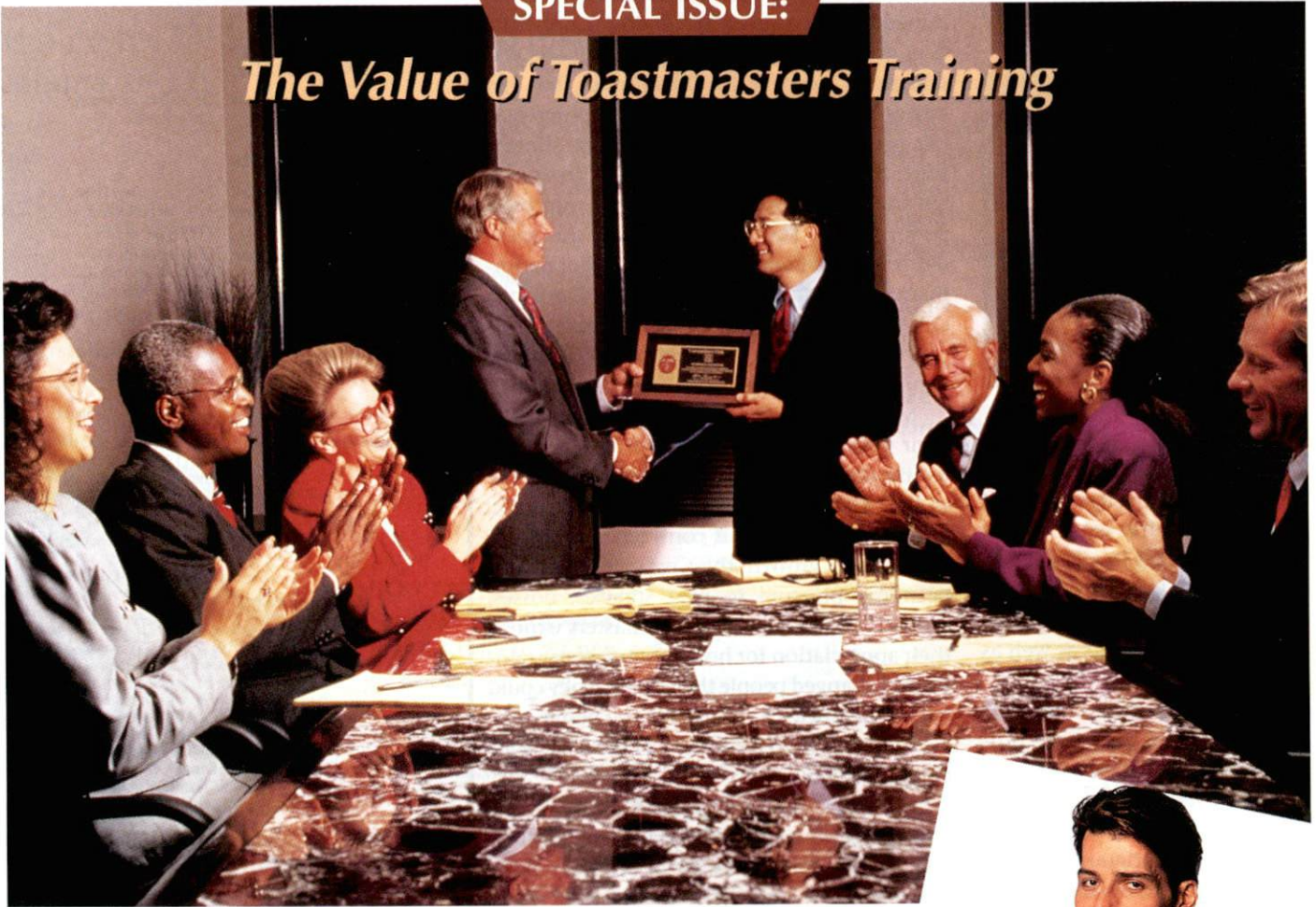


# the Toastmaster®

march 1995

SPECIAL ISSUE:

## *The Value of Toastmasters Training*



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## What Has Toastmasters Done For You?



Every member has a story to tell about what he or she has gained from participating in a Toastmasters club. They eagerly share their testimonials of great accomplishments as well as small successes.

The first time I met Dorothy Star, it was on a professional basis: She was selling, I was buying. I invited her to a club meeting and she was intrigued. Having received exemplary club officer training, I offered to pick her up and take her to the meeting. She liked what she saw and joined the club. Fortunately, I had the privilege of being her mentor. Over the next several years she became active in two clubs and even served as club President.

After volunteering on a district conference committee, Dorothy decided she had the courage and skills to be an entrepreneur. She started her own business

and became very successful.

*Would she have done that without her Toastmasters training and experience?*

Carol Walsh, an association executive, joined Toastmasters after giving a presentation at the association's conference. She was scheduled to speak for 90 minutes, but her talk only lasted for 30. At the next conference, her presentation took up the entire allotted time. By then Carol had become a Toastmaster and was complimented on her improved performance. The following year, she again delivered a presentation. This time her performance had improved even more. Carol had definitely made a change for the better!

*Would she have experienced that dramatic improvement without her Toastmasters training?*

Most people join Toastmasters to improve their public speaking skills, but don't always realize and reap the other benefits that come in the process. Improved interpersonal skills, greater self-esteem and confidence are also a part of the growth they experience. It has been my pleasure to hear spouses, bosses, mothers and other non-Toastmasters express their appreciation for how Toastmasters training has changed people they know. They could tell a difference – a change for the better.

*What has my Toastmasters experience done for me personally?*

It has given me the greatest gift of all: the confidence to be myself in any situation or setting; the confidence to be myself in my profession; the confidence to be myself when I am speaking in front of an audience, any audience of any size. Toastmasters has definitely made a change for the better in me!

*What has Toastmasters done for you?*

Think about that question and answer it. Recognize and acknowledge how you have changed as a result of the practice, support and training you have received through membership and participation in your club.

*What can you do for Toastmasters?*

Share your experience and success with others so they too can become Toastmasters and make a change for the better!

Pauline Shirley, DTM  
International President

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### AN AH-LARMING MISTAKE

Did you know Toastmasters is incorrectly using a word? According to the dictionary, "ah" has a different definition than that we often use: "Ah – Used to express various emotions, such as surprise, delight, pain, satisfaction or dislike." Not once does it refer to a speaker stumbling or faltering during a speech. We have been counting the wrong word!

Once I discovered this, I had to find the word we should be counting. And lo and behold, I found it: "hem"! "Hem – To pause or hesitate in speaking, used in the phrase 'hem and haw.'"

Now I don't know about your speeches, but I can't recall hemming and hawing in any of mine. So I looked up "haw" in the dictionary.

"Haw – An utterance used by a speaker who is fumbling for words."

There it was! The missing word. "Ah" is an emotion, while "haw" is to fumble for words. That's it. We should be counting hems and haws – not ahs.

Sheila Barger  
Jefferson Club 1998-68  
Metairie, Louisiana

### OVEREXTENDED? TRY A TIME-OUT

I disagree with Steve Broe's views about not quitting Toastmasters during times of turbulence (August 1994). While I agree that one should at least maintain one's membership, I believe that everyone goes through periods of needing a break from Toastmasters in order to focus on more pressing

problems and to recharge one's batteries.

Situations such as job changes and family responsibilities can require one's full attention and may result in some loss of Toastmasters enthusiasm.

If this happens, do not feel guilty. Make it clear to club members that you must take a break and devote your energy to other things for a while. They will understand. Forcing yourself to remain active will not help you or your club and may result in your leaving the organization altogether. After being very active for three years, I decided to find a new job and spend more time with my family. Within two months I found a new job, but it needed my undivided attention and required a lot of overtime.

So during that period, I took about four months off from attending Toastmasters meetings and then later started attending only once every three weeks. However, I continued to stay in touch with my Toastmasters friends by phone and by attending activities. Once I feel more enthusiastic and my work situation stabilizes, I will again become a more active member.

Joe A. Holmes, ATM  
Capital Club 2722-61  
Ottawa, Ontario, Canada

### WHAT KIND ARE YOU?

With regard to the letter (October 1994) from Anita Carswell concerning the suggested change of the word "mankind" to "human-kind," I can only say that

where I work we are one step ahead of her.

The management originally replaced the words man and woman with person – until someone pointed out that person is even more sexist since it implies "per a son" (not a daughter). Therefore person has been replaced with "peroffspring." Mankind is now "peroffspring-kind" and woman is now "woperoffspring."

It takes a while to get used to the new system. Indeed, the management is now called the "peroffspring-agement." In 20 years, no one will be able to understand the writings of the 20th century.

Dawn White  
Able Spirited Cadre Club 7198-70  
Sydney, Australia

### VEGETARIANS EAT REAL FOOD, TOO!

I received my first *Toastmaster* magazine over the holidays and enjoyed the articles immensely. I especially enjoyed Patrick Mott's "Rules to Live By" (January 1995). I do, however, take offense to Rule #3: "Eat well – Not sprouts and tofu. Real food." Well, excuse me, Mr. Mott. For vegetarians, sprouts and tofu are real food. I suggest you investigate other lifestyles and diets before you make blanket statements. By the way, hand-cranked peach ice cream does not constitute eating well. The cholesterol and fat in real ice cream will harden those arteries quickly.

Vicki Wuertz  
Florida Southern College Club 4615-47  
Lakeland, Florida

### WHAT WISDOM!

While reading Patrick Mott's article "Rules to Live By" (January 1995), I felt I was being spoken to by a gentle guru passing on the wisdom of ages. Some thoughts were new and some were old, but all were told in a unique way that touched me. I'd like to know what kind of wine he and his friends were drinking to come up with those ideas. They were wonderful!

Paula Syptak Price, ATM  
Talk of the Tower Club 4601-56  
San Antonio, Texas

### STEPPING UP TO SELF-ESTEEM

I just read "Seven Steps to Self-Esteem" (January 1995). What I really like about this magazine is that it is not just about public speaking but also about personal development, of which public speaking is an integral part. Not only that, but these subjects are dealt with in a practical manner with specific suggestions to get one motivated.

I was particularly inspired with two aspects of the article:

1. The idea that low self-esteem isn't a permanent condition.
2. The anecdotes about famous people I admire who have suffered from and successfully overcome low self-worth.

I suffer from low self-esteem. Though my boyfriend has taken it upon himself to help improve my self-esteem, your article has given me the confidence to know that I can do it all by myself.

Vickie Rati  
AGC City Club 6769-70  
Sydney, Australia



Break the club barrier and increase your Toastmasters involvement.

by George Shyrock, DTM

# Membership Beyond the Club

■ OF ALL THE INTERESTING AND EXCITING discoveries within Toastmasters, surely some of the greatest are outside our home clubs.

As a first-time club president, I went to a district conference simply because I knew I was expected to attend and vote. I was completely unprepared for what happened. Up to that point my understanding of Toastmasters International was limited to our club, its members and the meetings. Area, division and district functions meant very little to me – I was only interested in our club. But early into that first district conference I became acutely aware of the tremendous enthusiasm among the participants. It was clear to me that these people were experiencing the Toastmasters program on a higher level than I was.

I attended all the educational sessions and listened to some of the finest speech contestants I'd ever heard. It was an adventure and its impact was terrific and lasting. I had discovered, quite by accident, a fantastic dimension that simply was not present in our fine club. Our meetings were good and all of us enjoyed them, but they lacked the excitement and adventure of the district conference. Rubbing elbows with some of the district's finest Toastmasters inspired me so much that I could hardly wait to get home and tell my fellow club members about it.

Too many Toastmasters miss out on one of the best parts of their membership by neglecting to attend area, division, district, regional and international events. They don't realize how much these events can enrich their learning and growth. Dedication and determination really shift into high gear once

we know that the entire organization exists for one reason alone – so that you and I, as individual Toastmasters, will have an opportunity to develop our communication and leadership skills.

The club is our first contact with Toastmasters; it's certainly interesting and fun, but constitutes only a limited part of what is available to us. To get the most out of our Toastmasters training, we must attend those important functions outside the club.

Meeting outstanding men and women who serve as our leaders at all levels can be a source of great inspiration and encouragement. They invariably fuel our desire to excel and help fellow Toastmasters reach their goals.

An old Hindu proverb can be used to describe the Toastmasters program: "Help your neighbor's boat across the river and behold, your own has reached the shore." We benefit most when we care enough to share with

others and help them grow. This understanding comes into focus most clearly as we participate beyond the club and especially in leadership service as officers.

If we haven't yet broken the club "barrier," it's high time we started. Let's get out to that next area or division contest or district conference. Better still, for the ultimate Toastmasters experience, plan to attend the International Convention in San Diego this August! **1**

*George Shyrock, DTM*, former president of Bradenton Club 2449-47 in Bradenton, Florida, is a past District 47 Educational Lt. Governor.



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# Toastmasters

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# Self-ESTEEM

by Mary Fleming, DTM

**T**he Toastmasters organization is frequently given credit for enhancing the self-esteem of its members. But is it a given that an individual's self-esteem improves simply by joining a Toastmasters club? I think not. So, if it isn't automatic, how then does Toastmasters help in this area? How is it that Toastmasters enhances an individual's self-esteem?

The opportunities for growth in Toastmasters are available to any adult wishing to take advantage of them. Continual growth, when undertaken with a plan, can improve self-esteem. This can come about in three ways:

- By establishing goals for specific growth.
- By making a commitment to pursue these goals.
- By participating in every opportunity Toastmasters offers for accomplishing these goals.

Psychologist Nathaniel Brandon states that self-esteem is the reputation we acquire with ourselves – in other words, we are responsible for our own esteem, and we earn our own reputation. How we view ourselves, in fact, is far more important than how others view us. Above all, our self-esteem should not be surrendered to someone else's opinion.

Everyone has some sort of self-esteem in varying stages of repair. Those with healthy self-images usually lead lives of celebration, while those who feel badly about themselves frequently lead lives of despair and even tragedy. Most of us fall somewhere in between, occasionally touching that wonderful feeling of a healthy esteem, only to lose it later, often at a time of greatest need.

The fact that esteem is not given to us by someone else is important, but greater still is the realization that neither can it be taken away by someone. It is gained the old-fashioned way, through dedication and effort. We earn it, and it is lessened or lost only through our own neglect.

A healthy self-esteem depends on the development of two co-dependent qualities: self-confidence and self-worth. Confidence and worth, or self-respect, are qualities that reinforce one another. Like the chicken and the egg, one can't exist without the other.

But how does an individual gain self-confidence? It is the direct result of know-how, and know-how comes from experi-



ILLUSTRATION: VALA KONDO

ence. For instance, step-by-step, by approximation, as Toastmasters speak they improve in their ability as speakers, and as a result they gain self-confidence and self-respect. Can you see how our self-esteem is the beneficiary of the communication skills we gain in Toastmasters?

Both self-confidence and self-worth, and ultimately self-esteem, are gained in proportion to our willingness to be exposed to challenges and new experiences. When we confront obstacles and step out of comfort zones in order to grow, we gain confidence and trust in our ability to profit from those experiences. Essentially, confidence comes from an "I can do" attitude, an awareness that anything necessary to help us function successfully in our lives can be learned. Self-respect comes from the knowledge that we are capable of learning and promoting our own growth.

Every speech given before a group is a challenge: some people even say it is the most "dangerous" thing they do. Each time a speech is given the speaker grows in ability as well as self-trust.

There is no easy way, no overnight miraculous way to achieve a healthy self-esteem. Effort is required. Just as breathing is necessary this moment for us to be alive the next, continual effort is required to maintain a healthy self-esteem. It is an ongoing process, one that is never finished.

One final thought. It is important to remember that self-worth should not be

connected to what we did but rather our willingness to try, to learn and to grow. On the other hand, low self-esteem is encouraged by entertaining feelings of inadequacy and not attending to those feelings.

Since both error and discomfort frequently accompany a trip into new territory, they are to be expected in some degree. But neither making a mistake nor feeling uncomfortable is that big a deal. Through experience a speaker learns to recover from mistakes and will gain a sense of self-confidence and self-worth which ultimately results in a healthier self-esteem. Toastmasters offers many opportunities to do this.

By setting goals, pursuing them, taking advantage of every growth opportunity offered and meeting those challenges, an individual's self-esteem will improve. Toastmasters offers the opportunity, but we must accept it in order to grow. Then we'll know with certainty that belonging to a Toastmasters club improves self-esteem. We'll know how and why; we can speak from personal experience. ①

*Mary Fleming, DTM*, is a retired educator and member of Antelope Valley Toastmasters 9007-3 in Prescott Valley, Arizona.

**"How we view ourselves is far more important than how others view us."**

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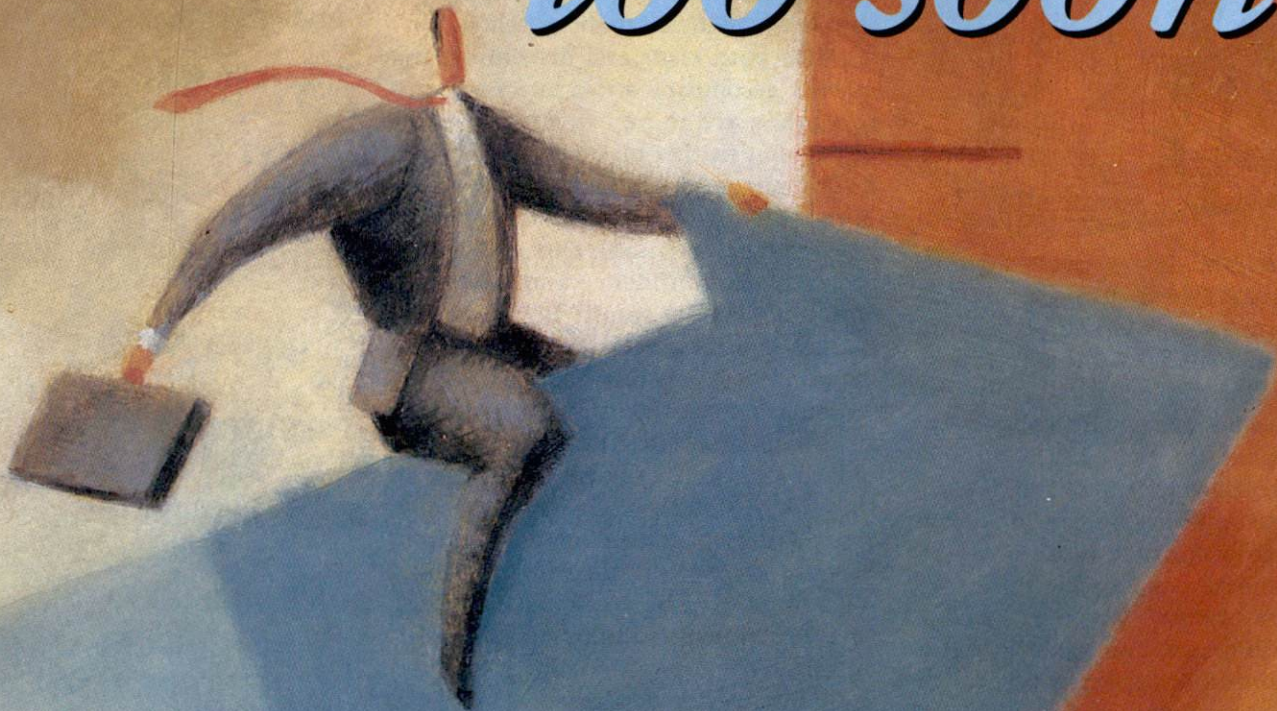
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# don't leave too soon

by Patricia Fry, CTM



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*For Toastmasters,  
success is a signal  
that it's time to  
set new goals.*

ILLUSTRATION: ROB COLVIN



**M**ost of us join a Toastmasters club for pretty specific reasons. Maggie, for example, wants to master her shyness and become more comfortable in social and business settings. Having recently been promoted to a supervisory position, Jeremy hopes to gain confidence and better communication skills. Judy, on the other hand, is looking for tools that will help improve her sales presentations at work. And Brian's professional goals include giving seminars; he came to Toastmasters to hone his speechwriting and speaking skills. Me? I joined to overcome a mental block that was keeping me from promoting my self-published local history books through speaking engagements.

The fact is that those who stick with Toastmasters for a reasonable length of time will meet their original goals, provided they attend most meetings, participate regularly and stretch to meet the challenges placed before them.

And then what? Do we go on to speak happily ever after with more skill and confidence? Well yes, but is that all there is? Not by a long shot! There are new bridges to cross, new obstacles to hurdle and new challenges to meet. For a Toastmaster, success is a signal that it is time to set new goals.

#### **REACH BEYOND YOUR GOALS**

Toastmasters who participate in club activities just long enough to fulfill their original, narrowly focused, one-dimensional goals are losing out on self-improvement opportunities beyond the scope of most imaginations. You may achieve your goal to overcome the job interview jitters after six months in Toastmasters, for example. But

by quitting then, you may miss out on other career-enhancing benefits such as improved listening skills and increased ability to think on your feet.

And if you drop out of Toastmasters after meeting your initial goal of feeling more comfortable in a leadership position, you might lose the opportunity to further improve your communication skills.

As I mentioned, I joined Toastmasters because I wanted to learn how to more effectively promote my books in front of groups. And I achieved that. If I'd stopped growing there, however, I would probably never have gone on to become involved in community theater (a most rewarding experience). I doubt that I would have pursued and won a position in city government. And I most likely would not have gained the additional confidence needed to more easily approach and interview high profile businessmen and women for the articles and books I write.

When you feel that you've reached your goal, celebrate your achievement. Enjoy the sweet smell of success. Revel in the thrill. And then make plans to move ahead.

The Toastmasters experience has given you the jump-start, the forum, the knowledge, the feedback, the tools and the skills you needed to accomplish your initial goal. What if you set new goals and remain in that arena, continuing to take in the knowledge and use the tools? The possibilities are mind-boggling.

Unfortunately, it is often a Toastmaster's success that draws him or her away from the fold of the club. It is precisely the new skills and the increased confidence that open the door to opportunities outside the realm of the club - in the area of work, politics, volunteerism and church or social activities, for example. For many, this interferes with club attendance. It happened to me.

“  
*Don't give up  
on your  
Toastmasters  
club and it  
won't let  
you down.*

”

## PUTTING SUCCESS IN PERSPECTIVE

After two years of faithful monthly attendance, I missed a meeting. Then I missed another and another. I began to feel guilty. I had made a commitment to participate – after all, my club dues told me so.

I regretted letting my fellow members down by not being there to fulfill my duties and to support the speakers. I know how it irritates me when scheduled participants neglect to show up, or when they come only to the meetings when they're scheduled to speak.

I was beating myself up pretty badly until I realized that the activity that was interfering with my Toastmasters meetings was temporary and that it was a strong reflection of the skills I'd been learning in my Toastmasters club.

I was growing. I had ventured outside the comfort zone of the club to explore new ways of using my newfound skills. And then I wondered, am I ready to leave Toastmasters behind as some of my former members have done? After all, I had met my goal. What more is there here for me, I wondered? And the answers came easily.

There are more goals to set and countless unknown challenges to meet. There's always more room for growth. And with new members and guests coming and going through Toastmasters every month, the opportunities (the contacts, challenges, lessons and knowledge) are too numerous and valuable to turn away from.

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## A MIX OF MEMBERS IS THE KEY TO GROWTH

Every Toastmasters club and every individual Toastmaster benefits from a mix of members: beginner, intermediate

and advanced. While as a beginner, you might feel a little overwhelmed by more competent members in the club, count your blessings and hang in there. You have the greatest opportunity in the world to learn from their experience.

As an intermediate Toastmaster, you've experienced spurts of growth and plateaus. Sometimes, it seems as though you've reached your capacity – that you've gleaned all you can from the Toastmasters experience. To you, I say, re-evaluate your fears, your deficits and your skills and then set new goals. Don't give up on your Toastmasters club and it won't let you down.

Those of you who fit into the more advanced category can also benefit by staying with your Toastmasters commitment. Within your club, you are a role model. You are a teacher. And one cannot teach without learning. Outside the limits of your club, through area and district affiliation, for example, you will find your lessons and your teachers.

In Dr. Ralph C. Smedley's words (as printed on your Toastmasters International Membership Certificate): "Ours is the only organization I know that is dedicated to the individual. We work together to bring out the best in each of us and then we apply our skills to help others."

Make the most of your Toastmasters experience and your life by opening your mind to the possibilities of further personal growth. **T**

*Patricia Fry, CTM*, is a professional writer and member of Pro Speakers Club 7256-33 in Ventura, California.

# have you stopped growing?

by *David Lee Miner, ATM*

■ Did you know that people maintain their memberships in Toastmasters for an average time of less than two years? While reasons for discontinuing memberships are as diverse as the members themselves, one reason is that members believe they have obtained all the benefits they can receive.

Apparently, some people think there is a point beyond which they no longer can or need to improve their communication abilities. However, when improvement stops, stagnation or degeneration begins. A frequent reason former members rejoin Toastmasters is because they realize that the skills gained through Toastmasters decline unless they are continually practiced.

Just as fine musicians must frequently practice on their instruments to maintain their musical skills, people must continually exercise their communication skills in order to speak and listen effectively. The best way to practice and improve these skills is to maintain your membership in a local Toastmasters club.

With the help of Toastmasters, there are no limits to the extent to which you can improve your communication skills. Once you have

completed the Communication and Leadership Manual and achieved your CTM, Toastmasters International provides a variety of advanced manuals

for you to choose from. These manuals offer new challenges and opportunities to work on special speeches and projects that will help you improve the skills you find most important. You receive three of these manuals free upon completion of your CTM.

Furthermore, Toastmasters offers many additional opportunities to improve your communication and leadership skills. You may serve as an officer at the club, district or international levels; sponsor a new club; or coordinate a Speechcraft or a Youth Leadership Program. In short, your development in Toastmasters is unlimited.

Has your growth in Toastmasters stopped? If so, contact your club's Vice President Education and ask to participate in the educational program at the next meeting. Or tell your club, district or international officers that you want to become involved. As you actively participate in Toastmasters activities, you'll learn; and as you learn, you'll grow. Remember, nobody is perfect when it comes to the ability to communicate.

*David Lee Miner, ATM*, is a member of Windy City Professional Speakers Club 5283-30 in Chicago, Illinois.

**I**magine yourself at the end of a successful weekend conference. The educational sessions were entertaining and informative, the food was excellent and the hotel staff gracious. In fact, it is one of the best conferences you've ever attended. But this one is different from all the others in this very important respect: you are the conference coordinator.

As the attendees drift into the hallway in twos and threes, you sit down at a table littered with forgotten pamphlets, scraps of paper, scribbled notes and half-full water glasses. For the first time in what feels like months, there are no press releases to write, no phone calls to make – just the quiet satisfaction of a job well done.

A few stragglers congratulate you as they leave. One stops and asks how you learned to do all this. "Toastmasters," you say with a smile.

"Toastmasters? Isn't that for public speaking?"

You probably already know that there is a lot more to Toastmasters membership than just public speaking, but are you making the most of your membership?

Most people join Toastmasters because they expect to benefit from membership in some way. Rachel Petz, who went on to win the title of Miss New Hampshire America in 1992, and Suzanne Marie Rak, currently Mrs. New Hampshire USA, both joined Toastmasters to practice answering impromptu questions, a skill they hoped would help them handle pageant interviews with grace and ease.

But while many people join Toastmasters with a specific objective in mind, most remain long after they have achieved their original goals. This is because Toastmasters membership often has unexpected benefits. For Dana LaMon, ATM, and Otis Williams, winning the 1992 and 1993 World Championships of Public Speaking helped them pursue careers as professional speakers (see the November 1993 issue of *The Toastmaster*).

But even if you have never won the International Speech Contest, you can use your membership to gain experience and skills that can pay unexpected dividends in both your professional and personal life. The more



# making the most of membership

by Kathy Khoury, CTM

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involved you become, the bigger the windfall you'll receive. Many skills you develop in Toastmasters can translate into marketable job skills. Here are some areas you can use your membership to gain experience:

**Building Membership.** Membership is what drives the huge non-profit sector of our economy. Public radio and television stations, art centers, theater groups, foundations and thousands of large and small non-profit organizations depend on membership contributions to finance their operations. Serving as Vice President Membership of your local club is a great place to learn the basics. Not only will you have the experience and resources of a well-run international organization to draw upon, you will gain hands-on experience and results you can list on your resumé.

**Conference Organizing.** Every day, hundreds of conventions and professional conferences are held all over the world. Nearly every association holds one, and many companies host conferences or sales meetings. Conference organizers sometimes work for companies as full-time employees, but many organizations hire outside consultants.

Either way, volunteering to work on the annual district or regional conferences is another way to learn valuable skills.

**Writing and Public Relations.**

Every organization in every sector of the economy – private, public or non-profit – needs to communicate with those constituents it hopes to serve.

Non-profit groups especially need good public relations in order to survive. In fact, many newspaper articles – or the ideas and events they are based on – are not written by staff reporters, but by hundreds of writers who submit press releases to local publications. Some of these writers work in public relations or administrative departments of the organizations they serve. Some work for public relations or advertising firms; others work as freelance writers. No matter which route you choose, serving as Vice President Public Relations for your local club will not only provide you with experience, but help you start your own portfolio of published work.

**Networking Opportunities.** Toastmasters membership provides a network of business associates. People who find the resources and courage to begin a new venture are not surprised when their fellow Toastmasters become their first, and often best, customers. After all, they already

*“My friends notice the difference and want to know what’s going on in my life. I tell them it’s Toastmasters.”*

know your work. While building marketable job skills is an impromptu benefit of membership with Toastmasters, it is not the only one.

**Personal growth.** Probably the most profound and unexpected benefits of membership are personal. Most people say they have much more confidence since joining Toastmasters. Jean-Marie

Demers, CTM, of Concord Club 6954-45, in Concord, New Hampshire, says that while Toastmasters did not directly improve the acting skills she needs for her roles in community theater groups, it gave her a new confidence to audition for parts she would never have attempted before. Even when she doesn’t get a part, the auditions often lead to other opportunities. “My friends notice the difference and want to know what’s going on in my life,” she says. “I tell them it’s Toastmasters.”

Whatever it was that brought you to your first Toastmasters meeting, there is a lot more to membership than meets the eye. The possibilities are limited only by your imagination. Decide what you want most to accomplish in your life, then use your Toastmasters membership to achieve it. **T**

*Kathy Khoury, CTM,* is a freelance writer living in Hancock, New Hampshire.



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"Twelve is a mystical number of special significance. It is no coincidence that the word Toastmasters contains 12 letters and each letter stands for an aspect of the Toastmasters experience."

# The 12 Disciplines of Toastmasters

by Dr. Kenneth Davis, CTM

Twelve is a mystical number that has always been afforded a special significance. There are 12 months in a year, 12 hours on a clock face, 12 days of Christmas and 12 signs of the zodiac. In the Bible we read about the 12 tribes of Israel and the 12 disciples. In ancient mythology Hercules was given 12 tasks to perform. And the universe at that time was governed by 12 Olympian gods.

Twelve-step programs such as Alcoholics Anonymous are currently the treatment of choice for many people suffering from addiction. And we buy our eggs, donuts and baked goods by the dozen. The number 12 in mythology and cosmology denotes wholeness, completion and fulfillment and it is no coincidence that the word Toastmasters contains 12 letters, each standing for an aspect of the Toastmasters experience.

Let's take a look at the 12 disciplines of Toastmasters:

**1 Training** – In Toastmasters we prepare ourselves to meet the challenges of real life situations by enhancing our communication skills in the friendly, non-threatening environment of a club meeting.

**2 Organization** – Toastmasters teaches us to organize ourselves, our speeches and our club activities.

**3 Appreciation** – As Toastmasters, we develop an appreciation of our own abilities, as well as those of others.

**4 Spontaneity** – Table Topics teaches us to "think on our feet."

**5 Thinking** – Working on Toastmasters projects and attending club meetings stimulate our creative juices and lift us out of our everyday routine.

**6 Mentoring** – Regardless of one's level of achievement, the opportunity exists within Toastmasters to assist

other members and bring them up another notch. This not only benefits the new member but we gain more from teaching than we give.

**7 Awareness** – Toastmasters are constantly looking for ways to improve their communication skills and incorporate what they've learned into their everyday lives.

**8 Skills** – The fundamental elements of speechmaking, as learned through the basic manual, provide the building blocks for continued development as proficient speakers.

**9 Time** – Time management is an integral part of the Toastmasters experience. We must take the time to participate in club activities. Our speeches must adhere to strict time limits and our meetings should begin and end on time.

**10 Evaluation** – As either the provider or the recipient of the evaluation process, each Toastmaster grows and develops through immediate constructive feedback.

**11 Resources** – Every conversation, newspaper article, book, movie or TV show represents potential material for the Toastmaster to use in either prepared speeches or Table Topics.

**12 Speaking** – Ultimately, the other 11 Toastmasters disciplines end up giving us the confidence and assurance to excel at public speaking and communication.

By being aware of and incorporating these 12 disciplines of Toastmasters into our club activities and everyday experiences, we can make our lives more meaningful, rewarding and enjoyable. **1**

Dr. Kenneth Davis, CTM, is a member of Evening MCs Club 9037-56 in Conroe, Texas.

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# TOASTMASTER *Testimonials*

I first discovered the link between speaking skills and effective writing when developing a final paper in graduate school. After much research, I could not seem to begin the writing. A roommate suggested that I first dictate my thoughts into a tape recorder, then "rough it out" on the typewriter. Her idea worked. It got me started and I could then do the easier part of editing and revising my work.

I thought of this many years later when struggling to write a professional position paper. I decided to try it out for a Toastmasters speech. My speech not only won first prize, but it helped me prepare my idea for publication. After several revisions it was published in my professional journal.

Since then I've made a habit of "trying out" articles in speech form before submitting them for publication. After five years as a Toastmaster, almost a dozen published articles have come from such formal talks.

Similarities abound between speaking and writing: Both require a catchy beginning, an organized body of ideas

## Toastmasters Made Me a Better *Writer!*

by Corrine Muldoon McKinney

and a memorable closing. Moreover, clarity of thought, honing of style, fluidity of words, targeting of audience, etc., are all crucial elements in both fields.

Both speakers and writers develop a theme to guide their listeners or readers. One of my weak points is that I try to squeeze too many ideas into one theme. By "trying it out" in front of an audience, I have learned to gauge how much information is enough and where overload begins. On several occasions, I discovered that I was actually talking about several ideas, and was able to separate them into a series of articles.

The feedback after a presentation is most helpful – both in terms of delivery from the evaluator and about the topic from the audience.

Furthermore, the suggested speech projects in the manuals have not only given me insight to various methods of delivery, but have also provided ideas for creative articles.

In giving a speech you are not only conveying thoughts to others, you are also listening to yourself presenting these thoughts. I have found that other, related themes begin to formulate as I am developing an idea. This can

## CTM Helps Member *Get Back To Business*

by Sydney T. Rowe, CTM

In 1989 my business failed and I lost everything. My personal net worth became a large debt. I had no assets, no cash and no income. Emotionally, the experience was like the death of a close family member. To compound the emotional and financial problems, I was unable to find employment. So, not only could I not repay my debts, I also could not afford to feed my family.

A friend of mine, then president of the Hillsboro Toastmasters Club in Hillsboro, Oregon, suggested that I join his club. I thought it would be good to do a little speaking, develop new friendships and maybe even uncover some employment prospects. Boy, was I wrong.

It turned out to be so much more! First, the

encouragement and support of club members was the perfect antidote for my emotional state. Second, each speech was a personal achievement. And each achievement was like a brick in the foundation to rebuild my self-esteem and therefore my ability to perform the difficult role of husband, father, provider, job seeker and employee.

Completion of the CTM program was confirmation that I was not a failure, even though my business failed. It showed me that I could and would succeed again, in spite of my past failure. I count the experience of earning my CTM as one of the most important in my life.

*Sidney T. Rowe, CTM,  
Touchtone Club 8460-7,  
Beaverton, Oregon*

lead to another speech or article.

Writers are always looking for a network of people who enjoy the open exchange of ideas. And a Toastmasters club is the perfect place for this!

*Corrine Muldoon McKinney, CTM, is a member of Nundawaga Club 4832-65 in Canandaigua, New York.*

## Back To

# School

by Dr. Ken Israel, ATM

After a 12-year career in radio advertising sales in Pittsburgh, Pennsylvania, I decided to become a chiropractor – not your average career move! So I moved to a suburb of St. Louis, Missouri, to attend Logan College of Chiropractic. My wife, an executive for a top advertising agency, stayed behind. For four years we only saw each other every few weekends and during term breaks.

One of the things that kept me focused (and sane) these past few years has been my continued involvement with Toastmasters International. In Pittsburgh I had been a Toastmaster, so after I moved I decided to visit the West County Club in Ellisville, Missouri. The genuine warmth and friendliness of

the club's members were almost overwhelming. I joined immediately.

As a member of West County Toastmasters, I earned my CTM and ATM, served as the club's Vice President Public Relations and participated in several speech contests. Best of all, I made some wonderful friends.

With an extremely demanding curriculum, two part-time jobs and a two-city marriage, I still don't know how I found the time to participate as fully as I did in Toastmasters. But I do know that the progress in my communication and leadership skills is due in large part to the encouragement and heartfelt support of my fellow Toastmasters. And for that I will be eternally grateful.

*Dr. Ken Israel, ATM, Whiskey Rebellion Club  
9339-13, Pittsburgh, Pennsylvania*

## Toastmaster Triumphs Over

# TAXING

by Hans G. Rohl  
Dilemma

After more than three years of Toastmasters membership, I finally presented a speech for purely job-related reasons.

My employer, the law firm of Klein & Barenblat, was invited to speak on "Property Tax Valuation" before the San Antonio Chapter of the Texas Society of CPAs. The request was for a 45-minute "seminar style" speech, allowing time for questions, answers and audience response. None of our 11 employees volunteered. The firm's principals knew of my Toastmasters involvement, so they turned to me. With seven months to prepare, I hesitantly agreed.

Two months before the speech, the fear became overwhelming. I started waking up at 3 a.m., too worried to sleep. Finally, I went to my bosses and pleaded that we give the CPA Society a "30-day notice" with a fabricated excuse for backing out. The first boss yielded, but the second didn't. My only options were to resign or give the speech. So, with six weeks left until "D-Day," I began to collect technical and legal data for the speech.

On February 17, 1994, at 7:30 a.m., after many revisions and plenty of rehearsal, I

delivered the speech in a 4000-square-foot room filled with approximately 60 strangers. I expected the microphone to fail – then I'd break into a sweat and turn beet red. But it came as a total surprise and revelation that the 45-minute presentation went smoothly! By noon, our firm had a \$2,000 Property Tax Service contract from one of the attendees, and more new business soon followed.

After this sobering event, I reflected on why the speech had seemed so easy. It boiled down to my Toastmasters experience: valuable insights from speech evaluations, feedback from club members, monthly tips in *The Toastmaster* magazine and participation in Success Leadership modules. All these things helped give me the confidence to follow through with my commitment.

I now have a new incentive for giving more seminars in the future and pursuing my club manual speeches with more gusto. Thanks, Toastmasters!

*Hans G. Rohl, Talk of the Tower Club 4601-56, San Antonio, Texas*



**EDITOR'S NOTE:** Do you have a story to tell about how your Toastmasters experience has changed your life? Please let us know by sending your brief "testimonial" to the World Headquarters Publications Department for possible publication in a future issue of this magazine.

*Be enthusiastic, be sensitive to people's needs and recognize their accomplishments.*

Leading a group of people toward a goal is challenging – especially when that group is made up of volunteers. During such times every leader must muster a host of skills.

Leadership in voluntary situations can be more difficult than in the business world. After all, in the latter, you have some autocratic control over people who are paid. It's not so simple in volunteer situations.

"In the work place, managers have a tendency to not motivate or encourage, but to simply tell employees what needs to be done," says International President Pauline Shirley, DTM. "You can't deal with volunteers that way." "They contribute because they want to. It's the leader's job to make them want to – to inspire, motivate and encourage people to volunteer and continue to volunteer."

Toastmasters gives all members who choose to hold office the opportunity to develop leadership ability. Many who take positions become highly skilled leaders.

Toastmasters' officers know that motivating people to volunteer and continue to volunteer takes keeping several things in mind. An officer must always consider volunteers' needs first, discover what motivates them, be sensitive, delegate, give recognition, instill faith, stay optimistic, use the appropriate leadership style for each situation, and always remember that success requires a team effort.



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## *A Leader's Greatest Challenge:*

# MOTIVATING

### CONSIDER YOUR VOLUNTEERS' NEEDS FIRST

People usually join Toastmasters because they need something from the organization, says Immediate Past President Neil Wilkinson, DTM. "It's generally not until they've profited from membership that they want to give back to the group."

To motivate volunteers, it's important that a leader shows genuine interest in their needs.

"Officers should take a personal interest in each member's growth and concentrate on their needs, otherwise why would they want to stay in the organization?" says Jack Gillespie, DTM, who served as International President in 1991-92. "If volunteers see no benefit in the process for

*By Julie Bawden Davis*

themselves, they're not likely to continue offering their services."

According to Gillespie, leaders should apply the concept of WIIFM ("What's In It For Me?") to every volunteer situation, letting members know how the experience will benefit them.

Just because you're focusing on the member's needs, however, doesn't mean you as the leader won't get what you want as well. "There's an old concept that says you can help yourself get what you want if you help others get what they want," says Gillespie.

Shirley agrees. "The more you do for an organization or others, the more you gain for yourself, and this is





PHOTOGRAPHY: PETE SALOUTOS

# VOLUNTEERS

strongly exhibited in Toastmasters. If you're constantly helping others, you'll get things done in the process."

## DISCOVER WHAT MOTIVATES YOUR VOLUNTEERS

To really zero in on a member's needs, it's important to know what motivates him or her. There are three main motivators: a need for self-development, a need for recognition, and a need for belonging and socializing.

"It's important to find out where a volunteer's hot button is," Shirley says. "There is no cookie cutter approach; we all are different individuals. Some people need acknowledgment of their accomplishments in front of others, while a phone call or thank-you note is good

enough for someone else. A leader must be attuned to what works for each person."

Everyone has a different level of motivation as well, Shirley points out: "Some people are self-motivated and forge ahead without any urging, while others need more nurturing and encouragement. There are those who require very detailed instructions, while others appreciate a broad view and they'll handle the details."

For some individuals, the strongest motivation for joining Toastmasters is a need for building self esteem and getting recognition that they aren't receiving in their careers, says Past District 18 Governor Jerry Hammond, ATM. Past District 37 Governor Samuel Tukes, ATM,

agrees. "Some people work very hard at their jobs and never get recognition," he says. "Getting the recognition through Toastmasters they've been lacking can be a very powerful motivator."

To discover exactly what motivates an individual, it's a good idea to sit down and have a talk. "I'll ask new members what they hope to gain from their experience in Toastmasters. This usually gives me clues as to what will motivate them," Hammond says.

President Wilkinson devised an interview orientation for his club, which requires that new members sit down with their mentors and the club's Vice President Education. "The three of them lay out a program for the new member for the next six months to a year. That program serves as an effective motivator," Wilkinson says.

### BE SENSITIVE

Finding out what drives volunteers and then motivating them takes nurturing the relationship. A sensitive leader is able to read his or her volunteers and offer support and comfort when things are going badly as well as congratulations when things are going well. People really respond to the personal touch, says Shirley. "When you take time for each person and show that you're really interested in them as individuals, you instill loyalty and they're likely to volunteer," she says.

Some experts feel that sensitivity is a sixth sense that some people have naturally and others don't. If you aren't

naturally sensitive, however, it is something you can develop. "Getting a feel for each person takes listening and observing," says Shirley. It also means not taking their words at face value.

"If you suggest to a member that he or she take on a leadership position and that person doesn't want to, find out why," says Shirley. "Ask what it is about being a leader that puts him or her off. The member may need encouragement or an explanation of what the responsibility entails."

A perceptive leader also closely watches non-verbal communication. "You have to read emotions when you're asking people for help," says Gillespie. "Watch their facial expressions, look for hesitations, uncertainty and slight frowns. These clues will help you learn instantaneously whether they have interest, time or faith in themselves to do a project. You can spot their areas of uncertainty and provide feedback and positive reinforcement."

### DELEGATE

A leader must delegate, and with this comes learning to accept the different ways in which others work. "It's important to let volunteers do things in their own way, but to be a mentor at the same time," says Tukes. "Remind them you're in their corner when they need you, and let them come up with their own ideas. If you make them do things as you would, they don't feel ownership of the project, which is very demotivating."

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Many know that Toastmasters teaches communication skills. But what is not as well known about the organization is that it's also the world's largest trainer of volunteer leaders.

"Toastmasters definitely provides valuable leadership skills to its members," says Past District 37 Governor Samuel Tukes, a high school teacher at Douglas Byrd

by Julie Bawden Davis

High School in Fayetteville, North Carolina. He notes that Toastmasters gives you a rare opportunity to experiment with leadership.

Many Toastmasters leaders have found that their careers have advanced because of the training they've received. 1993-94 International President Neil Wilkinson, who owns his own manufacturing company, Barcol Doors, feels that his Toastmasters leadership training has helped him greatly in business.

## Toastmasters TEACHES LEADERSHIP

High School in Fayetteville, North Carolina. He notes that Toastmasters gives you a rare opportunity to experiment with leadership.

Past International President Jack Gillespie agrees about the laboratory environment provided by Toastmasters. "You get to practice leadership skills in a non-threatening environment where it's hard to fail and the consequences of the experiment are not that high - it won't affect your family, net worth or career."

The leadership skills learned through Toastmasters can be applied to all areas of life, such as career, family and other voluntary organizations.

"I've learned to give proper feedback and constructive criticism to my employees, which I wasn't able to do before," he says. "I'm also now able to take criticism from others, whereas before I had a big problem with that."

Toastmasters prepares you ahead of time for career opportunities that come along. "The leadership training I've received has enlarged my scope to a tremendous extent," Gillespie says. "It's made me realize subconsciously as well as consciously that no matter what I do, I'll be successful, because I've already accomplished the task at one level or another in Toastmasters."

Also remember not to impose your own values. Says Gillespie: "What turns one person on is often of no interest to the next."

And though it may sound like common sense, don't forget to use kind words. "People don't volunteer to have someone act autocratic or authoritarian," says Gillespie. "Kind words will always carry a leader through."

### RECOGNIZE EFFORTS

Letting volunteers know they are appreciated is extremely important.

"Praise Toastmasters officers to the hilt because they are doing the job on their own discretionary time without being paid," says Gillespie. "Your enthusiasm will be infectious."

Shirley agrees about the importance of recognition and notes how it has motivated her: "When I first became involved in district leadership, I was fortunate enough to serve under a district governor who knew how to motivate, especially in writing," she says. "I often received personal notes from him complimenting and thanking me, which made me want to immediately go out and do more."

### BUILD CONFIDENCE

Besides recognizing followers, a good leader has faith in them, which instills confidence and causes them to continue to grow. "An effective leader will motivate people by giving them a vision of what they can become," says Gillespie.

"Past International President Eric Stuhlmuller did that very well. He would closely watch people and then tell them, 'I think you have the ability to do this job in the future.' He suggested the position of district governor to me years before I took the office. His secret to motivating people was conveying to them that they had talents they hadn't considered. Seeing the potential in members and conveying it is very important, because people sometimes lack faith in themselves. They may not even consider taking on higher offices because subconsciously they feel such positions are beyond their scope or ability. To suggest to them that they can achieve high goals is a very sincere form of approbation that helps them augment faith in themselves."

It's especially important to constantly encourage new members and reiterate to them that they will be successful. When they're done with a speech or project, be the

first to congratulate them. Once they have a few successes under their belt, their confidence will soar.

### BE OPTIMISTIC

A good leader is an eternal optimist who constantly conveys positive thoughts.

"Many people don't realize that a high goal is just as easy to reach as a low one," says Gillespie. "I work in the personnel field as a head hunter and some people come in seeking big jobs, while others come in looking for small jobs. Quite often they have equal qualifications, just different perceptions of themselves.

"Your mind has to zero in on the positive aspects of any situation. Optimism is a mental state, just as pessimism is. An optimist will look at a situation and see how things can be put to good use."

### BE FLEXIBLE

When trying to motivate volunteers, keep leadership styles in mind. One style may be appropriate for one person and not another.

"You really have to be flexible," says Wilkinson. "People are so different and must be related to differently. Some people want sugar-coated advice, while others want you to cut right to it." And while some people thrive on a lot of praise, others find an

overabundance phony. Likewise, the amount of assistance given to a member also varies. "If the member is experienced and has been a Toastmaster for a while, you should probably empower him or her right away by just going over a few things that shouldn't be done and then letting the member go for it," says Wilkinson. "On the other hand, if the person is new, you may need to give him or her responsibility slowly and check in on a regular basis."

### GIVE TEAMWORK THE CREDIT

All leaders agree that a key to success is remembering that the team is responsible for accomplishments.

"True leaders take no credit," says Shirley. "They may have worked very hard, but they accept the accolades on behalf of the team. The truth is, no one can do it alone. To accomplish something great, all leaders are dependent on followers." **1**

*Julie Bawden Davis* is a freelance writer living in Orange, California.

1. Help each other be right, not wrong.
2. Look for ways to make new ideas work, not reasons why they won't.
3. If in doubt, check it out! Avoid negative assumptions.
4. Help each other win and take pride in others' victories.
5. Maintain a positive attitude in all circumstances.

## TEN COMMANDMENTS For an Enthusiastic Team

6. Speak positively about each other and about the team at every opportunity.
7. Act with initiative and courage, as if it all depends on you.
8. Do everything with enthusiasm – it's contagious.
9. Don't lose faith, never give up.
10. Have fun!!!

# Toastmasters' 1995 Golden Gavel Recipient:

**W**hen the world's top athletes, business executives and political leaders need help harnessing their personal power, who do they turn to? Motivational giant Anthony Robbins, of course.

At 34, Robbins has achieved phenomenal success as an author, seminar leader and self-improvement expert by coaching personal, professional and organizational "turnaround." For the past decade, he has traveled the world, engaging the interest and attention of such notable – and diverse – audiences as the British House of Parliament, the rock band Aerosmith and the United States Army. He has also been summoned for private consultations with Princess Diana of Wales, tennis pro Andre Agassi and, most recently, U.S. President Bill Clinton.

Now he has one more credit to add to his impressive list of achievements: This year Toastmasters International has chosen Robbins as the recipient of its prestigious Golden Gavel award in recognition of the passion he brings to his work, the powerful impact of his presentations and the influential nature of his message. Robbins will dazzle Toastmasters with his positive energy and captivating style this August when he accepts the award at the International Convention in San Diego, California.

Robbins' sphere of influence stretches far and wide: His three books (*Unlimited Power*, *Awaken the Giant Within*, and *Giant Steps*) are published in 14 languages, his Personal

*Don't miss your chance to see him speak at the International Convention in San Diego!*

Power audiotapes have become the best-selling audio series of all time, and, since their introduction in 1989, his four television infomercials have aired an average of every 30 minutes, 24 hours a day in North America.

The most dedicated and positively impacted of Robbins' followers, however, are the one million plus people who have attended his seminars. The message may be fairly straightforward – raise your standards, change your limiting beliefs and develop effective strategies for achieving your desired results – but, by most accounts, the impression he leaves is a lasting one.

Much of the magic is in his delivery. To the unsuspecting viewer, a Robbins training session might appear more like high-impact aerobics – complete with pounding music and jumping, clapping participants – than a top-dollar speaking engagement. "I teach in a way [that is] so entertaining that people feel compelled to use [what they learn]," he says. "I'm really the first 'edutainer' in the world on such a wide scale."

Robbins' speaking and training style is guided by a principle he imparts to salespeople who attend his persuasion seminar: 93 percent of communication is accomplished not with words but through tone of voice and body language. And, true to his teachings, he has mastered these techniques and uses them to connect almost instantaneously with his audience. One writer from *Personal Selling*

## Tony Robbins'

# SECRETS OF SUCCESSFUL SPEAKING

**The Toastmaster: What is the single most important element of an effective speech?**

**Robbins:** Passion about the subject. Total belief that your subject can make a difference for your audience and that you can get through to them. I've spoken to groups who absolutely did not want to hear me speak. I was able to turn them around by demonstrating that I cared for them.

**If you could improve one aspect of your speaking style, what would it be?**

Timing – brevity is power. I tend to think that I have so much to offer the audience, and who knows if I'll ever see them again. So I want to give them everything while I'm there. I've just recently taken on some speeches that are

only two or three hours long just to make sure I hone that skill. Most of my speeches are seminars [ranging from one to ten 12-hour days].

**How do you keep the audience's interest during such long sessions?**

I believe people would much rather be entertained than educated. So I try to entertain them, but I also constantly challenge them by asking questions and getting them physically involved with exercises. I never let much time go by without letting them personally engage.

By doing that, they have an experience they won't forget. When we have that kind of emotional involvement, we tend to learn more. People remember in detail peak

# Anthony Robbins

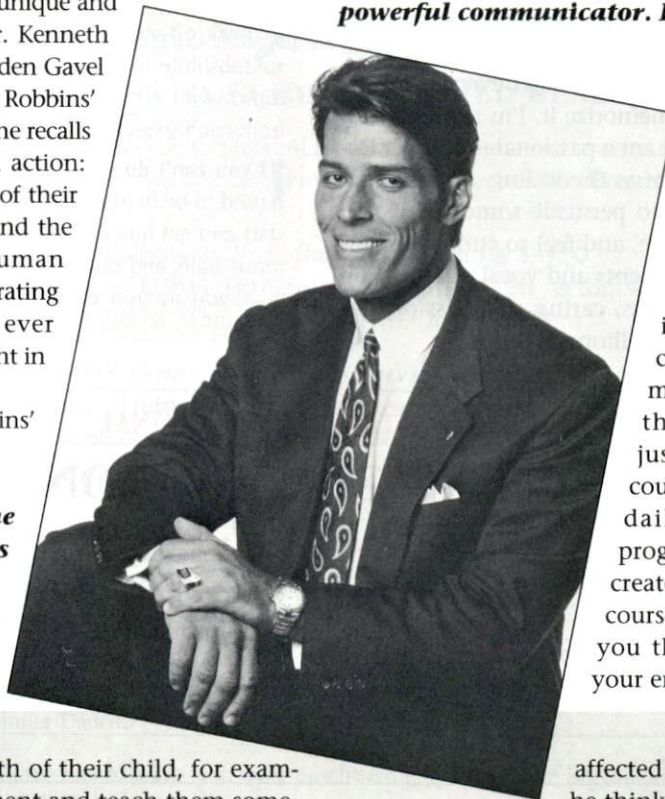
Power magazine described the experience: "Watching Tony Robbins in action is like experiencing a volcano. His six-foot-seven frame towers over the audience. His speech pattern is almost hypnotic. He offers a unique blend of self-motivation and peak performance psychology. His dramatic gestures reveal a powerhouse of intensity."

Many respected speakers and experts laud Robbins' approach and techniques as both unique and powerful. Management expert Dr. Kenneth Blanchard, Toastmasters 1992 Golden Gavel recipient, wrote the foreword for Robbins' first book, *Unlimited Power*. There, he recalls the first time he saw Robbins in action: "Tony had everyone on the edge of their seats with his charisma, charm, and the depth of his knowledge of human behavior. It was the most exhilarating and uplifting seminar I have ever attended in 20 years of involvement in management training."

Here is what just a few of Robbins' supporters have to say:

**"Tony Robbins is one of the great influencers of this generation."**

*Stephen Covey, author,  
"The Seven Habits of Highly  
Effective People"*



**"Anthony Robbins is the "Ultimate Coach" for that special breed of men and women who will never settle for less than they can be."**

*Pat Riley, NBA "Coach of the Decade"*

**"Tony Robbins has astonishing credibility. I have never seen a more powerful technology or a more powerful communicator. He walks his talk."**

*Scott Degarmo, editor,  
Success magazine*

To hear Robbins' theory of success is to know not only what he teaches, but also what he lives: "I believe that if you put your focus into something – anything – continuously, and you demand from yourself every day that it's got to be improved just a little bit, then over the course of months that little tiny daily improvement creates progress, over the course of years creates huge growth, and over the course of decades it usually makes you the most effective person in your entire industry." ①

moments of their lives – the birth of their child, for example. So if you create a peak moment and teach them something simultaneously, they'll not only remember what you shared with them, but also draw from it in the future.

## **Who are your role models?**

People like [Winston] Churchill, John F. Kennedy, Robert Kennedy, Martin Luther King. I believe these people cared intensely, gave every ounce of themselves and had tremendous passion.

## **Do you ever get nervous?**

No. The only time people get nervous is when they focus on themselves and not on the audience.

Ken Blanchard is a classic example of someone who isn't a speaker as much as a communicator – a warm, loving, brilliant man. He taught it to me. Always, before walking on stage, he visualizes his audience smiling, laughing, applauding. So when he walks on stage, even if they're not reacting, he sees them that way. His warmth and caring come through as a result. So instead of being

affected by how the audience is now, he thinks of how they are inside. This is a really good strategy.

## **How do you prepare for your presentations?**

I go through a five-minute focus ritual where I move intensely and put myself in a peak physical and emotional state. I say to myself, 'Now I command my subconscious mind to direct me to help as many people as possible today by giving me the strength, the emotion, the persuasion, the humor, the brevity – whatever it takes to help these people increase the quality of their lives through what I'm sharing now.'

## **How would you rank public speaking in terms of importance to overall success in life?**

I believe success is really your capacity to feel happy by touching others. To feel that you're growing and that life has some kind of meaning in that you've done something larger than yourself to contribute to other human beings. I think speaking is a requirement to do that.

**What do you consider to be the best speech you've ever given, and why?**

My last one! My goal is always to make each speech better than the last.

**What do you consider your greatest strength as a speaker and communicator?**

My deep caring for the audience. I do a lot of homework. I ask myself: Where are they coming from? How can I heal their wounds? I don't perceive myself as having all the answers, but I might be a good coach, provide another perspective.

And my passion. I really perceive myself as more of a communicator than a speaker. I can speak to move an audience of 15 or 15,000. I don't think through every detail - I never write out a speech and memorize it. I'm not the most articulate speaker there is, but I am a passionate communicator. The word isn't as important as the feeling. I don't want to just say something, I want to persuade someone. If you put yourself in a passionate state, and feel so strongly about something, your natural movements and vocal punctuation comes through. This naturalness, caring and passion has given me the privilege to reach millions of people. **1**

**Tony Robbins' Advice to Toastmasters**

**Use your entire body to project your emotions:** "Emotion is created by motion. Increase the tempo, your vocal inflections and the amount of energy you use. As a result, you'll feel more and you'll transfer that emotion to the audience."

**Keep feeding your mind:** "Make constant deposits in your emotional and idea bank account, so when you go to make a withdrawal, you have something to deliver that really touches people."

**Speak often:** "Book yourself three times a day. There is no substitute for talking to a variety of groups on a variety of topics with all the emotional intensity you have and to learn from each speech."

**If you can't do something, you must do it:** "Pretty soon, what used to be hard is very easy. Toastmasters is a perfect place to start and get quality feedback. But once you've done that, take those skills and put yourself in other environments to find out what you are truly capable of."

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**1995 CONVENTION  
AUGUST 16 - 19, 1995**

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# TOASTMASTERS 64TH ANNUAL CONVENTION

AUGUST 16-19, 1995 ♦ TOWN & COUNTRY HOTEL, SAN DIEGO, CALIFORNIA, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors or District Governors elected for 1995-96.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 16.

### ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

**FULL CONVENTION REGISTRATION** allows you to attend ALL general and educational sessions during the Convention. Full Convention Registration also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- \_\_\_\_\_ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$85.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$155.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$70.00 \$ \_\_\_\_\_

**ONE-DAY CONVENTION REGISTRATION** allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday/Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- \_\_\_\_\_ Wednesday/Thursday (August 16 & 17) Convention Registration for Member/Spouse/Guest @ \$45.00  
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ \_\_\_\_\_
- \_\_\_\_\_ Friday (August 18) Convention Registration for Member/Spouse/Guest @ \$45.00  
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guest Luncheon, DTM Luncheon and Fun Night.) \$ \_\_\_\_\_
- \_\_\_\_\_ Saturday (August 19) Convention Registration for Member/Spouse/Guest @ \$45.00  
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**EVENT TICKETS.** To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

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- \_\_\_\_\_ Tickets: **"Super '60s" Fun Night** (Friday, August 18,) @ \$42.00 \$ \_\_\_\_\_
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- \_\_\_\_\_ Tickets: **President's Dinner Dance** (Saturday, August 19) @ \$42.00 \$ \_\_\_\_\_

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I need special services due to a disability. Please contact me before the Convention.  This is my first TI Convention.



# SPEAKING OF WHICH

"And so, my friends, in closing, let me just summarize these two points:

- 1) It's been a pleasure doing my laundry with you.
- 2) If anyone should happen to find my blue boxers with the pictures of Elvis all over them, my phone number is on the agenda."

Now see? Thanks to your membership in Toastmasters, that's how fun your visit to the laundromat *could* be.



There are so many situations in everyday life in which Toastmasters skills and benefits like the following help us:

1. Better speaking skills. (I know: It's a shock. Get over it.)
2. More active listening skills.
3. Better organization and preparation skills.
4. A keener sense of others' attention – i.e., knowing how to grab your audience.
5. Greater clarity of thought and expression.
6. The ability to weasel your way out of sticky situations.
7. Greater objectivity and self-awareness.
8. Enhanced social skills.
9. Enriched interpersonal relationships.
10. A facility for hiding nervousness.
11. Greater willingness to face fears and take risks.
12. Increased confidence and assertiveness, leading to higher self-esteem and a greater ability to handle criticism.

Okay. Now that we've defined the benefits, let's look at the specifics. The premise: Being a Toastmaster equips you with these tools for use in the world at large as well as behind the lectern. I plan to support this premise with carefully considered arguments backed up by solid evidence gained from my intensive interviews with Toastmasters from all over the world. Here's what they told me about how their public speaking skills have proven invaluable:

### 1. Service With a Smile

Let's say you need to request a refund from somebody. You want to speak as clearly, concisely and calmly as possible to achieve your objective, as did accountant Henry "Golden Tonsils" Cicero of Taxmasters in Chicago:

"One year Uncle Sam short-changed me on my tax refund. After numerous phone calls and letters to the IRS,

by Barry Kepp

Vicky Tabletop, a restaurateur and a member of Toasted Ravs in Toronto, tells of a customer-service application of her listening skills:

"In my job, feedback is vital. And sometimes you have to take an active role in your customer's decision-making process. One evening a customer was having a hard time deciding between the fettucine and the linguini. So I stepped in and, always with the customer's satisfaction in mind, visited the table with a plate of each, and told him that if he didn't decide in 10 seconds, I'd serve them both – right in his lap. In a second, he picked the linguini. This was active listening, persuasion and decisiveness at their finest."

### 3. Up Your Alley

Among the many skills one learns from being a Toastmaster are organization and preparation. Graphic designer Tracy Benedictine of the Monastics club in Milwaukee has found these skills to be a blessing in disguise. She once organized the tenants in her apartment building in a picket protest against Krewell & Hartliss Management, Inc., the landlords who wanted to tear down the building and put up a fast-food/multiplex theater/bowling alley/fun center. Sadly, the project went full steam ahead. The picketers were rounded up in the alley and thrown in jail. But Tracy discovered the benefits of solitude.

### 4. Meeting of the Bored

When addressing an audience – be it anywhere from one to 1,000 – it pays to be able to assess them so you can transmit on their frequency.

Radio personality Duke Diditt of Toastmasters Pranksters in New Orleans applied his teachings to a boring situation – a dull, drag-along wedding that was so dead he thought the priest would have to administer last rites. So

## A Sidelong Glance at 12 Other Places Where Toastmasters Skills Come in Handy

all to no avail, I did the only true-blue, red-blooded, American thing to do: I marched into the local IRS office armed with the television crew from '60 Minutes,' announced who I was, and said, 'Go on. Make my day.'"

They did, presenting him with a check for \$896,482.12. Talk about succinct communication giving effective results! Henry says he could retire, but he wants to stay at his job as a media informant.

### 2. Pasta With Panache

Active listening – a fine art often lost to a busy lifestyle, short attention span, or nervous childhood – plays a vital role in effective communication in any situation.

when the priest asked, "If there be anyone here present who knows of any reason why..." Duke, sensing the audience's need for some refreshment, jumped up and delivered a rousing speech on the virtues of single living versus the vice of infidelity. The church erupted into mayhem. Wives started interrogating husbands. The groom blurted out something about the twins in the cake at the bachelor's party, whereupon the bride – evidently a history buff – yelled, "CAKE?! LET HIM EAT CAKE!" and hurled a hunk of wedding cake at the groom that missed and hit the priest squarely in the face, touching off a holy war of flying pastry. Duke snuck out in the midst of the meleé and went to a boxing match to relax.

## 5. *Clarity Begins at Home*

Since the visual elements of communication are missing in a phone transaction, the need for clarity becomes even greater.

Sheila Nialatem, a marketing analyst and a member of the Roaring Lions Club in Vermont, tested out her clarity skills one afternoon when a telephone solicitor called and tried to sell her a glow-in-the-dark chunk of the Berlin Wall. She stated her objections clearly, met the solicitor's every angle, and got off the phone in a record 43 seconds – almost as good as her best speech time – without resorting to swear words. (Well, almost. She told me the solicitor probably wondered how his product would “fit sideways.” Does that make any sense?)

## 6. *By the Skin of Your Teeth*

Hassles happen. Your Toastmasters training comes in handy when they do.

Frank Lee Speaking, an insurance salesman and a member of The Cruise Controls Club in New York, handled a situation with finesse. When pulled over for speeding, he simply smiled at the officer, handed him his license and said, “Y’ know, this is the weirdest thing. In my Toastmasters club, we were just talking about defective radar guns and how they can give faulty readings. In fact, did you happen to read the big story about that in *Time* magazine? Oh. Pity. Good article. Yes, that’s my current address. It listed the three most common causes of radar gun failure: microwave interference from a cellular phone – like the one I was using just a minute ago; solar flares from prominences on the sun – I just heard on the news that some of that’s going on right now; and those deer-warning devices – which I’ve got on my front bumper. Yeah, this happens to me all the time; I constantly have to explain it. Oh, that’s okay, listen: Anybody can make a mistake. Think nothing of it. Goodbye. And thanks for keeping our motorways safe.”

## 7. *On the Social Scene*

Many members find that increased self-awareness as a Toastmaster helps them in a variety of social situations. College Debate Professor Victor E. Ismein with Braggadocents of Cincinnati tells of his struggle to remain humble in his #1 best-seller, *The One-Minute Romeo*, which ultimately led to his becoming a leader in industry, romance and personal growth. The book, which incorporates all of these aspects, has become a priceless sourcebook all over the world, being translated into 112 languages – including Swahili, Ancient Greek and Pig Latin.

## 8. *“Nice t’ Meetchou” (Now What?)*

In a gathering of strangers, three things are guaranteed: a high potential for conflict; a good likelihood of nervousness; and at least somebody with bad breath or body odor. These factors make meeting new people an emotional challenge. But a dose of Toastmasters experience can help take the edge off.

Says Surgeon Angie O’Graham of Pacemasters in San Antonio: “When a patient of mine is on the table, I try to allay their nervousness as much as possible. I introduce them to my assistants, and ask everyone to share an interesting anecdote about themselves to help break the ice. Then I open it up – the discussion, that is, not the patient – with Table Topics, centering around a topic of the patient’s choice. My patients enjoy this process, and keep coming back for more. And I haven’t lost one yet.”

***“If it hadn’t been for Taskmasters,  
I never would have thought  
I could mingle with so many  
different types of people in such  
a wide array of circumstances,  
and make it sound like I know  
what the heck I’m talking about.”***

## 9. *Beyond Espousal*

Romantic relationships may seem an unlikely source of forensics benefit. But they are.

Pop-psychologist/marriage counselor/pretsel vendor Oliver Twist of the Atlanta Persuasives Club uses the convoluted logic and Socratic Method he’s learned at the lectern to help couples realize how much they still love each other: “I’ll ask a husband, for example, ‘Do you restrain yourself from having one affair after another, in spite of the enormous temptation?’ Or I’ll ask a wife, ‘Would you seriously take all this from someone you didn’t love?’ When they answer ‘Yes’ or ‘No,’ accordingly, I say, ‘Ah-HA! I told you so! That’ll be \$150, please.’ And they walk out smiling.”

## 10. *In the Line of Fire*

Dealing with one’s boss or superiors – especially when they swarm – can be a harrowing experience for even the mightiest. And showing fear is the worst possible choice.

Anita Mauthwash, a member of the Firebreathers Club and director of the Institute for Forensics, Linguistics, Oratory and Polemics (IFLOP) in Akron, Ohio, explains how she calls on her training to handle these unnerving situations:

“I find that a good blast of searing hot breath in the face can take even the most overbearing superior down a couple of notches. It knocks them off their feet and sends their senses reeling just long enough for the nervous employee to relax, get centered and reclaim some of the power they’ve lost from the humiliations they’ve endured. Surprisingly, I have many corporate clients – CEOs and VPs, even – who hire me to demonstrate this

technique to their staffs. It's a new era in the world of business."

## 11. Nerves of Steel

In addition to hiding your nervousness, you're sometimes called upon to take risks that force you to face your fears. Toastmasters skill-building helps here, too.

International diamond smuggler and after-dinner speaker Fuller Von Sehl of The D.C. Ringleaders has called upon the confidence boosts he's received to expedite a most profitable and successful career:

"Without the priceless experience I've gained from being in Toastmasters, I never would have come this far. My net worth in diamonds alone, not to mention stocks, bonds, securities and real estate, totals \$18 billion. And that's on the conservative side, since I'm being quoted. After all, I don't want people to know how much I really have."

## 12. The Life of the Party

At nearly every level of employment and social life, sooner or later, we're all called upon to go to a function we don't necessarily want to attend. Whether it's a party, a conference, a business dinner or luncheon, a family dinner, a wedding, or just a get-together at a neighborhood bar, we all pay our dues. And Toastmasters can come to the rescue here as well.

Rhode Island entrepreneur and public speaker extraordinaire Roderick Rederick, son of Frederick (originally of Hollywood), has established himself as a big man in that small state. If there's an event happening and Roderick

isn't there, it's not "happening." He has this to say about how membership in The Island Taskmasters Club has helped him:

"If it hadn't been for Taskmasters, I never would have thought I could mingle with so many different types of people in such a wide array of circumstances, and make it sound like I know what the heck I'm talking about. Why, I can talk for six hours straight on the virtues of bubble gum, how to sing without opening your mouth, or why

governments should not get involved in the extramarital affairs of other nations. It's really lifted my self-esteem and given me the confidence I needed to capture a boatload of wealth and prestige."

Confidence, in fact, is one of the most common benefits reported. During my travels, comment after comment reflected an appreciation of this asset in a wide spectrum of circumstances. Fred Miller

(This one's for real!), president of Tarsus Toastmasters Club 532-8 in St. Louis, Missouri, sums up the bottom line well as it applies to both broad and narrow frameworks, whether you're in a bar, a barbershop, or a quandary:

"If you can speak in front of a group, it greatly improves your one-on-one communication. Plus the confidence is a boon in itself. It's like the firewalk. You figure, 'Hey: I can get up in front of a room full of people, deliver a speech, and my heart's still pumping. Bring on the world!'" **1**

**Barry Kepp** is a freelance writer living in St. Louis, Missouri, who is looking for an agent for his books, products and inventions.

***"The confidence is a boon in itself. It's like the firewalk. You figure, 'Hey: I can get up in front of a room of people, deliver a speech, and my heart's still pumping. Bring on the world!'"***



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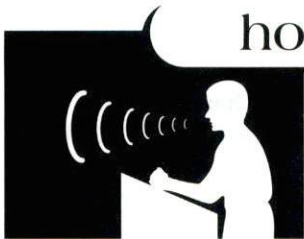
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My fear of public speaking developed when I was 12 years old. As a Boy Scout troop leader, I was asked to explain the experience of scouting to my former Cub Scout troop. I reacted with tremendous anxiety: "What am I going to say? Do I really have to do this? I'm scared!" My adult scout leader reassured me: "Just talk about your experiences; you'll think of something." So, with foreboding and trepidation, I approached the imposing auditorium full of scouts and parents, the something-to-hide-behind lectern and the booming public address system. The outcome was predictable. Without skills, motivation and practice, it was an exercise in humiliation. Similar experiences followed, all of which convinced me that I should avoid public speaking.

Finally, at age 47, I took my self-defeating mindset to my first Toastmasters meet-

Then I placed the card at my desk where I work eight hours a day. At first I didn't totally believe the affirmation, but after a while it began to sink in. Gradually the affirmation – along with the applause and support of my Toastmasters group – helped transform my attitude.

When you write your own affirmation, briefly describe the style of speaker that you envision becoming. This is a personal exercise that allows your own wonderful, unique essence to be expressed through public speaking. I have also found that it helps to replace the fear with a larger human emotion as part of the affirmation. Again, this is very personal. You could replace your fear with feelings of friendship, enthusiasm, power, fun – whatever is the life force that drives you and your individual personality. Affirmations work, and

(28

# Proof POSITIVE:

by Randy Smith, CTM

ing. I was kicking and screaming inside, but I knew I needed both the skills that the basic manual provided and a forum to practice those skills. I also needed a reversal of attitude. Some of this would have to be an inside job, and over the past year I have found and developed three techniques that helped me achieve that positive attitude.

**Affirmation.** First, we need to change our conscious thinking about our public speaking abilities. I took a 3-by-5 inch index card and wrote: "I like talking in front of groups and I'm good at it. I speak with strength, humor and wisdom. I love my audience, and my audience loves me."

they will help transform your public speaking abilities.

**Meditation.** Next, we need to change our subconscious attitudes. Each one of our everyday thoughts influence our subconscious, much like single drops of water will, with time, fill an aqueduct and power a hydroelectric dam.

One way to transform your energy from negative to positive is through meditation or self-hypnosis. This can be achieved simply by talking to yourself in a highly relaxed way. Or, as a form of self-hypnosis, you can tape record a message that takes you through the process of relaxation and suggestion. Begin by finding a quiet time and place,



ILLUSTRATION: VALA KONDO

## Outside competence requires inside confidence

then employ calm and slow breathing with systematic music relaxation. The recorded suggestion can be similar to your personal affirmation. You may wish to consult a book on meditation for a specific script of this process. The ancillary benefit of meditation is stress reduction; the primary benefit for speakers is transforming our subconscious mind into a pool of positive thinking that says: "I know I can do this well."

**Visualization.** If, as speakers, we think of ourselves consumed by nervousness – complete with quivering voice, shaking hands and pulsating heart – that will likely be our experience. But it doesn't need to be that way. The visualization technique

helps us see ourselves as competent speakers. The same thing happens to a basketball player who stands at the free-throw line without the ball and envisions the feel of his muscles propelling the ball, then sees it arc into the air and swish through the net. This form of visualization creates a focus on repeated, successful execution that crowds out fear. Visualization works in public speaking just as it does in sport.

I've learned to rehearse with a tape recorder, stopwatch and full-length mirror in a room free of distractions. After writing the speech in outline form, I start the stopwatch and recorder and "just do it" in front of the mirror. The first playback isn't terrific – my presentation is either too long or too short, with cumbersome phrases, poor organizational flow or an ending that lacks punch. But the second and subsequent attempts become successively better.

It's a process of refinement rather than memorization, and each try focuses on a different area, such as organization, body gestures or vocal variety. In the meantime, I am visualizing myself in front of the audience and feeling their positive reception and applause. On speech day, I have a last-minute dress rehearsal which is as close as possible to the real thing in terms of time, gestures, props and sound. By the time I give my speech to others, I have the confidence of knowing that I've "been there and done that" many times before.

Most of us begin with a natural fear of public speaking. That's the reason we joined Toastmasters. Affirmation, meditation and visualization can be powerful tools in our quest to overcome that fear and find the courage in speechmaking and in life. **1**

*Randy Smith, CTM*, is a member of the Rancho Speech Masters Club 9113-F in Coto de Caza, California.

**"I knew I needed both the skills the basic manual provided and a forum to practice those skills."**



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.

- Millard W. Tong, 1618-4
- Nancy E. Anderson, 591-6
- David Best, 44-11
- Gerard Counihan, 473-36
- Millie Kossowan, 3146-42
- Helen H. Kelly, 964-58
- Paul John Wise, 8036-69
- Laurel Salt, 5483-70
- Lawrence James Dawson, 7144-72
- Madeleine Sullivan, 3432-73
- F.W.C. Klopper, 4125-74

### ATM Silver

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

- Matt Corrigan, 4220-F
- Garry Lee Hickman, 8735-F
- Keith Hardy, 7548-6
- Dale L. Moyer, 8539-27
- Gail Patterson, 6150-33
- Curtis A. Woodard, 7118-39
- Elbrist Mason, 1684-43
- Archie C. Young, 3235-48

### ATM Bronze

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

- Christopher M. J. Hopper, 1016-1
- Robert W. Carlson, 7137-2
- Jon Royal Fleming, 9509-2
- Michael M. Sweeney, 9775-2
- Stephen J. Wessman, 3595-19
- Mary M. Stinecipler, 696-23
- Twyla Mansfield, 5929-36
- Frank A. Szumilo, 4036-36

- Sharon K. Bares, 8215-37
- Curtis A. Woodard, 7118-39
- Millie Kossowan, 3146-42
- Jeff Gibbs, 4383-42
- Betty S. Richardson, 1719-63
- Lorraine E. Sweeny, 413-70
- Graham Ward, 3034-70

### ATM

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

- Floyd L. Shilanski, 522-U
- Sandra L. Davidson, 285-F
- Forrest A. Miller, 316-F
- Kyle E. Kiel, 734-F
- Jack D. McKnight, 6245-F
- Gretchen Bell, 141-1
- Joseph L. Washington, 4138-1
- Richard Bailey, 9509-2
- Shirley M. Carolan, 4014-4
- Edward J. Paluch, 4162-4
- Torkil Olsen, 4515-4
- Lee Silber, 3524-5
- Gay L. Beauregard, 8209-5
- David Rabb, 3334-6
- James L. Smith, 7331-6
- John Keith Read, 604-7
- Kim Herron, 5480-7
- Marvin Miller, 50-9
- Mildred J. Buckley, 5103-11
- Norman A. Buckley, 5103-11
- Mary Rose Ceccanese, 8601-11
- Tamara Finn, 1969-12
- Wendy Alderson-Soda, 1969-12
- Betty P. Jandl, 4062-12
- Jean Davis, 6836-12
- Marilyn Mitchell, 8691-12
- Carol Brookshaw, 2037-14
- Angelika M. Bloch, 4465-14
- Jerry Bundy, 5803-14
- Judge Houston, 5803-14
- Sylvia C. Johnson, 8218-14
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- M. C. "Joe" Rayer, 684-19
- Jim Herteen, 2388-19
- S. D. (Lee) Mason, 738-21
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- Darrell Montgomery, 2747-24
- Jack C. Wesch, 6982-24
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- Barbara J. Hill, 5018-26
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- Patricia L. Mitchell, 970-33
- Deecie Shelley, 2746-33
- Kule L. Tingle, 4055-33
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- Elizabeth Diane Bryan, 1033-44
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- Richard J. Schwartz, Sr., 4541-47
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- P. Muthusamy, 2574-51
- Zan Colson Brown, 5629-56
- John P. McGuigan, 7666-56
- William Lawrence Fulton, 1005-58
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- Jane Eves, 3427-60
- Patrick Edward English, 3427-60
- Jean-Louis Dube, 7706-61
- Patrick B. Morin, 2661-66
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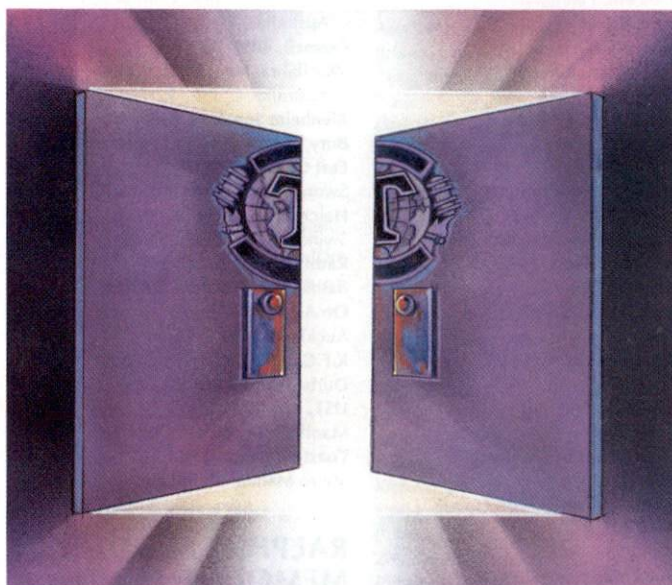
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