

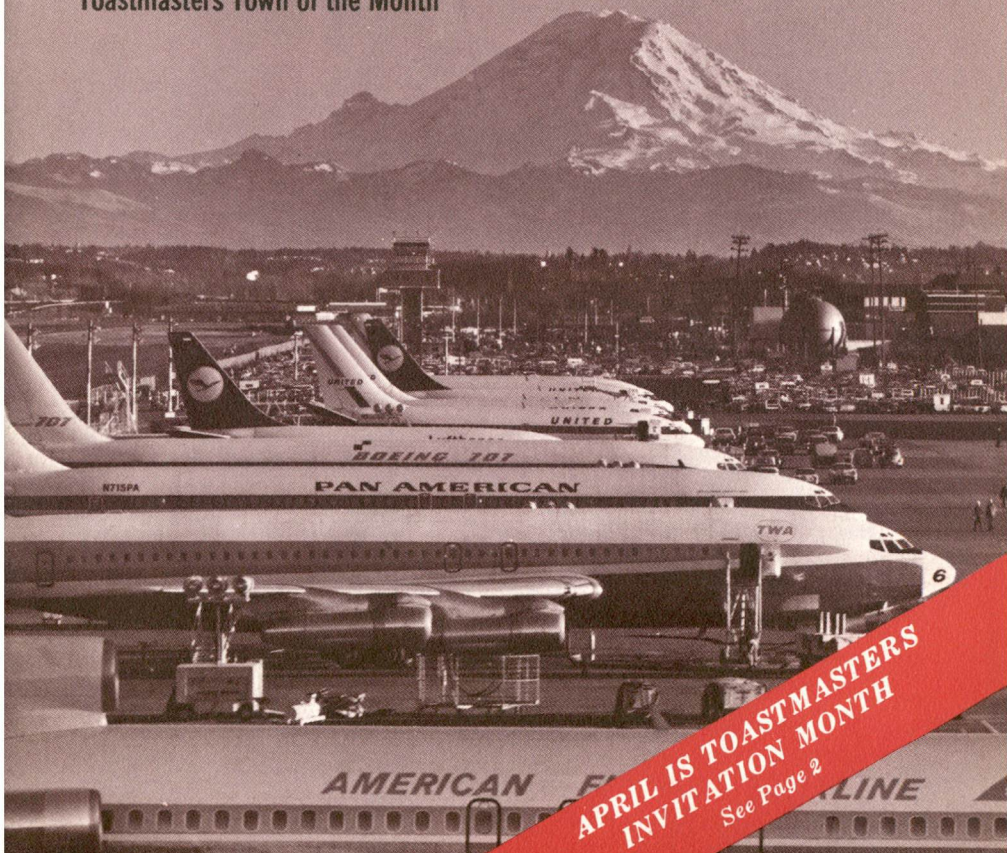
THE TOASTMASTER

MARCH

1970



RENTON, WASHINGTON
Toastmasters Town of the Month



**APRIL IS TOASTMASTERS
INVITATION MONTH**
See Page 2

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

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

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 36 NO. 3



MARCH, 1970

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INDEX

YOUR TOASTMASTERS INVITATION MONTH — April, 1970.....	2
OUTLOOK '70 — Toastmasters Invitation To Share.....	3
AN INVITATION OPPORTUNITY FOR YOU.....	4
EDUCATIONAL HAPPENINGS FOR YOU AND YOUR CLUB.....	5
YOUR 39th INTERNATIONAL CONVENTION.....	6
TOASTMASTERS POST-CONVENTION TOUR — Hawaii.....	7
TOWN OF THE MONTH — Renton, Washington.....	12
HONOR ROLL.....	13
THE GUEST WHO DIDN'T — by Lt. Col. John F. Geraci.....	14
INTERNATIONAL NEWS.....	18
TOASTMASTERS ON THE MOVE.....	21
YOUR CLUB COMMUNICATOR — by Russell M. Erickson.....	24
DISTRICT HAPPENINGS FOR YOU AND YOUR CLUB.....	28
JUNE REGIONAL CONFERENCES.....	29
POINTS FOR A SUCCESSFUL CONVERSATION — by W. Hitchcock Robinson.....	30
PRESIDENT'S PROGRAM PROGRESS REPORT.....	34
NEW CLUBS.....	35
TOASTMASTERS ARE MAKING IT A HABIT — By David Resnick.....	36
EFFECTIVE COMMUNITY COMMUNICATION.....	39
INTERNATIONAL TAPED SPEECH CONTEST COMPETITION OPENS.....	40

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Address All Communications THE TOASTMASTER • SANTA ANA, CALIFORNIA 92711



Your Toastmasters Invitation Month April 1970

Fellow Toastmasters:

I am pleased to announce the designation of April as "Toastmasters Invitation Month" — a month-long emphasis on personal invitations to Toastmasters club meetings.

Experience has demonstrated that individuals respond to personal invitation with a great deal of enthusiasm.

You, as a Toastmaster, are involved in an international educational program for self-improvement. You would not be a Toastmaster today if you did not believe in the concept of learning by doing in an enjoyable setting. During April you are encouraged to share this experience by extending personal invitations to friends and associates to see your Toastmasters program in action.

Too few of us exercise our privilege of sharing the benefits we have gained from Toastmasters through personal invitation. We ordinarily are too inclined to leave this matter up to someone else and, thus, selfishly enjoy all the rewards of communication and leadership development that come from the club experience.

It is with sincere appreciation for the opportunities I have enjoyed, and a genuine desire to see more of us share this experience, that I proclaim April, 1970, as "Toastmasters Invitation Month."

Ralph E. Howland

President



Outlook '70



Toastmasters Invitation To Share

April is "Toastmasters Invitation Month," a special time for you to invite friends and associates to be your guest and see and share *your* Toastmasters program in action.

Toastmasters Invitation Month is an important part of our year-long program to have every Toastmaster develop the habit of sharing his membership opportunities with others.

In preparation for Toastmasters Invitation Month, an announcement about TI's new communication and leadership program is being published in the widely-circulated journals of the American Society for Personnel Administration, the American Society of Association Executives, and the American Society for Training and Development.

It is my hope that you and your club will capitalize on these announcements during this special invitation month as outlined in TIPS, the monthly newsletter to club officers.

This is just a starting point! Many men are not familiar with Toastmasters International. Many others have heard about our organization, but do not understand our techniques and goals. These men, too, should be invited to each of your club meetings during April — the Toastmasters Invitation Month.

Is not each of us a member of an association, fraternal, or community organization whose members and officers could benefit from improved communication and leadership?

The Toastmasters idea is a very real and practical first step to better communication and leadership in business, professions, government, and the community. It is to help each Toastmaster develop the habit of sharing that April is "Toastmaster Invitation Month."

Ralph E. Howland

International President Ralph E. Howland

TOASTMASTERS MEMBERS SERVE AND GROW

PUBLICITY FOR TOASTMASTERS

An Invitation Opportunity For You

Changing Times, The Kiplinger Magazine, will publish an article about the Toastmasters International communication and leadership program in its **April, 1970**, issue. This family economics and self-help magazine is read by more than 1.5-million people each month. Follow up on this Toastmasters Invitation Month opportunity!

Besides the **Changing Times** magazine article about Toastmasters International, the following announcement appears in the April issues of internationally-circulated professional journals for members of the American Society for Personnel Administration and the American Society for Training and Development and the February issue of the journal for the American Society of Association Executives.

... of assistance in... technical... manufacturing... continue to be bright, and the...
requesting assistance in... technical... manufacturing... continue to be bright, and the...
lems. Headquartered in New York, IESC operates with... demand will be in those areas which require the...
grants from the U.S. Agency for International Development... education.

For Your Men on the Move

TOASTMASTERS INTERNATIONAL
ANNOUNCES

A new program for members

<p>Communication and Leadership</p> <p>An educational program for effective speaking and leadership development</p>	<p>Listening to Learn</p> <p>Improve your communication through improved listening</p>
<p>Audiovisual Techniques</p> <p>Talk is not enough</p>	<p>Humor Is Handy</p> <p>Effective humor — a valuable skill</p>

TOASTMASTERS INTERNATIONAL — P.O. BOX 10400 — SANTA ANA, CALIF. 92711

Please send information about the new Toastmasters member program to:

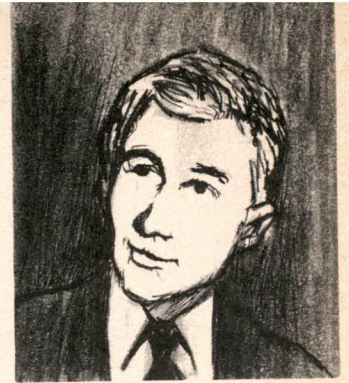
NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

2

Educational Happenings For You and Your Club



WORDS AND THEIR USE

We is used as an indefinite pronoun in expressions like *we find, we sometimes feel*, and to avoid passive and impersonal phrasing.

The editorial *we* is used most commonly in the mass media when the writer refers to himself as *we*. In some instances, *we* refers to an editorial board that determines the opinions expressed, but more often it is a standard of the trade.

The usage has passed into familiar and informal communication. The use of *we* simply to avoid using *I* often is more conspicuous than humble.

VOCABULARY BUILDING

Estimates of the average English vocabulary range from a few hundred words to more than 50,000. What is the size of your vocabulary?

Try this exercise: Excluding names, places and things, read through your newspaper and write down each word that is used. It's not a difficult exercise; there are only a few hundred. How many of these words do you use? Now do the same for *The Toastmaster*.

Expand your vocabulary. Set a goal to use at least two new words in each manual project. Your dictionary and your thesaurus are good sources for new words. Write and use a new word every day. It's an old (ancient, antique, venerable, dateless, ageless), but effective method!

PARLIAMENTARY PRACTICE

There are four principles on which parliamentary procedure is based. They are: (1) justice and courtesy for all, (2) the majority rules, (3) the minority has a right to be heard, and (4) do only one thing at a time.

SUCCESS

IS...

Your 39th International Convention

Your 1970 Toastmaster International convention will be conducted in Portland, Ore., August 10-13, at the Portland Hilton Hotel.

Exciting educational programs, fun and fellowship for you and your family are planned. There will be special activities for everyone!

The Toastmasters of convention Host District 7, under the leadership of District Governor Don Kearton, ATM, and Host District Chairman John Miller, are assisting World Headquarters in making arrangements.

Details about the convention programs will be reported in *The Toastmaster* next month, but the highlights of the Monday-through-Thursday gathering include many educational sessions, the TI Hall of Fame recognition program, the International speech contest, the annual business meeting, and several special social events.

Make plans now to bring your family to the 1970 International convention, and join other Toastmasters families on the post-convention tour to Hawaii!

POST CONVENTION TOUR
FOR TOASTMASTERS



Visit Hawaii

Plan now for you and your family to attend the 39th International convention in Portland, Ore., August 10-13, and then take a dream vacation on the Toastmasters post-convention tour to Hawaii.

Toastmasters International has arranged with Churchill Tours, Inc., in Portland to provide you with three itineraries, so you and your family can tour the areas of Hawaii you want most to see. The tour is available only to Toastmasters and their families.

The first itinerary is a seven-day, six-night, (August 14-20) visit to the island of Oahu for \$298 where hotel accommodations have been arranged for you at the new and luxurious Waikiki Holiday Inn in Honolulu.

The second itinerary, for \$208, is a six-day, five-night, extension (August 20-25) of the first itinerary. It is for Toastmasters who know that one week in beautiful Hawaii

isn't enough. This itinerary will take you on a tour of the outer islands.

The third itinerary, for \$395, is an exciting seven-day, six-night (August 14-20) combination of the first and second itineraries, but does not include visiting the island of Hawaii on the outer island extension tour.

If you select the first itinerary you and your family will leave Portland on Friday, August 14, via jet airliner. Within a few hours, the Toastmasters tour group will arrive at the Honolulu International Airport and be greeted in the traditional Hawaiian fashion.

On The Beach

Toastmasters will be taken to the Waikiki Holiday Inn to spend the balance of the day leisurely acquainting themselves with the magical wonder of this world-famous vacation resort.

The next day, Saturday, August 15, you and your family will discover Hawaii's wonder-filled world of luxury living and lazy loafing.

On Sunday, August 16, you may attend the church services of your choice or attend the 10:30 a.m. Protestant services at the Kawaihau Church, where services are conducted in Hawaiian and English.

The following day, Monday, August 17, touring Toastmas-

ters may bask on Hawaii's endless beaches, hotdog in the surf on a fast-moving board, dig a few divots on some of the most beautiful golf courses in the world, or sightsee in the midst of jagged peaks, gaping craters, blue-green lagoons, and fragrant blossoms.

On Tuesday, August 18, you and your family will have another day of leisure.

Leisure Hours

On Wednesday, August 19, you may visit the beaches again or spend leisurely hours browsing through the fashionable Kalakaua shopping district and the world-famous International Market Place.

On Thursday, August 20, your tour group bids an "aloha" farewell to the beautiful islands.

Vacationing Toastmasters who choose to stay for the second itinerary will not return to Portland on August 20. Instead, they will be escorted to the Inter-Island Airport for an early morning flight to the island of Kauai.

When they arrive in Lihue, their guide host will drive them and their families to the ancient Menehune Fish Ponds of Heleia Stream and Nawiliwili Harbor. They will continue on to view the grandeur of famed Waimea Canyon, often referred to as the "Little Grand Canyon of the Pacific";

to Kalalau Lookout (weather permitting), to see the legendary "Valley of the Lost Tribe"; and then to the "Spouting Horn," a natural salt water geyser.

That afternoon, the tour group will head for Wailua and a delightful riverboat excursion. At the Fern Grotto the group will see thousands of tropical ferns growing from the roof of the evergreen cave, and then return to the Kauai resort hotel for a two-night stay.

Sightseeing Tours

The next morning, August 21, Toastmasters will be treated to sightseeing on the east side of the island, past the "Sleeping Giant," Anahola's Hole-in-the-Mountain, and on through picturesque countryside to Hanalei Valley, described by poets as the "birthplace of rainbows." They will visit the legendary caves of Haena, the dry caves, once the gathering place of Hawaiian royalty, and the "wet caves" of the Menehunes. Toastmasters then return to the hotel for an afternoon of leisure.

Saturday, an early-morning drive will take the tour group to Lihue Airport for a flight to Kahului, on the "Valley Isle" of Maui. A sightseeing tour of Maui includes a visit to the Iao Valley, where they will view the strange volcanic monolith

known as "The Needle," and a drive via Waikapu and Mau's scenic Amalfi Drive to Lahaina, where they will see beautiful and historic treasures. Accommodations await them at the romantic Sheraton Maui Hotel.

On To Hawaii

The next day, Sunday, the group will be chauffeured to the Kahului Airport for a short flight to Kona, on the island of Hawaii. You will be conducted on an interesting sightseeing tour past the 1950 Mauna Loa lava flows; through the town of Naalehu, the southernmost town in the United States; along the black sand beach crater at Punaluu; past the sulphur banks, steam vents, and the Thurston Lava Tube; and on to the Kilauea Crater, in the Hawaiian national park. You will spend the night at the world-famous Volcano House.

On Monday morning you and your family will go to Hilo to visit an orchid and anthurium garden, view the scenic Rainbow Falls, and seek souvenirs at the Lauhal weaving center. Overnight accommodations are at the Orchid Island Hotel. Tuesday you will transfer to the Hilo Airport for the return flight to Portland.

The third itinerary (August 14-20) is a combination of the first two itineraries and offers

three days of excitement in Honolulu and a four-day visit to the outer islands of Kauai and Maui.

Choose the itinerary best suited to your time schedule and desires, and join your fellow Toastmasters when they leave Portland for Hawaii, Friday, August 14.

GENERAL TOUR CONDITIONS

Prices include air fare from Portland to Honolulu and back to Portland, Seattle, San Francisco, or Los Angeles. Toastmasters desiring connecting flights to their home city upon return to one of the mainland gateways should contact Churchill Tours, Inc., for arrangements.

TOUR RATES INCLUDE

Transportation: Round-trip air travel Portland/Honolulu/Portland, Seattle, San Francisco, or Los Angeles via economy-class jet, and inter-island air fare where applicable.

Hotels: Accommodations basis sharing twin bedded rooms with private bath at Waikiki Holiday Inn for six nights. First-class accommodations in the outer islands. Occupancy of single rooms by choice or circumstances available at additional cost.

Transfers: Arrival lei greeting and round trip transportation of passengers and baggage between airports and hotels; round trip transfers to Kewalo Basin.

Sightseeing: Tours and excursions as described in the itinerary, including services of local guides and entrance fees where necessary.

Baggage: Portage and handling of baggage at airports and hotels (two average-size suitcases per person).

Taxes: State and federal taxes on transportation and accommodations.

TOUR RATES EXCLUDE

Meals, gratuities, excess baggage charges, laundry, valet, room service, items of a personal nature, and services not mentioned in the itinerary will be your responsibility.

RESERVATION DEPOSIT

Participation in the tour program will be confirmed upon receipt of \$50.00 per person. The balance of the tour rate is due not less than three weeks prior to departure. Reservations will be filled in order of receipt.

CANCELLATIONS AND REFUNDS

Full refunds are made on cancellations six weeks or more before departure, less \$10.00 booking fee per person. All cancellations effected within six weeks of departure will be subject to any non-recoverable deposits and reasonable service charges. Refunds will be made for days missed because of illness, etc., only when more than three consecutive days are lost and only upon expiration of 30 days after the tour returns. Any claim will be subject to deduction of all items for which Churchill Tours cannot obtain a refund.

PREPARATORY INFORMATION

Tour participants will be furnished with bulletins on tour procedure, luggage, clothing, climate, and other travel hints. Shortly before departure, each participant will be provided with luggage tags, mailing lists, and several copies of the final itinerary.

RESPONSIBILITY

Toastmasters International, Churchill Tours, Inc., and/or their agents act only as agents for the owners or contractors providing means of transportation or other services, and all tickets and coupons are issued subject to any and all terms and conditions under which such means of transportation or other services are offered or provided.

The issuance and acceptance of such tickets and coupons shall be deemed to be a consent to the further condition that Toastmasters International, Churchill Tours, Inc., and/or their agents shall not become liable or responsible in any way in connection with such means of transportation or any other services, for any loss, injury, or damage to or in respect of any person or property howsoever caused or arising.

This tour will use Continental Airlines and other IATA and ATC certified airlines as needed. All rates and tariffs are subject to change without notice. The airlines concerned are not to be held responsible for any act, omission or event during the time passengers are not on board their plane or conveyance. The passage contract in use by the airline concerned, when issued, shall constitute the sole contract between the airline and the purchaser of this tour and/or passengers.

TOASTMASTERS INTERNATIONAL POST-CONVENTION TOUR

Friday, Aug. 14 – Thursday, Aug. 20 • Extension return – Tuesday, Aug. 25.

Please forward reservation request with full payment to:

Arrangements have been made with Churchill Tours, Inc. to tour Hawaii after our 1970 convention in Portland, Oregon. Please use this form for reservations.

TOASTMASTERS INTERNATIONAL TOUR
c/o GROUP DEPARTMENT
CHURCHILL TOURS, INC.
POST OFFICE BOX 67
PORTLAND, OREGON 97207

Please confirm _____ space(s) on the following Hawaii Post-Convention Tour.

Itinerary #I:	\$298.00 per person twin occupancy Honolulu . . . 7 Days/6 Nights	<input type="checkbox"/>
Itinerary #II:	\$208.00 per person twin occupancy Outer Island Extension . . . 6 Days/5 Nights	<input type="checkbox"/>
Itinerary #III:	\$395.00 per person twin occupancy Honolulu & Outer Island . . . 7 Days/6 Nights	<input type="checkbox"/>

SPECIAL NOTES:

1. Flight schedules and fares from Honolulu to home city quoted on request.
2. Deadline for reservations is July 10, 1970.
3. Reserve early as space is limited.

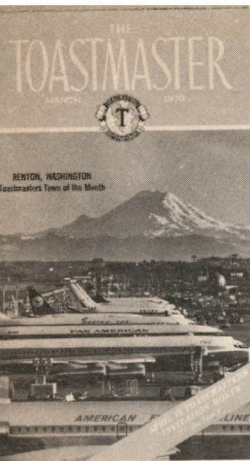
Name(s): _____

Address: _____

City/State: _____ Zip: _____

Please forward the following additional information _____

Complete itinerary will be forwarded upon receipt of your payment, or upon request.



TOASTMASTERS TOWN OF THE MONTH — RENTON, WASH.

RENTON, WASHINGTON, is 11 miles south of Seattle in the Cedar River Valley, near the base of Mt. Rainier. With a population of about 25,000 and an area population of more than 70,000, it is the 13th largest city in Washington.

Renton residents call their city the Jet Capital of the World because it is the location of the Boeing Company's Commercial Airplane Division. About 30,000 area-residents are employed by the company to produce a large portion of the world's commercial airliners.

The city is named after Capt. William Renton, founder of the first sawmill there. He also financed the Renton Coal Co. in 1872 and was a partner in the first railroad in the Washington Territory.

By 1914, more than 1.3-million tons of coal were mined in Renton, but only three mines now operate in the area. Besides the Boeing Co., Renton is the location of the Pacific Car and Foundry Co., International Pipe and Ceramics Corp., Container Corporation of America, Spider Staging Sales Co., and the Renton Coil Spring Co.

There are four Toastmasters clubs in Renton: Renton Club 306-2, which will celebrate its 25th anniversary in April; Boeing Sweptwing Club 52-2; Sea-Ren Club 1994-2; and Transport Club 2227-2.

The mayor of Renton annually proclaims a Toastmasters Week during March, and Mayor Avery Garrett has proclaimed March 16-22 as this year's Toastmasters Week. It is the kick-off for several Toastmasters-sponsored community activities.

Honor Roll



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

ABLE TOASTMASTER (ATM) Certificates of Achievement

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

Clifford C. Carver, ATM
Downtown Club 65-4
Thornton A. Tanner, ATM
Solar Club 2183-5
Frank Denison, ATM
Solar Club 2183-5
Raymond Carlsten, ATM
Dan Patch Club 1280-6
Kenneth L. Thayer, ATM
Aerospace Club 3368-14
Robert V. Mallonee, ATM
Wesley Club 1022-16
Fred T. Starkweather, ATM
Chaparral Club 1205-23
William W. Steele, ATM
White Sands Club 3422-23
Victor L. Coffey Jr., ATM
Timberline Club 1965-26
Pete C. Mabry, ATM
Jackson County Club 1871-29
Rev. Richard Ward, ATM
Deadwood Club 2239-41

G. Chester Dorr, ATM
Portland Club 288-45
Earl D. Loewen, ATM
Patrick AFB Club 2105-47
Jean P. Tillman, ATM
Pompano Beach Club 3003-47
Robert D. Johnson, ATM
Redstone Club 1932-48
B. Edward Glover, ATM
Florence Club 2101-48
Henry Greenberger, ATM
Northrop Club 212-50
Harold W. Leeson, ATM
DWR Club 243-51
James A. Walker, ATM
Douglas Aircraft Club 1497-51
Richard Shellenberger, ATM
Scottsbluff Club 944-55
Richard R. Cooper, ATM
Morning Tour Club 2503-55
Allan J. Fox, ATM
Texas Talkers Club 3731-56

Fred Holmes, ATM
Limestone City Club 3045-61

LEADERSHIP THROUGH SPEECH Certificates of Progress

R. L. Shafer 98-7
L. L. Kellog 2304-25
R. Duncan 138-7

T. M. Durkin 3653-36
B. W. Fatig 3026-18
H. Seliger 1058-50

THE ADVANCED SPEAKER Certificates of Progress

R. S. Harbord 1408-F
D. H. Blose 3824-F
D. H. Schenck 1631-3
L. A. Bajkai 3917-3

W. A. Gerling 138-7
C. L. Zarkos 1170-11
D. H. Collins 2639-12

(Continued on page 23)



THE GUEST WHO DIDN'T

By Lt. Col. JOHN F. GERACI

As the Toastmasters club meeting approached its closing moments, the president asked Mr. Visitor if he cared to address a few remarks to the membership. Mr. Visitor has been told in advance he would be given the opportunity to speak to the club, and he has been assembling mental notes throughout the meeting.

His thoughts touched many interesting points, and he compared them with his first impressions from the club's meeting last week.

"This is sure a friendly group," he thought. "Only Tom, who invited me as his guest, knows me, but everyone has been pleasant. I feel I know the membership already.

"This is an efficient organization, no doubt about it. I like the way the meeting started promptly. The members didn't ramble and waste time during the business session. I've been to other organizations' meetings and I practically fell asleep during that part of the program, but the Toastmasters accomplished what had to be done and went on with the next order of business.

"It was a tasty meal, too. I wouldn't mind paying for a dinner like that once a week.

"These fellows really are learning from their experiences in the club. The Table Topics session was fun and beneficial. I wish they had called on me for the Table Topic about the 'right of dissent.' I finished reading an article by Justice Douglas today, and I bet I could have told them some things about that topic.

"The Topicmaster assignment sounds like a good deal.

There are so many interesting topics to ask about.

"They have some pretty sharp members here — Salesman Brown, Colonel Peters, Supervisor Gordon, and Engineer Smith. These fellows can talk on a variety of subjects. I learned a great deal from them.

"The speeches were good, too, but I thought the evaluator would tear Johnson's speech apart. He sure surprised me. I really would have been critical, but the evaluator was very tactful. Still, I guess, he touched on all of Johnson's needs for improvement.

The Difference

"That must be the difference. It was the way he pointed out Johnson's mistakes. A guy's speech could fall flat and the speaker wouldn't be made to feel like a fool in front of his fellow club members.

"I hate to be evaluated, but I could take that kind of evaluation. Anyway, it didn't seem that anyone's feelings were hurt by any of the evaluations.

"They told me at the meeting last week, 'We learn from each other; we encourage evaluation.' I guess that's why they joined the club — for self improvement. The Toastmasters' brand of evaluation is in good taste.

"It looked as though every-

one's enjoying himself—a few laughs, a chuckle now and then. It's certainly no drag — not all business and no fun.

"I had a good time. It would be nice to get to know a lot of these fellows better. It seems like a real good group. I think I'd make a pretty good member of this club."

Mr. Visitor arose to say a few words to the attentive Toastmasters. "Mr. President, Toastmasters, and fellow guests, thank you for inviting me to the past two meetings.

"I didn't know what to expect when I came here last week, but I thoroughly enjoyed the meetings.

Self Doubt?

"I'm afraid I'm not much of a speaker, but I can see how your training program can help people like me. Thank you for the opportunity to be your guest."

The president thanked Mr. Visitor for his remarks, concluding, "We enjoyed having you and hope you will come again. You don't need a formal invitation, you know, just drop by any Wednesday at six p.m."

The meeting concluded, and the Toastmasters and their guests stepped out into the night on their way home.

A successful meeting? A good selling job for new members? Mr. Visitor is a sure new

member? You can give an affirmative answer to the first two questions, but, strangely enough, not to the third.

Mr. Visitor did *not* join the club, and he probably will decline future invitations to other Toastmasters clubs.

Although he would like to have joined the club, he did not join. Why? Because *nobody asked* him!

Hurt Feelings

Mr. Visitor was disappointed and not a little hurt. "I guess they didn't think I have what it takes to be a good speaker. I don't think I said anything wrong at the meetings.

"I can't understand why they thought I wouldn't — or couldn't — be a good Toastmaster. After all, I don't speak *that* poorly. I'd really like to have joined that club. Well, if that's the way they feel about me . . ."

The moral of this vignette is plain. A sale can't be made until the prospect is *asked* to buy. A successful salesman doesn't wait for his prospects to take the initiative and ask him if he is willing to sell his product.

The salesman takes the initiative and asks his prospect to buy the product. The moment the prospect says, "yes," — or indicates encouragement with a "maybe" — out comes the

contract for a signature. Let's not wait for the prospect to begin wondering whether or not he would be accepted by the club members.

The only difference between the sale of merchandise and the sale of a Toastmasters club membership is that our assets are not in dollars.

Your Toastmasters club's real assets are its members, and your club's growth is measured by how many new members it attracts.

Is your club waiting for Mr. Visitor to ask if he can join? When your guest expresses interest in your club and the TI member communication and leadership program, is there a friendly member nearby and ready with an application for his signature?

If your response is merely a trite, "Glad you enjoyed the meeting," this could be the answer to the question, "Why isn't our club gaining new members?"

ABOUT THE AUTHOR

John F. Geraci has been a Toastmaster since 1963. A past president of Isthmian Club 1788-U in Balboa, Canal Zone, Panama, he is a frequent guest lecturer at U.S. Army executive development courses in the Canal Zone.

Changing Your Address?

If you're planning to move, let us know your new address eight weeks prior to the scheduled move. Be sure to complete all the necessary information. This will insure uninterrupted delivery of your **Toastmaster** magazine and other TI materials. **Send to: Toastmaster International, P.O. Box 10400, Santa Ana, California, U.S.A., 92711.**

Club No. _____ District No. _____

Name _____

Present address _____

City _____ State/Province _____

Country _____ Zip Code _____

New address _____

City _____ State/Province _____

Country _____ Zip Code _____

If you are a club, area, division, or district officer, indicate your complete title: _____



When In Japan

Kansai Club 2244-U in Osaka Japan, invites Toastmasters attending EXPO '70 in Osaka to visit the club. The club meets the second Tuesday of each month at KR & AC Kobe at 7:00 p.m. and the fourth Tuesday of each month at the Sky Room in the Shinhankyu Building at 7:00 p.m.

Speechcraft Membership

Des Plaines (Ill.) Club 1645-30 recently gained 11 new members after graduating a 13-man Speechcraft course. Nineteen of the club's 25 members are former Speechcrafters or were brought into the club by Speechcraft participants.

Four Charter Members

Four **Akron (Ohio) Club 151-10** charter members, Gail Ryder, Russel Martin, George McKee, and Past International President Lewis C. Turner (1949-50) were program speakers when the club celebrated its 30th anniversary.

Membership Building Idea

Nationwide Insurance Club 753-10 in Columbus, Ohio, featured key Nationwide Insurance Company officials' testimonials about the Toastmasters program in its club bulletin. The company officials' testimonials are being used in the club's membership building program.

WINNING SPEAKER — Captain Martin R. T. Harding (center) of **Gentlemen of Verona (Italy) Club 2396-U** presents the European Speech Contest rotating trophy to his club president, William Brown. Fellow club member Orlando Angeli Jr., a judge in the contest, conducted in Heidelberg, Germany, displays the individual first place trophy won by TM Harding.



STAMP OF APPROVAL — Former club presidents Sidney Ginsburg (center) of **Woodfords Club 816-45** in Portland, Me., and John R. Pratt (right) of **Portland (Me.) Club 288-45** accept newly issued sheets of special United States memorial Daniel Webster postal stamps from Portland Postmaster John R. Fortin. The stamps will be used to circulate club literature promoting better speech.



INTERESTING TOPIC — Robert E. Wilson livened up **Christmas City Club 3236-38** in Bethlehem, Pa., as he described the attire of Miss Carol Sakositz, who acted as a fashion model for a Table Topics presentation.

Power of the Press

When Toastmasters of **Front Range Club 2668-26** in Thornton, Colo., decided the club needed more members, they told their local newspapers. Editors of 15 daily and weekly publications were contacted. Publicity and community relations materials listed in the TI Supply Catalog were ordered from World Headquarters. More than 50 articles were published within a short time and the club enlisted eight new members.

To Engineers

TI's Communication and Leadership program and Toastmasters clubs have been cited by two authors of separate articles which appeared in **Chemical Engineering**, a nationally circulated technical journal. The articles dealt with listening and job progress.

ALOHA — TI Executive Director Robert T. Buck Engle is given a typical "aloha" greeting by **District 49** Governor John M. Coppinger. Executive Director Engle was in Honolulu, Hawaii, to meet with District 49 Toastmasters and confirm plans for TI's 1970 post-convention tour.



CLUB ANNIVERSARIES — APRIL

35 YEARS

- Westwood Village Club 30-50**
Los Angeles, Calif.
Portland Club 31-7
Portland, Ore.

30 YEARS

- Fort Wayne Club 159-11**
Fort Wayne, Ind.

25 YEARS

- Wichita Falls Club 305-25**
Wichita Falls, Tex.
Renton Club 306-2
Renton, Wash.
University Club 304-2
Seattle, Wash.
Spokane Valley Club 308-9
Spokane, Wash.
Windsor Club 299-28
Windsor, Ont., Can.

20 YEARS

- Lakewood Club 815-F**
Lakewood, Calif.
Modesto Club 609-27
Modesto, Calif.
High Lines Club 206-39
Sacramento, Calif.
Arrowhead Club 788-F
San Bernardino, Calif.
San Marino Club 69-F
San Marino, Calif.
Woodford's Club 816-45
Portland, Me.
Espanola Valley Club 799-23
Espanola, N.M.
Cherry Point Club 296-37
Cherry Point, N.C.
Broadway Club 789-7
Portland, Ore.
W.A.C. Tuesday Club 813-2
Seattle, Wash.

15 YEARS

- Reddy's Club 1820-3**
Phoenix, Ariz.
WRY Club 1762-52
Sherman Oaks, Calif.
Coral Gables Club 1695-47
Coral Gables, Fla.
Playground Club 1797-29
Fort Walton Beach, Fla.
Tampa Club 1810-47
Tampa, Fla.
Farmers Insurance Club 1703-54
Aurora, Ill.
Rockford Club 1752-54
Rockford, Ill.
Owensboro Club 1730-11
Owensboro, Ky.
Itasca Club 1745-6
Grand Rapids, Minn.
Royal Club 1639-22
Kansas City, Mo.
Offutt Club 1798-24
Offutt Air Base, Neb.
Sunrisers Club 1188-41
Huron, S.D.
Arlington Club 1728-25
Arlington, Tex.
Town North Club 1718-25
Dallas, Tex.
Denton Club 1677-25
Denton, Tex.
Fannin Club 1771-56
Houston, Tex.
Sheridan Club 1819-55
Sheridan, Wyo.
Totem Club 1750-21
Vancouver, B.C., Can.
Victoria Beaver Club 790-21
Victoria, B.C., Can.
Magellan Club 1843-U
Guam, Mariana Islands

TOASTMASTERS ON THE MOVE



Oilman Of The Year

Past International Director (1964-66) **A. Ernie Pallister** has been named Oilman of the Year by **Oil-week** magazine. The weekly magazine is published in Calgary, Alberta, Canada, for the Canadian oil industry. TM Pallister is the co-designer of three "joint-venture Quest" programs which delved into geological, geophysical, and feasibility studies of most of Canada's northern oil areas. The three proj-

ects cost \$25-million, but saved the oil industry several hundred million dollars in speculative drilling. He is general manager of Pallister and Associates and a director of Kenting Limited, Kenting Explorations Services Ltd., Computer Data Processors Ltd., Rocky Mountain Life Insurance Co., Romoco International Associates Ltd., and the Alumni Assn. of the University of Calgary.

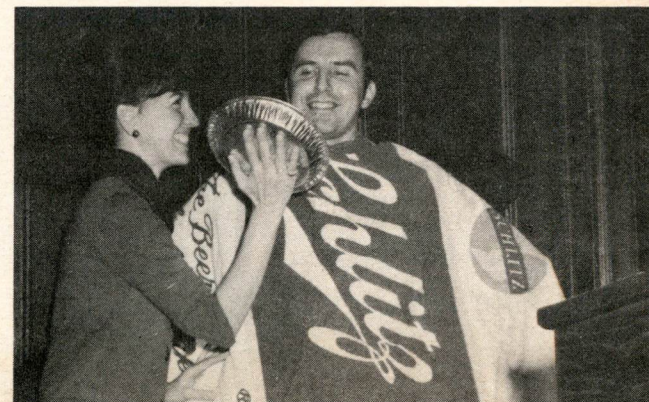
On The Air

TI's communication and leadership program was promoted throughout the San Francisco, Calif., area when International Director **Harold Davis**, ATM, was interviewed on radio station **KABL** during its "Opinion 70" program.

Around The World

Gerry Spiess of Midway Club 383-6 in St. Paul, Minn., is keeping his fellow club members watching the newspapers for the latest reports on his progress. TM Spiess is piloting his homemade 17-foot sailboat on an 18-month trip around the world.

DON'T MOVE — Area Governor **Bill Hayes** of Schlitz Club 1989-35 in Milwaukee, Wisc., gets ready to take it on the chin (eyes, nose, and ears) from his wife, Carol, during an Area NS-2 humorous speech contest hosted by Schlitz Club.





IN GERMANY—Heidelberg Club 1632-U Toastmaster **Abe Schwartz** (left) discusses the meaning of Toastmasters International overseas with International Director **John J. Schneider** (center) and Rhein-Main Club 2617-U President **Jim Thomas**.

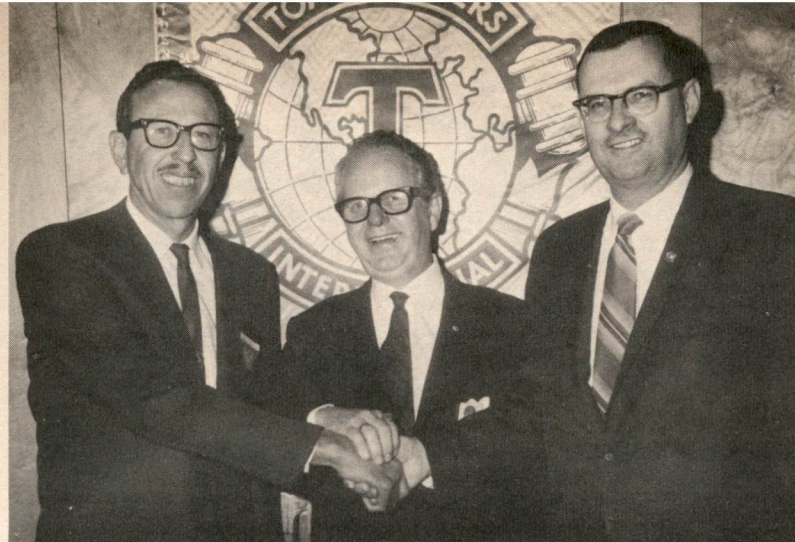
Citizen of the Day

Andrew Elefante of Coral Gables (Fla.) Club 1695-47 was recognized by Miami, Fla., radio station **WFUN** as the station's "Citizen of the Day." TM Elefante's community accomplishments were broadcast six times during the special day.

New Assignment

Past Founders District Governor **H. A. Richardson** has been named manager of **Project Administration and Control** section of the Space Technology Applications office at the Jet Propulsion Laboratory at the California Institute of Technology in Pasadena, Calif.

HONORARY MEMBER—**Frank H. Kendall, Jr.**, of Model Basin Club 3583-36 in Washington D.C. presents an honorary membership certificate to **Captain M. da C. Vincent**, commander, U.S. Naval Ship Research and Development Center, in recognition of the Center-based club.



MEMBERSHIP-MINDED — **Yorgan F. Borch** (center) and **Bill Patchett** (right), both of Encino (Calif.) Club 303-52, discuss a joint meeting of Toastmasters and the California Landscape Contractors Assn. (CLCA) with **Harry Broderick**, CLCA regional director.

Honor Roll

— CONTINUED FROM PAGE 13

THE ADVANCED SPEAKER Certificate of Progress

- | | |
|---------------------------------|---------------------------------|
| J. H. Harrell 3368-14 | J. T. Baker 114-50 |
| K. A. Nitkoski 2898-18 | R. D. Anderson 401-50 |
| M. C. Nelly 380-19 | E. R. Ehrlich 3929-52 |
| D. L. Smith 3733-F | B. J. Owen 1636-59 |
| M. M. Quiring 1441-3 | G. S. Moon 867-21 |
| R. L. Collins 1918-3 | D. A. Barclay 3074-60 |
| P. R. Anderson 530-4 | B. F. Forster 781-62 |
| J. A. Kelly 1129-11 | M. J. Swenson 1339-19 |
| F. A. Papariella 1216-11 | J. W. Shepard 2524-23 |
| B. O. Hughes 3343-14 | M. M. Bytnar 2610-30 |
| D. B. Smith 1032-16 | E. Riche 2429-49 |
| J. E. Mills 3026-18 | H. B. Valleyly 2186-48 |
| J. Blaney 380-19 | H. C. Hollman 3235-48 |
| R. A. Norton 785-19 | H. Mason 322-50 |
| G. E. Jondahl 334-20 | A. D. Rose 1204-51 |
| L. Jones 867-21 | E. E. McLain 452-57 |
| B. A. Dean 135-27 | D. R. Swackhamer 2347-60 |
| J. Jorgensen 228-35 | G. E. Mayer 3054-61 |
| M. G. Shayne 2004-47 | M. Weatherhead 2262-62 |
| A. C. Floyd 2594-48 | D. G. Bruegger 963-65 |



The Bulletin . . .

Your Club Communicator

By RUSSELL M. ERICKSON

In this age of rapid mass communication, could there be communication breakdown in Toastmasters clubs? Despite our devotion to communication, our failings probably are greatest in the area of written communication.

Does your club fall below the Toastmasters standard of excellence in this area? Although our prime motivation is developing the ability to speak, our goal is effective *communication* and leadership.

Does your club have a bulletin? What has it done for you? Go ahead, take time to

make a list of its plus factors. Now that the list is made, read it — objectively!

Is your bulletin an effective communicator? Does it provide guests with an insight to your club? Does it serve as a ready press release for your local newspaper editors?

Are you vying to get your

name mentioned in the bulletin because of its special qualities? Does your executive committee use the bulletin as a sure way of reaching every member? Does the bulletin have educational qualities? How often is it issued?

At this point, I think I have lost four readers. One never was — and hopes never to be — his club's bulletin editor. Two others are bulletin editors, and their clubs are "darned lucky they take the time to do the job, which is thankless, at best." The fourth lost reader is a former bulletin editor whose responsibility "finally ended with last year's club officer election."

Whose Job?

Nonsense! Your club's bulletin is the responsibility of each member.

We instinctively reach for certain newspapers or magazines because they appeal to our interests and our reading habits. This is no accident. These are products presented in the manner that meets your likes.

Although our "habit" of reading certain publications is cherished by the editor, he cherishes even greater the elusive secret which makes us and thousands of others choose his publication.

The elusive secret is *appeal*.

That shouldn't cause too many eyebrows to disappear into hairlines. We all are attracted to anything that is appealing.

Who reads your club bulletin? The list almost is endless. You can start with: members, program participants, club officers, guests, visitors, members who missed a meeting, retired members, family, friends, associates, the boss, *his* boss, area and district officers, the TI World Headquarters staff, and many others who come into contact with your club.

All of these people will be attracted to your club bulletin, if it has *appeal*.

Club Personality

Each club has its own distinctive personality. Attaining appeal and projecting it in writing becomes a reality as soon as a genuine attempt is made.

There is a member in every club who wants to roll up his sleeves, mix the necessary appealing ingredients, and produce a readable, captivating, and entertaining club publication. Open door of opportunity and call out, "Hey, member who knows he can do the job. Make us a bulletin with appeal." Then see what happens.

One of the ingredients that makes a bulletin appealing is illustrations — photographs

and drawings. A lot of them! I don't mean expensive, sophisticated photos or works of art. Simple sketches of stick people will do. A face with a big smile can brighten up that Best Speaker Award announcement. Try it.

Pictures are a vital ingredient along with one other "spicer-upper" — *names*. Names, names, and *more names*: names of people doing, names of people who have done, names of people who will do. *Names!*

Your Name!!!

How do you feel when you see your name in print, especially when it stands out above everything else? That is a secret of making your club bulletin appealing to each reader and everyone who knows him. A name in print lasts infinitely longer than the same name spoken into the thin air.

Appeal also comes from more than pictures and names. It comes from the built-in, easy reading quality of short, pointed sentences and paragraphs.

Appeal also is informative, as a bulletin should be: not controversial or critical, or banner-waving, as a bulletin should never be.

Appeal comes from a natural warmth (made up of the mischievous typographical er-

ror or syntax failure), combined with strong evidence of human endeavor, creativity, and enthusiasm (like remembering a birthday, offering a few new words to improve the vocabulary, or presenting an enlightening quotation).

Appeal comes from format variety. This doesn't work well for a large metropolitan newspaper because its readers expect the sports and other sections to be in the same place day after day.

A Challenge

In a club bulletin, however, a little searching is half the fun. Changing the format is a simple matter of listing each area of coverage (meeting report, educational items, jokes, birthdays, future events) and selecting them at random for each page. It is surprising how this technique can make a bulletin more readable.

Bulletins usually are a low-budget item, but your club can create a good one without great outlay of talent, material, or cost. Your club's resources are not the final criterion for the bulletin.

Is that all there is to it? No, one big question and a couple of little ones still have to be answered. Let's answer the little questions first, maybe the big one won't appear so formidable later on.

Every bulletin editor is faced with deciding the frequency of publication. Ideally, a bulletin should be dropped in the hands of members and other interested parties as often as necessary to keep them informed. Your bulletin's purposes are to present: historical facts, timely news, and notices about future events.

Another small question is how extensive in size, coverage, and content the bulletin should be. It is not a newspaper, therefore, it may not have editorials (a good way to kill a noble effort) or essays on world, national, or local affairs.

Your bulletin is not a secretary's report, no matter how interestingly the secretary writes his minutes. Your bulletin is not a book. It is not a magazine.

What size should it be? Big enough to make it easy to read, and concise enough to put punch in each item.

Now we come to the big question. How do you find, encourage, help, revitalize, and keep an editor?

In no other endeavor are there more self-styled experts

than in the field of writing. Everyone knows the fine points of sentence construction and producing power-packed paragraphs — until they are asked to write.

It is this sad reality which frightens so many capable "word organizers." At this point, most of us readily admit to limitations in the literary arena.

A bulletin editor is not immune to criticism, but he should be free from abuse. Be proud of the fellow who takes on this task. Give him every help possible. Give him encouragement, news items, and suggestions.

Every club has at least one member who wants to be club bulletin editor. Give him a warmhearted invitation and assure him of your support.

Canvass your membership. The man you want is sitting there, longing to hear those words which will woo him into the editor's chair.

An outstanding club never was spawned by a fine bulletin, but a fine bulletin is an asset to each club. A fine bulletin should be one of your communication and leadership goals.

ABOUT THE AUTHOR

Russell M. Erickson is a charter member of Strowger Club 3848-30 in Northlake, Ill. He is a motor vehicle administrator for the Automatic Electric Co., a subsidiary of General Telephone and Electronics System.

District Happenings For You And Your Club

Many new ideas for club and member programs await you at your district's spring conference. Make plans to attend and gain first-hand knowledge of these new ideas!

Your district officers have been making arrangements for this conference for several months, and their goal is to provide you with new ideas about how the Toastmasters programs will help you meet your goal of effective communication and leadership.

Participate in the educational sessions that have been scheduled for you and your club. You will hear new ideas for improving club and member programs. Ideas for club program variety also will be presented, and you will learn the "how to" of the Toastmasters community programs.

Plan now to attend your district spring conference, and participate in its Idea Fair and educational sessions! The election of district officers, the district serious speech contest, and club and member recogni-

tion programs also are scheduled.

Blend this educational experience with fun and fellowship. Make arrangements to take your family. Travel to the conference with other Toastmasters' families. Organize a motorcade to the conference site!

Ask your club president for details about the programs that are planned. He soon will be receiving this information from your district governor. Review the schedule of educational programs and assess them from the standpoint of how you would benefit by attending and participating. You will find that the conference offers you and your club new ideas for meeting the communication and leadership needs of every member.

This year's spring conference promises to be an educational "happening." Plan to attend, and encourage the other members of your club to come along!

Another Toastmasters Happening...

JUNE REGIONAL CONFERENCES

The 1970 Toastmasters regional conferences will feature three educational seminars. A seminar for district governors-elect and educational lieutenant governors-elect will be conducted Friday and Saturday. Two seminars — one for all other lieutenant governors-elect and one for all other Toastmasters — will be conducted Saturday only.

Instructors for the two-day seminars will be Past International President Charles C. Mohr, ATM; Ed Denzler of Ft. Pierce, Fla.; and John Rebedeau of Chicago, Ill. A World Headquarters representative will serve as conference educational coordinator.

REGION I — International Directors George C. Scott, Chairman, and Harold Davis, ATM, Vice-Chairman
June 12-13 Oakland, Calif. Host District Chairman: Bruno Franceschi
International Officer Attending — President Ralph E. Howland, ATM
Instructor — Charles C. Mohr, ATM Educational Coordinator — J. Wm. Venable

REGION II — International Directors James L. Wu, ATM, Chairman, and John J. Schneider, ATM, Vice-Chairman
June 26-27 Los Angeles, Calif. Host District Chairman: Donald T. McGregor
International Officer Attending — 3rd Vice-President Donald W. Paape
Instructor — Charles C. Mohr, ATM Educational Coordinator — J. Wm. Venable

REGION III — International Directors Joe N. Westerlage Jr., Chairman, and Wayne I. Summerlin, Vice-Chairman
June 5-6 Denver, Colo. Host District Chairman: Dale Gregory
International Officer Attending — Immediate Past President Earl M. Potter
Instructor — Charles C. Mohr, ATM Educational Coordinator — R. T. Buck Engle

REGION IV — International Directors George C. Ireland, ATM, Chairman, and Carl H. Rupp, Vice-Chairman
June 12-13 Winnipeg, Man. Host District Chairman: Les W. Sutton
International Officer Attending — Sr. Vice-President Arthur M. Diamond
Instructor — John Rebedeau Educational Coordinator — Robert T. Buck Engle

REGION V — International Directors Loring D. Dalton, Chairman, and Ray Eldridge, ATM, Vice-Chairman
June 19-20 Chicago, Ill. Host District Chairman: Beverly S. Chase
International Officer Attending — Immediate Past President Earl M. Potter
Instructor — John Rebedeau Educational Coordinator — Robert T. Buck Engle

(Continued on page 33)

POINTS FOR A SUCCESSFUL CONVERSATION

By W. HITCHCOCK ROBINSON



Your success in your profession, as well as in your personal life, hinges on your ability to develop and carry on a stimulating, interesting, and intelligent conversation.

As Toastmasters, we learn to speak to a group. Do these techniques differ from those we use in person-to-person conversation? Yes they do, but you still need your Toastmasters tools: a good vocabulary, good diction, a good speaking voice, and an energetic search for new ideas.

Rarely do we get the opportunity to make an uninterrupted, seven-minute speech during a conversation, nor should we want to. The basic reasons for conversation are to exchange ideas with others for pleasure and profit, to make friends, and to acquire

confidence in self-expression.

Conversing properly, and with a definite purpose, takes practice. Before you join in a conversation, mentally rehearse how you can contribute to it, maintain a beneficial subject, contribute with a purpose, and make the conversation reap dividends.

First, don't monopolize the time of others by hogging the conversation. When you have ideas to add, wait your turn and then express them.

Second, a conversation increases in value as different people add their ideas. It's up to you to make sure that every-

one is eager to express his thoughts.

If you keep the conversation well-ordered you will gain more information about the subject. Do not try to exhaust a topic. Conversation is not a conference or seminar.

Third, express your ideas clearly and logically. Don't make long explanations or go into minute details. Always make sure the initial purpose of the conversation is fulfilled.

Find Value

Fourth, the ideas exchanged must be of some value to you and the other participants if the conversation is to be beneficial and productive. Ask yourself, "Will any of the ideas I am getting from this conversation be of value?" If you are learning something, add to the conversation. If not, try to change the subject by diverting the attention of the participants to an equally interesting topic.

How do you change the subject of a conversation? With a great deal of finesse!

As Toastmasters, we learn how to be discreet when evaluating a speech. Our experiences in being diplomatic evaluators will come in handy when we want to change the subject of a conversation.

You don't change the subject just to satisfy your ego, but

only when it is necessary to keep the conversation pleasant, productive, and interesting. When you change the subject, always try to maintain the rhythm of the conversation.

Here are two ways to change the subject discreetly:

First, you can divert the subject of a conversation by relating a new topic to it. This is an excellent way to produce an interesting and educational conversation. Keep in mind that your new topic should have some relationship to the original subject.

Ask Advice

Second, you can build up the speaker's ego by asking his advice or opinion about something. Most people always are ready to give advice, so be sincere when you use this technique.

After you've interrupted, guide the conversation along more constructive lines. Use these techniques or your own, but use diplomacy no matter what method you select.

Now that we've reviewed the basic rules for good conversation, how do we get someone to listen to us? Edward J. Hegarty, in his book *Making What You Say Pay Off*, suggests nine points to arouse a listener's interest:

Understand your listener.
Get his favorable attention.

Help him hear what you say. Make it easy for him to understand.

Arouse his interest.

Hold his interest.

Show him you like him.

Let him like you.

Listen to him.

The most important of these nine points is *understanding your listener*. Everyone you talk to is different. Some like sports, some like history, and others like current events. You wouldn't talk about history to a fellow who is deeply involved in sports most of the time.

Know People

Categorize the likes and dislikes of each person you know and meet, and guide the conversation to suit each one's desires. If you do, they'll surely include you on their list of "favorite conversationalists."

When you are invited to a group event, find out who else will be there and anticipate the general trend of the conversation.

Research some of the latest news about the subjects you expect to be most popular at the event. If you don't understand the entire meaning of a subject, ask one or several individuals at the gathering. This conversation strategy can benefit you by increasing your general knowledge.

Here are some other ideas

about how you can gain a reputation as a good conversationalist: listen courteously, be fair to others, talk when necessary, don't be a "know-it-all," and make each person feel equal.

Are you a conversation starter or a conversation joiner? If you already are a successful joiner, expand your talent by developing the knack of starting conversations.

How do you start the conversation?

Do not start with a trite remark or commonplace cliché. These lack imagination and seldom lead anywhere.

Use Humor

You can start by telling an appropriate humorous story, by making an observation about your surroundings, or by making a courteous gesture.

A *humorous story* should be brief and in good taste. Be sure you know several humorous stories and can tell them well.

The best kind of humor is a personal anecdote — something that happened to you. Your story might remind someone of a similar incident and the conversation is on its way.

An *observation*. There are many objects that can be used as conversation pieces. Look around. Pick out something unusual, and open with a complimentary remark or a ques-

tion about it. Be specific and graphic about the object, and prepare your remark with a specific thought.

A *courteous gesture* always is appropriate. Offer to do something for someone or ask a small favor. Offer to help the individual with his coat or jacket. Ask for the correct time, under the pretense of setting your watch.

You can develop several more ways in which to start a successful, worthwhile, and pleasant conversation, but just because you have a few good methods doesn't mean you should stop there.

There are many opportunities to open and maintain a conversation, but the best way is with your imagination.

As a Toastmaster you have the ability to speak properly. With these points and others you develop from your imagination, you can converse effectively.

Remember, a friend is a good conversationalist. Unless you feel you have nothing left to learn, you can reap great benefits from a good conversation.

When you meet people, talk with them.

ABOUT THE AUTHOR

W. Hitchcock Robinson is a District 38 lieutenant governor and a member of Lancaster (Pa.) Club 1723-38. He was named to the Toastmasters International Hall of Fame in 1968-69 as District 38 Area Governor of the Year.

REGIONAL CONFERENCES

—CONTINUED FROM PAGE 29

REGION VI — International Directors Frank J. Hurst, Chairman, and Rollo R. Dawson, Vice-Chairman

June 26-27 Columbus, Ohio.

Host District Chairman: Orville Hullinger

International Officer Attending — 2nd Vice-President Russell G. Herron

Instructor — John Rebedeau Educational Coordinator — Robert T. Buck Engle

REGION VII — International Directors Albert Nickerson, Chairman, and Robert W. Blakeley, ATM, Vice-Chairman

June 19-20 Arlington, Va.

Host District Chairman: Ray Jennison

International Officer Attending — Senior Vice-President Arthur M. Diamond

Instructor — Charles C. Mohr, ATM Educational Coordinator — William H. Boyd

REGION VIII — International Directors John F. Diaz, ATM, Chairman, and Philip R. Viviani, ATM, Vice-Chairman

June 19-20 Birmingham, Ala.

Host District Chairman: William Chastain

International Officer Attending — President Ralph E. Howland, ATM

Instructor — Ed Denzler Educational Coordinator — J. William Venable

President's Program Progress Report

In response to the president's membership building challenge, these 17 clubs showed outstanding member gains (the number in parentheses) during January:

Jackson (Mich.) Club 807-62 (17)	Valley Club 3354-3, Phoenix, Ariz. (7)
YMCA Club 781-62, Saginaw, Mich. (11)	Gopher Club 183-6, Minneapolis, Minn. (7)
Lima (Peru) Club 3098-U (11)	Granite Fall (Minn.) Club 3221-6 (7)
Pacesetters Club 1895-33, Walla Walla, Wash. (10)	St. Clair Club 496-8, Belleville, Ill. (7)
Jewell City Club 29-52, Glendale, Calif. (9)	Shelbyville (Ind.) Club 1113-11 (7)
Manly Warringah Club 3827-TCA, Sydney, N.S.W., Australia (8)	Trail & District Club 2776-21, Trail, British Columbia (7)
Tele-Talk Club 3016-3, Phoenix, Ariz. (7)	Longhorn Club 3178-25, Fort Worth, Tex. (7)
Picatinny Club 3547-46, Dover, N.J. (7)	Eskimo Club 1445-42, Edmonton, Alberta (7)
Madrid (Spain) Club 2378-U (7)	

There were 243 Youth Leadership Program registrations between July 1, 1969 and January 31, 1970. These clubs registered four or more classes (number in parentheses) during that period:

Anthony Wayne Club 1380-28, Toledo, Ohio (8)	Daybreakers Club 2919-47, Cocoa, Fla (5)
Faousa Diamond Club 3404-36, Washington, D.C. (6)	Youngstown (Ohio) Club 1986-10 (4)
Hollywood (Fla.) Club 3770-47 (6)	Sunrise Club 2508-47, Ft. Lauderdale, Fla. (4)

There were 93 new clubs chartered between July 1, 1969 and January 31, 1970. These districts chartered three or more new clubs (number in parentheses) during that period: TCA (5); District 19 (4); District 47 (4); District 4 (3); District 28 (3); District 46 (3); and TCBI (3).

NEW CLUBS

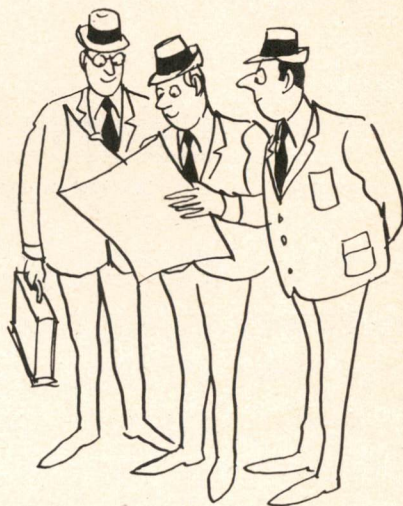
As of January 31, 1970

District 6	SCHJEL-SHOCKERS Club 2905-6. Meets Mon., 5:15 p.m., Eagles Club, NORTHFIELD, Minn. Contact: 645-5633 Ext. 412 or 495. Sponsoring Club: KING BOREAS CLUB 208-6. Area: Nine.
District 8	EMERSON Club 592-8. Meets Thurs., 5:00 p.m., Emerson Executive Dining Room, 8100 W. Florissant, ST. LOUIS, Mo. Contact: 261-1800 Ext. 2749. Area: Three.
District 9	SUN DODGERS Club 1256-9. Meets Thurs., 7:00 p.m., Smitty's Pancake House, 412 S. Interlake Rd., MOSES LAKE, Wash. Contact: RO 5-8297. Sponsoring Club: MOSES LAKE CLUB 1349-9. Area: Three.
District 19	TOP O'MORNING Club 2061-19. Meets Mon., 7:00 a.m., Rodeway Inn, 2nd and Nebraska, SIOUX CITY, Iowa. Contact: 277-1350. Area: One.
District 23	FORT BLISS Club 2236-23. Meets Wed., noon, Fort Bliss Officers Open Mess, EL PASO, Tex. Contact: 598-9508 or 568-3882. Area: Five.
District 28	WEST ADAMS SPEAK EASY Club 1222-28. Meets Wed., 5:00 p.m., Mutual Building, 28 W. Adams, DETROIT, Mich. Contact: 965-8600. Area: Four.
District 46	CHASE MANHATTAN #1 Club 433-46. Meets alternate Mon., 5:30 p.m., Room A, 28th Floor, 1 Chase Manhattan Plaza, NEW YORK, N.Y. Sponsoring Club: GRAYBAR CLUB 1436-46.
District 47	HAPPY VALLEY Club 2096-47. Meets alternate Thurs., 6:00 p.m., Plantation, FT. LAUDERDALE, Fla. Sponsoring Clubs: FT. LAUDERDALE CLUB 2004-47 and POMPANO BEACH CLUB 3003-47.
District 49	HUI WALA'AU Club 1031-49. Meets 2nd and 4th Tues., 5:30 p.m., Bank of Hawaii Cafeteria, HONOLULU, Hawaii. Contact: 537-8111. Sponsoring Club: BANKOH CLUB 2074-49. Area: Three.
District 50	ISI Club 1502-50. Meets 1st and 3rd Tues., 6:00 p.m., The Ponderosa, 10900 Jefferson Blvd., CULVER CITY, Calif. Contact: 390-3378. Area: Six.
District 53	ENERGY Club 2542-53. Meets alternate Mon., 4:45 p.m., Northeast Utilities Building, Seldon St., BERLIN, Conn. Contact: 666-6911. Sponsoring Club: HARDWARE CITY CLUB 1461-53.
District 62	YAWN PATROL Club 3306-62. Meets alternate Tues., 7:00 a.m., Ramada Inn, 1000 Ramada Dr., LANSING, Mich. Contact: Res. 485-4102 or Bus. 372-9400 Ext. 254.
District 67	KACHEMAK Club 3766-67. Meets 2nd and 4th Mon., 7:00 p.m., Waterfront Cafe, Bunnell Ave., HOMER, Alaska. Contact: 235-8685. Sponsoring Club: KAKNU CLUB 3191-67.
District 68	SOUTH LAFOURCHE Club 392-68. Meets Balcony Club, Hwy. 1, LAROSE, La. Contact: 693-3094. Area: Five.
	CHAMBER OF COMMERCE OF NEW ORLEANS AREA Club 2902-68. Meets 1st and 3rd Thurs., 7:00 a.m., Chamber of Commerce Building, 301 Camp St., NEW ORLEANS, La. Contact: 524-1131 Ext. 248.
TCA	KU-RING-GAI Club 1091-TCA. Meets 1st, 3rd, and 5th Mon., 7:00 p.m., Acapulco Restaurant, St. Ives, SYDNEY, N.S.W., Australia. Contact: 49.3432. Sponsoring Club: FOREST CLUB 1541-TCA.

(Continued on page 40)

SHARING . . .

Toastmasters Are Making It A Habit



By DAVID RESNICK

Effective community relations for Toastmasters means sharing your Toastmaster opportunities with others during Toastmasters Invitation Month and throughout the year.

Sharing your club's opportunities with the community is another means to develop your communication and leadership abilities.

There are several ways you and your club can share the Toastmasters communication and leadership program and create a favorable image of the Toastmasters club in your community.

Your club is "sharing" when it conducts Youth Leadership programs and Speechcraft

courses. It is sharing when it provides a community speakers bureau, judges for schools' and other organizations' oratorical contests, and Community Contact Team programs.

Other activities that enhance your club's image in the community include providing public forums and debates about timely local, state/province, and national issues; participating in community celebrations, fairs, and shows;

cooperating in the Boy Scouts of America Operation Patrick Henry program; and inviting non-Toastmasters to your club meetings.

There is no better way for Toastmasters to create a favorable image in the community than by sharing the Toastmasters International communication and leadership program on a person-to-person, community-wide basis.

Your club already has a favorable image among the persons who are familiar with TI's goals and programs. Therefore, an appropriate goal for you is to inform those who are not acquainted with the club and the TI program. It also is a worthwhile goal for your club's community relations committee.

Share Your Club

Develop and conduct a community relations program in your club. Begin by offering to help your community relations committee investigate how the club can share the Toastmasters program in your town. Ask the executive committee to devote an entire club meeting to developing the goals and a plan of acTion.

Your activities will generate greater community awareness and interest in your club, and as the programs gain public recognition, local newspapers,

radio and television stations will publicize your achievements.

Effective publicity is preceded by an effective community relations program conducted by your club. That's how favorable public images are made!

Newspaper editors' and broadcast station directors' interest in your community activities is proportionate to the interest your activities create throughout the community.

If a club-sponsored community program is aimed at 50 people, for example, the editors' interest will be limited. As the scope of your program's public appeal broadens, the editors' interest mounts.

Spread The Word

As your club's reputation for sharing its program begins to grow, encourage the community relations committee to put its communication and leadership abilities to use by meeting with local newspaper editors and broadcast station directors.

Each editor and station director should be asked how your club can best help him meet the needs of his medium's audience.

Never try to tell these professionals what a good story is. They will tell you; that's their job!

An important thing for you to learn to recognize and know how to capitalize on is a newsworthy story. The best way to learn is to ask the people who decide what is published in the newspaper and broadcast on radio and television. Discuss the Toastmasters communication and leadership program with them. Tell them about your activities. Suggest possible stories, and use their responses as the guidelines for future news releases.

They'll want to announce your new club officers, publicize your club's anniversary plans, recognize your club's representative at area speech contests, and report who from your club is attending district and regional conferences and the TI convention.

Although you might consider the mass media as the most desirable way to achieve recognition for your club's contributions in the community, don't overlook the person-to-person approach and the group-to-group technique.

Speechcraft is an excellent example of creating good community relations on a person-

to-person basis. The men and women who participate in this streamlined course in public speaking will sing your club's praises throughout the community.

Cooperating with a local charitable, civic, or service group illustrates how your club's speakers bureau creates a favorable image on a group-to-group basis. The publicity chairman of the group on whose behalf your speakers bureau "speaks out" will publicize Toastmasters' participation. He will recognize your cooperation first within his own group and then publicly.

It is easy to see that your club will realize many benefits from its community relations program by sharing your Toastmasters opportunities with the residents of your city.

Encourage your club to develop its community relations program. Participate in the activities that are planned. Your experiences will be exciting and satisfying, and your accomplishments will be publicized throughout the community.

All we have to do is develop the habit of sharing!

ABOUT THE AUTHOR

David Resnick is the president of the public relations firm of David Resnick and Associates, New York City, New York 10019.

Your Club as a Catalyst for...

ECC

Effective Community Communication

More and more Toastmasters clubs are conducting public forums and debates to provide opportunities for experienced members to speak before different audiences in the community.

Many "Toastmasters on the move" have established themselves as catalysts for better communication in their communities.

If greater participation in community affairs is one of *your* goals, urge your club to conduct a public forum or debate. It will provide you further opportunity to develop your communication and leadership abilities. This also allows your club to meet an important need of every community — effective community communication.

Ask your club educational vice-president to begin developing plans for a public forum or debate and to begin preparing your club to conduct the program.

A forum is a program of one or more lectures followed by audience discussion and questions. Presiding over a "free for all" forum is challenging, but guidelines are provided in TI's *Mr. Chairman* manual (Code 200).

A debate is a formal contest of skill in reasoned argument between opposing teams. Valuable guidance for planning and conducting debates is available in the *TI Debate Handbook* (Code 104).

Also check TI's *Members, Meetings and Meals* manual (Code 220) for valuable information about selecting and arranging the site of the program and promoting attendance.

Gain community awareness by demonstrating that Toastmasters can serve as catalysts for public discussion.

INTERNATIONAL TAPED SPEECH CONTEST COMPETITION OPENS

More than 140 undistricted Toastmasters clubs have been invited to participate in TI's 1970 International Taped Speech Contest. The first, second, and third-place winners will be announced during the 39th International convention in Portland, Ore., August 10-13.

The 1970 taped speech contest rules, judging sheets, and contestants' questionnaires have been sent to the president of each eligible club.

The International Taped Speech Contest is open to the winner of each undistricted club's speech contest. Each winner's tape-recorded speech must reach World Headquarters by June 1 for judging.

Participation in the International Taped Speech Contest is an interesting and challenging experience. It provides a program of interest for all members, their wives, and the public, thus bringing community attention to the many opportunities offered by participation in the Toastmasters program.

Started in 1964, the International Taped Speech Contest has attracted greater attention each year, and a record number of entries is anticipated for this year's competition.

The first place winner of the 1969 contest was Peter C. Shephard of Wellington (New Zealand) Club 1016-U. Second place went to Amado A. Amador Jr. of Pinaglabanan (Philippines) Club 594-U, and third place was won by Martin Dannheiser of Springs (South Africa) Club 3194-U.

NEW CLUBS

— CONTINUED FROM PAGE 35

District U

LAKENHEATH-MILDENHALL Club 2352-U. Meets alternate Tues., 7:00 p.m., RAF Mildenhall Officers Open Mess, SUFFOLK, England. Contact: Feltwell 205 Ext. 425 (United Kingdom).

ROOSEVELT ROADS Club 3015-U. Meets Mon., 11:30 a.m., Chief Petty Officers Club Annex, ROOSEVELT ROADS, Puerto Rico. Contact: 863-2000 Ext. 4342.

DELTA Club 3557-U. Meets Tues., 7:00 p.m., Conference Room, Base Civil Engineers Building, BIEN HOA AIR BASE, Republic of Vietnam. Contact: Base Ext. 3752.

- F. Vance J. Mingus
2. Daniel S. Johnson, ATM
3. Gene E. Anderson, ATM
4. William J. Hurley, ATM
5. Durwood E. English
6. Clifford L. Thompson, ATM
7. Don Kearton, ATM
8. Wilbur J. Fox
9. W. E. Whiteman
10. Frank Bower
11. Gilbert W. Smith
12. Dana D. Simons
13. Charles G. Kramer
14. Cecil Passmore, Jr., ATM
15. Conrad R. Peterson
16. Richard E. Schneider, ATM
17. Don Barrick
18. William D. Lennon
19. Jack H. Hotchkiss, ATM
20. Art Skolness
21. David C. Brown
22. Chester Green
23. Albert F. Boeglin, ATM
24. S. Scott Miller
25. Earl Bernhart
26. Watt Pye
27. Lloyd G. Ploutz
28. Norman W. Jennings
29. John D. Wolfe
30. Bruce D. Harper
31. Robert P. Savoy, ATM
32. Don Anderson
33. Lane Woodard
34. Salvatore Fauci, ATM
35. Donald J. Costello
36. Robert J. Mindak, ATM
37. Leonard C. Butler, ATM
38. Francis E. Swiacki
39. Klayton Nelson
40. Carl Harrington
41. Phil D. Morgan
42. Harry G. Shuttleworth
43. Charles R. Crook
44. Robert F. Spikes
45. H. Frank Richards
46. William J. Winters
47. Hugh T. Burgay, ATM
48. Luther E. Lee
49. John M. Copping
50. Leon E. Blakely, Jr., ATM
51. Arthur M. Hays
52. Dr. C. Harold Havlik
53. I. William Hollander, ATM
54. Joshua K. Pang, ATM
55. Daniel M. Belcher
56. Norris W. Yates, Jr.
57. Donald E. Orput
58. Jack H. Shetley
59. Keith Henrikson
60. Laurie Erwin
61. Lionel Masse
62. John P. Motley
63. Robert L. Graves
64. Robert Shewring
65. Robert H. Root
66. John C. Downey, Jr.
67. William Dolan
68. Leonard A. Washofsky
- 1016 Tyleen Pl., Pomona, Calif. 91766
12011 18th Ave. S.W., Seattle, Wash. 98146
198 S. Tucson Blvd., Tucson, Ariz. 85716
390 Hacienda Court, Los Altos, Calif. 94022
4580 Mt. Alifan Dr., San Diego, Calif. 92111
5252 Richwood Dr., Edina, Minn. 55436
1490 Fir St. S., Salem, Ore. 97302
1560 Gallop Ln., Florissant, Mo. 63031
Route 1, Cataldo, Ida. 83810
852 Hunter St. N.W., Warren, Ohio 44485
4029 W. Washington St., Indianapolis, Ind. 46241
1039 Randolph Rd., Santa Barbara, Calif. 93105
MR 2, Box 183A, Toronto, Ohio 43964
Route 1, Dexter, Ga. 31019
Petersboro, Utah, RFD Mendon, Utah 84325
2115 Garden, Ponca City, Okla. 74601
P.O. Box 1223, Bozeman, Mont. 59715
Box 233-C, Route 1, Abingdon, Md. 21009
RR 2, Marion, Iowa 52302
Route 1, Glyndon, Minn. 56547
2096 Falkland Pl., Victoria, B.C., Canada
7211 E. Gilbert, Wichita, Kans. 67207
520 N. Ash, Carlsbad, N.M. 88220
610 S. 48th St., Lincoln, Nebr. 68510
P.O. Box 3142, Dallas, Tex. 75221
835 Milwaukee, Denver, Colo. 80206
702 Anchorage Ave., Modesto, Calif. 95350
3003 Redington Woods, Toledo, Ohio 43615
P.O. Box 2064, Pascagoula, Miss. 39567
1330 London Ln., Glenview, Ill. 60025
48 Jarman St., Sudbury, Mass. 01776
1459 N. Shirley, Tacoma, Wash. 98406
315 N. 27th Ave., Yakima, Wash. 98902
43 Washington Ave., Endicott, N.Y. 13760
439 William St., Racine, Wisc. 53402
3714 Forest Grove Dr., Annandale, Va. 22003
P.O. Box 9223, Greensboro, N.C. 27408
3813 Chalfont Dr., Philadelphia, Pa. 19114
801 Miller Dr., Davis, Calif. 95616
2381 Brentnell Blvd., Columbus, Ohio 43211
129 E. St. Francis, Rapid City, S.D. 57701
319 19th St. N.W., Ste. 5, Calgary 42, Alta., Canada
9201 Cloverhill, Little Rock, Ark. 72203
2309 Hancock, Amarillo, Tex. 79106
21 Theresa Ave. Lewiston, Me. 04240
706 DeGraw Ave., Newark, N.J. 07104
1583 Waterwitch Dr., Orlando, Fla. 32806
P.O. Box 6184, Montgomery, Ala. 36102
487 Aulima Loop, Kailua, Hawaii 96734
6352 Riverton Ave., North Hollywood, Calif. 91606
4924 E. 59th Pl., Maywood, Calif. 90270
1153 N. Central, Glendale, Calif. 91202
816 Center St., Manchester, Conn. 06040
19 Northview Dr., Route 3, Box 138, Kankakee, Ill. 60901
2610 3rd Ave., Scottsbluff, Nebr. 69361
110 Eastley Dr., San Antonio, Tex. 78217
P.O. Box 94, San Pablo, Calif. 94806
P.O. Box 8061, Greenville, S.C. 29604
1611 Clemson Rd., Reno, Nev. 89502
650 Parliament St., Apt. 1423, Toronto 4, Ont., Canada
896 de la Colline, Sainte-Foy, Quebec 10, Que., Canada
1135 S. Carriage Hill, Traverse City, Mich. 49684
459 Oakley, Nashville, Tenn. 37220
537 Cedarcrest Dr., Winnipeg 16, Man., Canada
57 Wynnwood Ave., Tonawanda, N.Y. 14150
5408 Melbeck Rd., Richmond, Va. 23234
3513 Upland Dr., Anchorage, Alaska 99504
1411 Decatur St., New Orleans, La. 70116

TOASTMASTERS COUNCIL PRESIDENTS

Australia—Ronald G. Ellis
British Isles—James S. Armstrong

4 Goodacre Ave., Miranda, 2228, New South Wales, Australia
18 Briarsfield Rd., Gosforth, Newcastle Upon Tyne 3, England

April Is YOUR Invitation Month

Extend your invitation . . .

To **your** associates in the community and where you are employed

To give your associates the opportunity to share the Toastmasters communication and leadership program with **you**

To have your associates see the Toastmasters programs in action in **your** club



To your associates to enjoy the company of **your** club members

PLAN YOUR INVITATION LIST NOW!

V P WHITTEN
1629 STINSON AVE
EVANSVILLE IN 47712
11 337