you are conversing in a group. Try it next time you attend a Toastmasters meeting. Listen carefully to the subject. If it is worthwhile, the topic will grow as different people add their ideas. Remember, it is not easy to get people to stick to a subject and not digress. If you can keep the conversation going for 30 minutes, you are successful.

So next time someone throws you a conversation stopper like: "I never used to eat turnips; now I do" or "I wake up at 5:30 every morning, workday or holiday," resist the urge to say, "Who cares!" Instead, change the topic to one of interest to all. Don't ban the bore! Guide him or her through the door to a new topic of conversation. **T**

This article originally appeared in the January 1977 issue of The Toastmaster.

"You might bring up Keats, Kissinger or Kern, and he still manages to get back to the only 'K' he knows - his Kid."

Speechwriting expert Dr. Terry Tarner explains what ancient orators can teach modern-day speechwriters.

To Help the Truth Prevail

by John M. Cowan

Pundits and philosophers complain that we live in an age of declining eloquence. Great oratory is dead; no one can compare to the likes of Churchill, Lincoln and others whose words changed the course of history.

If this is true, what better place to look for a remedy than in the words and writings of the first great orators? In a workshop session at the 1993 Conference for Speechwriters, speechwriting expert Dr. Jerry Tarver explored what the ancient Greek orators like Demosthenes and Cicero can teach modern-day speechwriters.

The art of rhetoric began with a Greek named Corax, who coached citizens on how to argue court cases. "Corax observed that the person with the most evidence didn't always win the argument," said Tarver. Corax developed a style of rhetoric based on probabilities: What is most likely to have happened?

This approach suggests that the "facts" of the case are more ornamental than indispensable. The philosopher Aristotle held that facts constitute inferior, "inartistic" proof. Tarver cited that famous trial surrounding the assault on truck driver Reginald Denny of Los Angeles: "I saw the video, you saw the video - a fellow picked up a large brick and

hit Denny on the head with it." Yet the jury did not convict the defendants of attempted murder. "The evidence did not persuade them," Tarver said.

One argument: The defendants hit Denny only once, although they had time to strike him many times before the police arrived if they had really intended to kill him. "That is one of the first and most important lessons that we need to learn from the classical rhetoricians," said Tarver. "The facts don't count as much as what you do with the facts."

If facts are "inartistic," what tools of argument are preferable? "First of all, logic," said Tarver. Aristotle, discussing logic and rhetoric, pointed out that syllogisms (deductive reasoning) must rest on premises which seem true to intelligent people. Tarver offered one syllogism as an example: Napoleon must be obeyed; I am Napoleon; therefore I must be obeyed. "That is a perfectly logical syllogism," said Tarver, "but it doesn't start from something which seems true."

Second, an appeal to emotion. "Feelings are often way more important, then and now, than just logic," Tarver said. If you rely on simply laying out the facts when a crisis strikes, you and your organization may find yourselves at a disadvantage against critics with emotion-loaded arguments.

Third, the character of the speaker. "That's a powerful force, there's no question about it,"



Tarver noted, although the speechwriter doesn't control the speaker's reputation – and speakers with good reputations don't rest on them.

From a more philosophical perspective, Tarver ticked off the uses Aristotle laid out for rhetoric:

- **To help the truth prevail:** "There is absolutely no reason for us to believe that truth is going to win in an argument just because it's the truth," said Tarver. "Do you ever work for speakers who believe that just because we're right, we ought to win?"
- **To teach:** While technical experts may understand the intricate details of their work, "you need somebody who can come in and use rhetoric to explain them to the public."
- **To see both sides of an issue.** "If you have learned how to put an argument together, you have learned how to tear an argument apart."
- **To defend yourself.** When your organization is under attack, somebody else gets to frame

the debate, choose the battleground, decide when and where to fight. High school and college debating courses teach speakers how to quickly prepare a counterattack.

Tarver pointed out that something in human nature seems to make us "people in need of argument." We want reasons to support our beliefs and actions. The attention paid to the Gore-Perot debate about NAFTA in November 1993 may testify to the hunger of Americans for argument; in addition, "somebody like Rush Limbaugh, I submit to you, has tapped into the fact that people want to hear the arguments."

The trappings of oratory may be changing, but speechwriters and speakers may yet breathe life into the ancient tradition of rhetoric. ①

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"There is absolutely no reason for us to believe that truth is going to win in an argument just because it's the truth."

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The No-Excuse Way to Become a CTM

*You can deliver a seven-minute speech in ten minutes:
three minutes to prepare, and seven minutes to deliver it!*

A common woe among Toastmasters is how difficult it is to come up with a good speech topic. Then, even when you do find a good topic, who has the time to write and prepare a speech? Toastmasters tend to be busy people who only have about 10 minutes to devote to each manual speech. If these time constraints sound familiar you'll be delighted to know that it is possible to prepare and deliver a seven-minute speech in 10 minutes. Yep, three minutes to prepare the speech and seven minutes to deliver it. It's simple, when you know the trick...

It's an old forensic trick I learned in college while competing nationally for my public speaking team. When you learn the trick you will be able to prepare and deliver a seven-minute speech about almost anything. (Imagine how easily you can finish your basic manual and become a CTM?)

The first step is to find a topic for your speech. I recommend getting a book of famous quotes. Every library has at least one. Such books usually list the quotes by subject and by author. Flip to a subject that grabs your interest, or to an author you are familiar with, and select a quote. Give yourself three minutes to take notes on what comes to mind when you reflect on the quote. Within three minutes, you will have the body of your next speech.

A wealth of speech opportunities can be found in the springboard of a famous quote. Since I am familiar with William Shakespeare and have read many of his plays, I chose a quote by the ol' Bard himself:

*Now is the winter of our discontent
Made glorious summer by this sun of York*

So, you ask, how on earth can you prepare a speech in only three minutes using that quote?

Here's how:

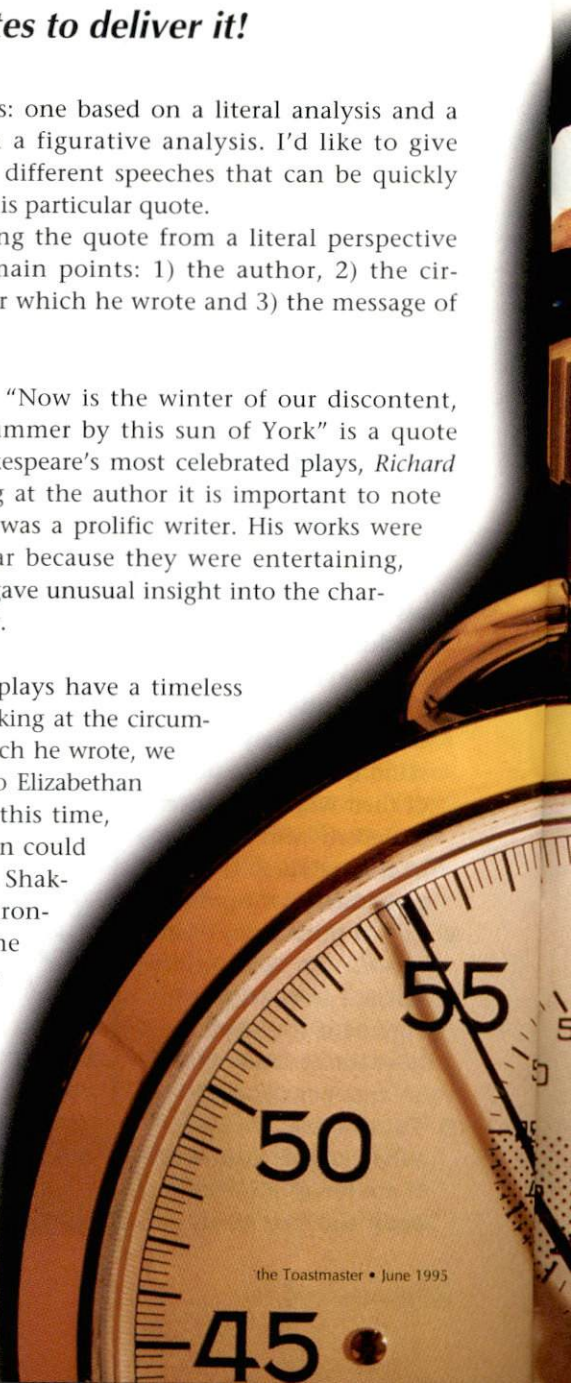
Any quote can be analyzed from two perspectives: literal and figurative. Therefore every quote can inspire two

different speeches: one based on a literal analysis and a second based on a figurative analysis. I'd like to give examples of two different speeches that can be quickly prepared about this particular quote.

When analyzing the quote from a literal perspective focus on three main points: 1) the author, 2) the circumstances under which he wrote and 3) the message of the quote.

The Author – "Now is the winter of our discontent, made glorious summer by this sun of York" is a quote from one of Shakespeare's most celebrated plays, *Richard III*. When looking at the author it is important to note that Shakespeare was a prolific writer. His works were extremely popular because they were entertaining, informative and gave unusual insight into the character of humanity.

The Era – His plays have a timeless appeal. When looking at the circumstances under which he wrote, we go back in time to Elizabethan England. During this time, the average person could not read or write. Shakespeare's plays chronicled events of the era as well as taught about the past. His course humor spiced the most serious dramas, delighting his audiences.



His recount of world events and fictitious personalities was replete with sensitive insight. Shakespeare explored his character's motives in a fashion that no doubt pleased Sigmund Freud. These latter traits are the reasons his works are so valuable today: They offer a sophisticated mosaic window to the past. His plethora of works were priceless for their time and remain so today.

The Message – In considering the value of this quote within the play we learn that it is actually the first two lines of the play, *Richard III*. It is part of the play's introduction and actually "pre-tells" the audience about the show. "Pre-telling" the audience what would happen in the play was a technique commonly used by Shakespeare. During Elizabethan England the agrarian audience would arrive for the theater at different times. The pre-telling allowed one farmer to tell a straggler what was going on. Also, if someone couldn't stay for the entire performance, they were still able to enjoy the full plot.

The quote happens to incorporate several of Shakespeare's talents into one sentence. The part about "made glorious summer by this sun of York" is a pun – a play on the word sun. The glorious sun cleared up the harsh winter and the glorious son is the man the play is about. The quote is also melodic in cadence, a talent for which Shakespeare is famous.

The next step is putting these thoughts on a note card within three minutes. This part of the preparation will be

PHOTOGRAPHY: PETER SIMON

easier than it might seem at first. Since you have chosen a quote about a topic you are familiar with, your analysis will come quickly. After you have organized three major points that will become the body of your speech, your note card might look like this:

BODY OF SPEECH

1) The author

- prolific and popular writer
- chronicled history with unique insight

2) Circumstance under which he wrote

- invaluable for their time
- populace was entertained by them
- illiterate masses were educated by them
- valuable even for today as his insight into humanity remains refreshing

3) The message of the quote

- pre-tells audience about the play
- illustrates Shakespeare's melodic verse
- explains a large portion of the play

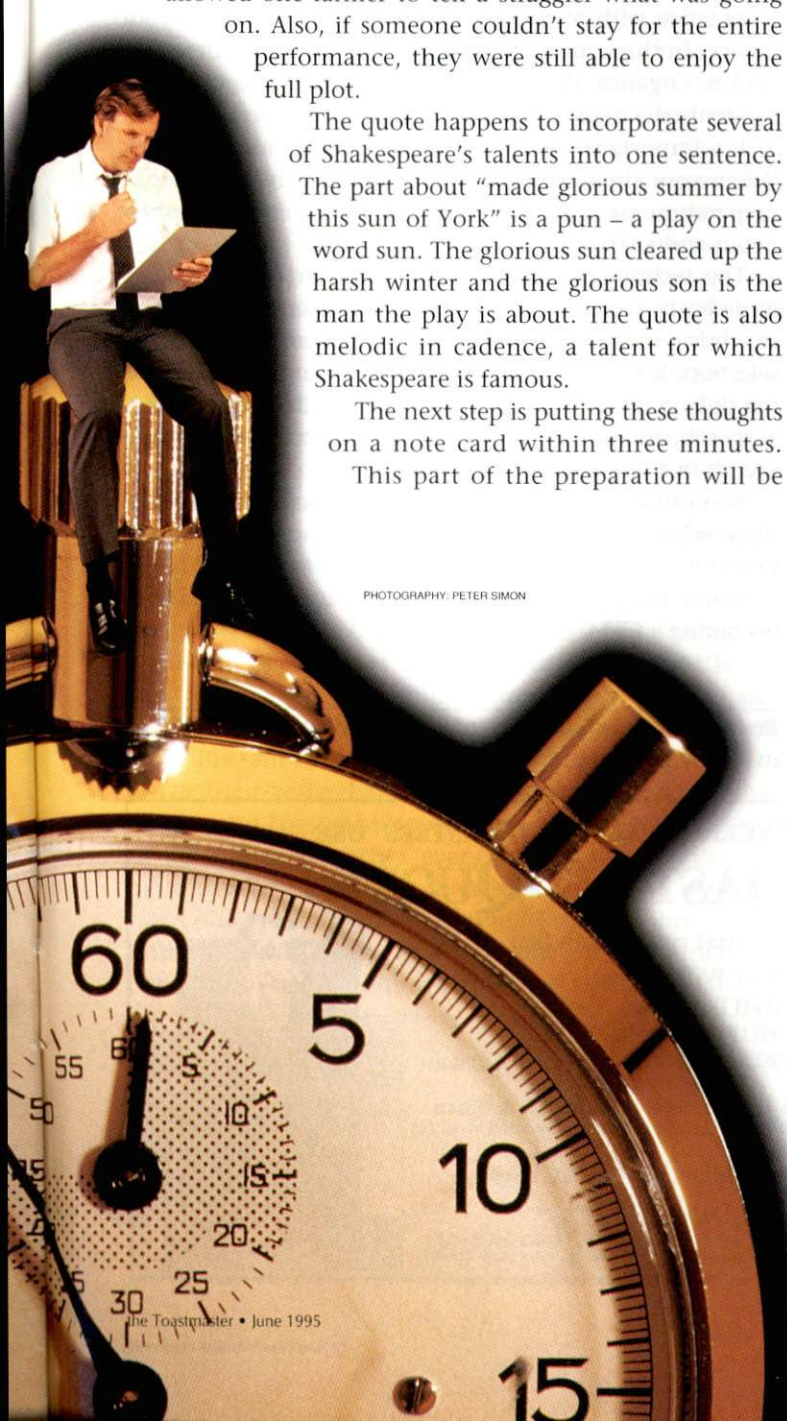
Voila! You have outlined the body of your speech.

The Figurative Perspective – The second and very different speech inspired by this quote is derived from a figurative perspective. In a figurative perspective there are several main areas or angles of analysis for most quotes. Some quotes bring to mind a religious sub-text. Others can be interpreted as political. Depending on how you look at the quote it may bring to mind an international situation, or be compared to the life of a famous person or even a fictitious one. The interpretations are endless.

Choose three areas of analysis or interpretation to form the body of your speech, i.e. national, international and personal.

First let's brainstorm the national angle of "Now is the winter of our discontent." Well, an American might take the stand that former president George Bush not getting re-elected was a reaction of the nation's discontentment. People were discontented with the economy, the healthcare system, the failing educational system, etc. "The glorious sun of York" is President Bill Clinton. He was elected by convincing voters that he would make our winter of discontent into a glorious summer. Has he kept his promises? Is he effective? Raising questions such as these allows you to personalize the speech.

To further analyze this quote, let's look at the international scene. A large segment of the world seems to be in discontent. A sluggish global economy is overshadowed only by the pain and suffering in countries such as Somalia and Bosnia. But, oh, the glorious sun of the United Nations Peace Keeping Troops that have brought food to the starving. Did they arrive too late? Is the international community doing enough to bring relief to the victims of these wars? Your perspective becomes an integral part of the speech.



The third area of analysis is the personal angle.

On a personal level, this is not the winter of my discontent. (What's that you say? You don't have to agree with the quote? No, you don't.) I own and operate a baking business. People may be experiencing hard times economically, but when it comes to celebrations they still want a beautifully decorated cake! So, during a time when people are tight with money, I'm letting them have their cake and eat it too.

So, now that this quote has been analyzed from a national, international and personal level, the outline for the body of your speech is easy:

BODY OF SPEECH

1) National Discontent

- economy, healthcare, failing educational system
- voting out the old political machine/our future hope for "glorious sun" is Bill Clinton

2) International Discontent

- sluggish global economy
- starvation in Somalia and genocide in Bosnia
- U.N. troops bring relief. Too little too late?

3. Personal Discontent

- local corporations laying off employees
- people spending carefully; family celebrations refuel the spirit
- Bernadette's Bakery supplies decorated cakes

Great! We've finished outlining two different speeches for the same quote... and I'll bet you thought you couldn't even prepare one speech in that short amount of time.

The introduction and conclusion to either of these speeches can be created by remembering the basic principle of speech structure: Tell them what you're going to tell them. Tell them. Then tell them what you've already told them.

Keeping this practice in mind, your introduction might go something like this: "As I was thumbing through a book of famous quotes the other day, I came across one that particularly struck my interest: "Now the winter of our discontent, made glorious summer by this sun of York." This quote from William Shakespeare's Richard III brings to mind a few things going on in the world today. I began to analyze the quote from three points of view: a national perspective, an international perspective, and lastly, from a personal view. From the national perspective... and so on and so forth as you refer to your note cards for the body of your speech.

Your speech introduction should be quick, simple and to the point. It really takes no more than 30 seconds. Then when you get into the body of your speech allow two minutes a piece for each of your three points. Referring to note cards will help you stay on track and be time-conscious.

In Conclusion – When ending your speech, remember the principle "tell your audience what you've already told them." Using lots of pauses for effect, a good wrap-up conclusion for this particular speech might be: "So, as you can see, Shakespeare's quote has meaning even today when analyzed from a national, international and personal perspective. 'Now is the winter of our discontent, made glorious summer by this sun of York.' I wonder if the ol' Bard realized when he wrote these words centuries ago how timelessly thought provoking they were.

Your conclusion should wrap up the speech in about 30 seconds. So that allows 30 seconds for the introduction, two minutes for each of the three main points in the body of your speech, and 30 seconds for the conclusion. That's a seven-minute speech.

The three minutes of preparation is the part you'll need to practice with a stopwatch. Look at the quote of your choice. In three minutes jot down the thoughts the quote evokes. Organize those thoughts into three categories and suddenly the body of your speech has been born.

It's important to time yourself during practice runs. When your stopwatch goes off and your three minutes of preparation are up, time yourself as you deliver a spontaneous and energetic seven-minute speech.

This technique is so rewarding that clubs can successfully dedicate a meeting to it. The Vice President Education can bring in a list of quotes for each member to make a selection. It's a fun way to practice your impromptu speaking skills, a terrific way for a procrastinator to write a manual speech, and an easy way for a busy Toastmaster to write a speech in a limited amount of time!

You can deliver a seven-minute speech in ten minutes: three minutes to prepare the speech, and seven minutes to deliver it...That's right three minutes of preparation!

Good luck finishing your beginner's manual and becoming a CTM. **T**

Bernadette Conroy, CTM is a member of Wayne Club 2099-46 in Wayne, New Jersey.

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In Memory of a Past International President **FRANKLIN K. McCRILLIS: 1908 - 1995**

■ AS THE WORLD LOOKS BACK AT THE battles and events that occurred 50 years ago, it is appropriate that Toastmasters remember the incisive leadership of 1945-46 International President Franklin K. McCrillis, DTM, who died March 13 at the age of 87.

As soon as the United States became involved in World War II, membership in Toastmasters immediately declined. Gradually, clubs began to recover, but it was apparent that Toastmasters International would feel the effects of postwar change. As incoming President, Frank McCrillis wanted to make sure the Toastmasters organization kept pace with the times.

McCrillis had already worked for 15 years with the *Seattle Times* as a department editor and national advertising representative. He also was well known for his community work with the Red Cross and the Junior Chamber of Commerce, and had most recently chaired a number of committees that supported War Bond drives and other related projects.

As a Toastmaster, his leadership qualities also proved invaluable, first as a member of the Board of Directors, then as Vice President. Focused on developing a strong organizational framework, incoming President McCrillis said in the September 1945 issue of *The Toastmaster* that he looked forward to building up Toastmasters International "until its influence reaches every part of the nation and many parts of the world."

In order to fulfill this objective, McCrillis initiated some actions that were not without controversy. His move to more than

double member dues, for example, met with objections from those who feared a further decline in membership. But the additional dues instead provided a much-needed income increase for districts and enabled the staff to develop more educational materials.

McCrillis also was responsible for hiring veteran Toastmaster Ted Blanding as the organization's first Executive Secretary (later Executive Director). This allowed the founder, Dr. Ralph Smedley, to focus on the development and writing of manuals rather than becoming overburdened with administrative tasks.

According to Toastmasters' Legal Counsel Joe Rinnert, who served as Vice President during McCrillis' administration: "Frank made a wise decision to hire someone to handle the business aspects. Programs that were subsequently developed encouraged returning servicemen to join and speeded up the expansion of the organization."

Just prior to his term as President, McCrillis opened his own public relations agency in Seattle, which he proceeded to develop in the years that followed. His Toastmasters participation also continued: He was responsible for forming many clubs in the Seattle area, and is remembered for his many speeches extolling the virtues of "the great Northwest."

McCrillis is survived by his wife, Sally; his daughter, Shelly McCrillis Nelson; her husband, Spencer; and two granddaughters, Jennifer and Heidi. T



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*The Board of Directors of Toastmasters International
is pleased to announce the appointment of*
JENNY K. PAGANO, DTM
*from District 11, Region V,
to serve as International Director for the 1994-1996 term.*



YOUR 1995-96 OFFICER CANDIDATES



Official Notice

The 1995 Annual Business Meeting will be held on Friday, August 18, at 8 a.m., during the International Convention, August 16-19, at The Town & Country Hotel in San Diego, California.

Here's your introduction to Toastmasters International's 1995-96 Officer Candidates. On August 18, you'll have the opportunity to vote for the candidate of your choice while attending the International Convention in San Diego.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the Bylaws of Toastmasters International.

It is the right and duty of all Clubs to participate in the voting, either through their representatives at the Convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate.

(Additional nominations for International Officers may be made from the floor at the Annual Business Meeting. International Director candidates will be nominated at the eight Regional Conferences to be held this month.)

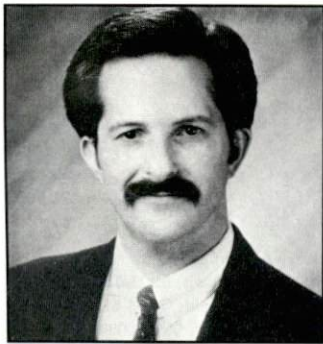
NOMINATING COMMITTEE:

Jack Gillespie, DTM, Chairman; Bennie E. Bough, DTM; John S. Latin, DTM; Irene Evans, DTM; Alan Whyte, DTM; G. C. Brown, DTM; Joan Johanson, DTM; Norman R. Maier, DTM; Wayne E. Baughman, DTM; Fran Gedra, DTM; J. Andree Brooks, DTM; Clare J. Murphy, DTM.



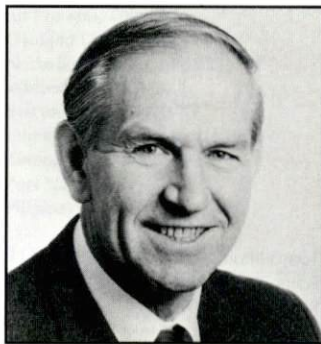
FOR PRESIDENT

Ian B. Edwards, DTM – Senior Vice President, Second Vice President, Third Vice President, International Director during 1988-90 and District 20 Governor from 1984-85. A Toastmaster for 18 years, Mr. Edwards is a member of Executives Club 335-19, Professional Achievers Advanced Club 8132-19, Johnston Club 4605-19, Gate City Club 759-20 and Los Oradores (bilingual) Club 7987-19. During his three years in top District office, District 20 was honored as a Distinguished District each year. He obtained his B.S. and M.S. degrees from the University of London (England) and his Ph.D. degree in genetics from North Dakota State University. He has spent 29 years in genetic research in North America, Europe and Africa, and is currently a World-wide Crop Research Director for Pioneer Hi-Bred International. Mr. Edwards was elected to two terms as Chairman of the National Wheat Improvement Committee (1985-91), and currently serves as Vice Chairman on the Executive Committee of the National Wheat Quality Council. He also serves on the American Seed Trade Association and the Governors Task Force on Volunteerism. He resides in West Des Moines, Iowa, with his wife, Patricia, and daughter, Julie.



FOR SENIOR VICE PRESIDENT

Robert E. Barnhill, DTM – Second Vice President, Third Vice President, International Director during 1989-91 and District 44 Governor from 1986-87. A Toastmaster for 12 years, Mr. Barnhill is a member of the Lubbock Club 884-44, the Articulate Club 6145-44 and the Lubbock Professional Club 5011-44. As Governor of District 44, he led the District to President's Distinguished District. He received a President's Circle Award in 1988, was named District 44 Outstanding Toastmaster of the Year in 1988 and received the Accredited Speaker designation in 1992. He was named the AICPA Outstanding Discussion Leader in 1991-92 and is a member of the Order of the Coif. Mr. Barnhill is a self-employed attorney, estate planner, Certified Public Accountant and Certified Financial Planner. He is a member of the State Bar of Texas, Texas Society of CPAs, International Association for Financial Planning, the American Bar Association and the National Speakers Association. He and his wife, Jana, who also has received a DTM designation, reside in Lubbock, Texas.



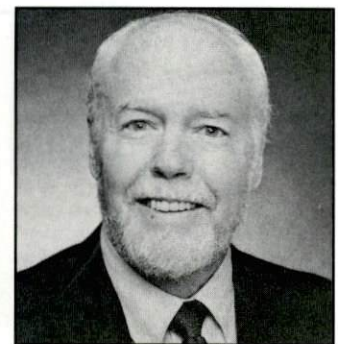
FOR SECOND VICE PRESIDENT

Len Jury, DTM – Third Vice President, International Director during 1990-92 and District 72 Governor 1989-90. A Toastmaster for 19 years, Mr. Jury is a member of Auckland Club 3593-72 and a charter member of City of Sails Club 6475-72 and Illuminati Club 8929-72. As Governor of District 72, he led the District to President's Distinguished District, President's Extension Award and President's 20-Plus Award. He received the District Outstanding Lt. Governor Award in 1987, the District Professionalism Award in 1988 and the Auckland Club Outstanding Toastmaster Award in 1992. Mr. Jury is CEO and owner of Len Jury, Ltd., an internationally known stamp dealing firm. He has been a consultant for New Zealand Post Stamp Design Council and a Past President of the New Zealand Stamp Dealers Association. He also owns and runs a 300-acre townmilk supply dairy. Len and his wife, Heather, who has received a CTM designation, reside in Auckland, New Zealand. They have two adult children, Sheryl and Ian.



FOR THIRD VICE PRESIDENT

Terry R. Daily, DTM – An International Director 1991-93 and District 64 Governor 1988-89. A Toastmaster for 12 years, Mr. Daily is a member of Cargill Trade Masters Club 5913-6 and Crosstalkers Club 5211-6. As Governor of District 64, he led the District to Distinguished District. In 1993-94 he served on the District 6 New Club Demonstration Team and was a trainer of Public Relations Officers in Regions IV and VI. He is a member of the Institute of Chartered Accountants of Manitoba, Canada, and served a one-year term on the Board of Directors as Chairman of the Professional Development Committee. He has been active in the U.S. and Canadian United Way. Mr. Daily obtained a Bachelor of Commerce (Honors) Degree, majoring in Marketing and Human Resources, from the University of Manitoba in 1979. A Chartered Accountant and Controller for Cargill Incorporated, his job responsibilities have included human resources, training, and accounting. He and his wife, Judy, who is an ATM and a Club President, reside in Plymouth, Minnesota, with their son, Taylor.



FOR THIRD VICE PRESIDENT

Timothy R. Keck, DTM – An International Director 1992-94 and District 49 Governor 1989-90. A Toastmaster for 15 years, Mr. Keck is a member of Pearl City Club 2805-49, Hickam Club 520-49 and Aloha Speakers Club 5190-49. As Governor of District 49, he led the District to Distinguished District. He received the District 49 Silver Gavel Award in 1994 and the Leadership Excellence Award in 1992. He has a Ph.D. from the University of Wisconsin, and is a summa cum laude and Phi Beta Kappa graduate. Mr. Keck was a Ford Fellow and a Fulbright Fellow to the University of Marburg in Germany. For the past two years, he has served as Board President for Hawaii Habitat for Humanity. He is a founding member of the Aloha Speakers Bureau and is a member of the Honolulu Chapter of the Alzheimers Association. Mr. Keck is head of the Air Force history program in the Pacific. He has developed award-winning programs as a military human resources development specialist with the U.S. Air Force over the past 20 years. He and his wife, Laura Crites, reside in Honolulu, Hawaii. They have one adult child, Krista.



hall of fame

The following listings are arranged in numerical order by district and club number.

DTM

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

A. Roy Menzies, 9387-5
Michael L. Maranell, 7654-24
Gary R. Bunde, 6458-29
Sandraneta M. Smith, 2746-33
Ralph E. Rauscher, 8115-39
Margaret Bobowski, 3146-42
Molly Strickland, 9674-42
Mervin G. Aden, 79-54
Robert Stanley Flanagan, 2468-56
Glenda J. Pickens, 4843-63
Charles W. Morse, 4167-65

ATM Silver

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

Robert W. Carlson, 7137-2
William Haskett, 385-11
Donald M. Bush, 4357-23
Walt Baumann, 403-24
Dorothy Egan, 900-69

ATM Bronze

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Val J. Benton, 6583-U
Rosi Meier, 761-5
Ernest P. Hopkins, 7070-5
Donna Goodman-Herron, 5480-7
Roy F. Messier, 1969-12
Stanley J. Reyburn, 4062-12
Susie Carter, 5834-14
Mary Drew Hamilton, 5864-14
Reeta Sanatani, 6265-21
Joe Calligan, 387-23
Leonard "Len" Hall, 3109-23
William G. Shrecengost, 5929-23

David A. Watkins, 6545-25
David E. Laycock, 1660-28
James R. Boswell, 2435-38
Frank D. Zook, 5113-39
Anthony Bonina, 6156-40
Robert E. Barnhill, III, 5011-44
Frank M. Costa, 3007-53
Beverly Fishell Wall, 404-62
Jo-Anne McDowall, 1419-64

ATM

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

Vickie L. Mitchell, 3069-U
Bob Johnson, 6583-U
Lynne E. Velling, 729-F
J. Gene Claypool, 3280-F
Glen Robinson, 6851-F
Patrick Joseph Joyce, 412-1
Giyora (Guy) Doeh, 2681-1
Joan C. Dehn, 3543-2
Franche Arko, 7137-2
Jeanne Davis, 1837-3
James B. Folk, 5182-3
Mary J. Vokral, 7657-3
Alfred Gilbert, 1243-4
Pauline M. Seales, 2943-4
Betty Willis, 2335-5
Carol F. Harris, 5528-5
Connie Knutson, 2248-6
Cory J. Miller, 4701-6
Don Johnson, 4807-6
Marilyn J. Nagovsky, 7964-6
Elizabeth A. Moore, 138-7
Dianna Gould, 2513-7
Chris Wallace, 6317-7
Rodger Clawson, 8848-7
Thomas Ferris, 1957-8
Carol Thompson, 4492-8
Roger A. Worman, 4587-8
George Goehl, 2471-11
Jeanette Heitger, 8601-11
Philip M. Kellett, 105-12
Lois A. Gore, 4797-13
Lewis R. Shields, 7004-13
Lillian B. Jenkins, 1827-14
Robert F. Gerbert, 1827-14
Sara Braswell, 3344-14
Sylvester Singleton, 5803-14
Wilbert C. Mayzck, 5803-14
H. Charles Barnwell, 5849-14
Patricia Fiene Voyna, 8352-14
Roger Oxford, 1062-16
Robert Douglas Brown, 3044-16
Gregory A. McCarty, 4737-19
Mark Buschena, 717-20
Linda Pomeroy Bernard, 4389-20
John Dunford, 1938-21
Tony Hilton, 8237-21
Elaine Kahlke, 9164-21
Rex Pawlak, 1279-22
Steve Schroeder, 6444-22
Ramon E. Mondragon, 846-23
Karen A. Kelty-Kopel, 2309-23
Patricia A. Garcia, 2309-23
Charlotte E. O'Dell, 2114-24
Thomas A. Duey, 2788-24
Harold Wilson, 4362-24
Harry Hall, 3365-25
John C. Fooks, 619-26
Kevin Keith Van Gundy, 5951-26
Carole L. Martinez, 7186-26
Patricia A. Flanagan, 2014-27
Wayne Henry, 2412-27
Leigh Ann Schaumburg, 642-29
Paul Goldstein, 2277-31
Peter Seymour, 7984-31
Stan Brooks, 3704-32
Monica Sandoval, 2224-33
John Paul Manachek, 3508-33
Kathleen A. Wyman, 4333-33
D. George Lund, 4893-33
Jo Ann Williams, 7634-33
John F. Vanicek, 4955-35
Larry Roth, 1278-37
Eileen Marie Hemenway, 8215-37
Sandy Kinnamon, 553-40
Marilou Jacob, 3456-40
Tim Axtman, 509-41
Paul Bonnet, 2849-42
Elizabeth Dawn Fiona James, 3418-42
Susan Cullen, 3684-42
Wendy J. Callahan, 3724-42
Pia Habersang, 1875-44
Steven L. Hightower, 5011-44
Stanley Brian Socia, 5440-44
Rick Carel, 7432-44
Marilyn Howlett, 4588-45
Mary Anne Carletta, 5009-46
Annie Grace Boykins, 8129-46
Steve Wilmarth, 129-47
Susan Kolker, 4051-47
Sandra L. Sutherland, 5146-47
Renate Wilms, 5807-47
Albert J. Bartolis, 9628-47
Romay Davis, 4258-48
Naren Menon, 4533-50
Martha C. Duncan-Hodge, 9019-50
Marcia Bruce Bush, 5522-52
Matthew G. Ainley, 7488-52
Gerald F. Gross, 6613-53
Ronald R. Gremore, 195-54
William H. Malmgren, 1196-54
Valerie Susan Parker, 7060-54
C. Ray Schoch, 1722-56
Mauri Rex, 2892-56
Archie Lee Holmes, Sr., 3809-56
Johnnie J. Salazar, 4601-56
Cheryl Y. Shields, 6045-56
Garland L. Buffalo, 6701-56
Anthony Chevas, 8741-56
Richard A. Holway, 1441-57
Peter Hartman, 5067-57



Larry A. Sinn, 2070-58
Marvin W. Davis, 6203-58
Annette Reynolds, 7778-58
Patricia Beckett, 5692-60
Robert Cote, 5097-61
Jo Ann Wilton, 1021-62
Claude C. Lewis, 3264-63
Melissa Dunkel, 7409-63
Alan Cundy, 4524-65
William H. Scott, 5659-65
Roy W. Saxman, Jr., 3423-66
Susan Albritton, 7494-68
Ann Mitchell, 1281-69
Neil Mitchell, 1281-69
Leo Cossini, 996-70
Bob Bush, 3703-70
John Charles Woodbury, 6041-70
Icilius Hubert Shillingford, 7365-71
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Henry Swan, 4748-72
Liz Heywood, 8864-72
Albert Stephen Barker, 163-73
Colin H. Dean, 7779-74
Ma Luisa T. Gueco, 770-75
Evelyn S. Estrada, 4768-75

ANNIVERSARIES

55 years

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Long Grove, 169-30

50 years

Nampa, 324-15
Billings, 319-17

45 years

Grants Pass, 852-7
Oconomowoc, 834-35
Northwest, 859-40
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Up And At Them, 842-68

40 years

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Greater Newark, 1833-18
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Natural Gassers, 1875-44
Van Nuys Burny TMC, 914-52
Toronto Downtown, 1744-60
Quebec, 1838-61

35 years

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Laemthong, 1635-51
Bristol, 3153-53

30 years

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Money Talks, 1607-4
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Toastmasters Etc., 5715-5
San Diego, California
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Spokane, Washington
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Midrand, 5523-74
Halfway House, South Africa
Tableview, 7363-74
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Pretoria, Transvaal, South Africa
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Cebu City, Cebu, Philippines

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Dania J. Szanajda
Robert W. Blakeley, DTM,
International President 1976-77, in
memory of Charles E. Waterman,
DTM, District 36 Governor 1971-72
Nina M. Chace
Dagmar Runyon, in memory of
Hal Runyon and the father of
Frank Mayers
Kara Rohrenbach

Contributing Club

Forest City Club 1185-10
Bay City Club 9657-62
Boatmen's Club 5533-19
Crest O' The Hill Club 981-6
Total Masters Club 8661-14
Toro Prose Club 5369-6
Wednesday Orators Club 2983-63

Associate

District 42 Toastmasters, in memory
of District family and friends who
passed away 1994-95
H. A. Richardson, DTM, International
Director 1979-81
Labuan Club 1708-51
Del E. Talkers Club 8146-3, in
memory of Roy Lee Wilson
Galloping Governors Club 8539-27,
in memory of Charles E. Waterman,
DTM, District 36 Governor 1971-72
The Estate of Fayette Aileen Cook
Past District Governors Club 407-F,
in memory of Maurice A. Shenbaum
Frank Brown, DTM, International
Director; Past International
Directors P. Gregory McCarthy,
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1970-71

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Wear the emblem that lets everyone know you belong to a great organization. The Toastmasters symbol says eloquently what words can't express. It tells about achievement - yours and that of Toastmasters International.



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- Miniature membership pin (5751), 1/2" diameter, \$2.75; 12 or more (5752), \$2.50
- Large membership pin (5753), 5/8" diameter, \$3.25; 12 or more (5754), \$3.00
- Women's membership pin (5702), 5/8" diameter with guard clasp, \$4.50
- Club President (5801), \$6.50
- Club President with two zircons (5802), \$16.00
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- Vice President Membership (5815), \$6.50
- Vice President Public Relations (5814), \$6.50
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- Treasurer (5806), \$6.50
- Sergeant at Arms (5807), \$6.50

District Officer Pins

- Public Relations Officer (5907), \$15.00
- Division Governor (5905), \$15.00
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See the Supply Catalog for a complete listing of pins, including past club officer and district officer pins.

Toastmaster Tags

Gold-type CTM, ATM and DTM tags attach to any membership pin.

- CTM tag (5942) has white letters, \$4.50
- ATM tag (5940) has red letters, \$4.50
- DTM tag (5941) has blue letters, \$4.50

See the Supply Catalog for a complete listing of member anniversary tags honoring membership and service.

Identification Badges

- TOASTMASTERS ID BADGE (343/pocket, 343-A/pin back) ...White badge with name, office and club name engraved in red, \$7.00 each.
- CTM ID BADGE (340/pocket, 340-A/pin back) ...Brown badge with name and club number engraved in white, \$7.00 each.
- ATM ID BADGE (391/pocket, 391-A/pin back) ...Red plastic badge with name and club number engraved in white, \$7.00 each. Your ATM badge can show your level of ATM achievement. These polished bronze and silver speaker figures adhere to your ATM badge. \$2.50 each:
 - ... ATM Bronze attachment (391-B)
 - ... ATM Silver attachment (391-S)
- DTM ID BADGE (389/pocket, 389-A/pin back) ...Gold plastic badge with name and club number engraved in black, \$7.00 each.
- TOASTMASTERS CLUB ID BADGE (339/pin back) ...Small blue plastic badge, with name and club name engraved in white, \$3.95 each.
- ENGRAVED CLUB OFFICER BADGE (339-O/pin back) ...Blue badge with white engraving of Club office and Club name. Please specify name, office and Club name, \$3.95 each.
- CLIP-ON ATTACHMENT (390-A) ...You can turn a pin-back badge into a clip-on badge with this attachment. An alligator-style clip that can be attached to a collar, pocket or placket. Use with badges 340-A, 343-A, 389-A and 391-A, \$1.25 each.

Be sure to print all information for engraving. Blank badges are not available.

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- FOR CTMs: CTM Pin (5920), \$6.50
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For Women Toastmasters

- Scarf-Pin (5700), \$5.25
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