

The TOASTMASTER®

MAY 2001



What I've Learned From
Star Trek Captains

ALSO INSIDE:

Will They
Remember You?

•
Overcoming
Stuttering



VIEWPOINT

The Race Is On!

The marathon is almost over! Can you hear the crowd cheering? Don't give up now; the finish line is just ahead. You can be a winner!

I've watched many races where the participants complacently ran along in the middle or back of the pack, then in a sudden burst of energy – just before the finish line – they overtook those in front to win the race. It's toward the end of a race when the real character of a person – or a club – shines through. In a club, the final sprint may determine the club's health at the start of the next race – the new club year beginning on July 1. For you – the individual Toastmaster – the challenge to be the best at the end of the race might very well influence your attitude as you encounter future hurdles.

So as the finish line nears, it's time to gird up and put forth our best effort. This is when we need to reach deep inside ourselves for the very best that we have to give. This is our moment of truth.

Club presidents and vice presidents in charge of membership and education should now be taking inventory of where clubs – and individual members – stand. How many educational completions does your club have, and more important, how many club members are close enough to complete their educational goals with just a little more effort, with one final push?

How many guests can we convert into new members? Are our clubs at or above 20 members? If not, will we have a net growth of five new members before that magic date of June 30?

What about our personal goals and challenges? Have we achieved all we wanted to achieve this year? I have always found deadlines to be motivating – they give me the push I need to finish a project or achieve a goal. Deadlines force me to stop procrastinating, concentrate on the task at hand, and finish it. I enjoy the feeling of accomplishment that comes when I do so. I compare it to the "runner's high," that feeling of exhilaration joggers experience well into a good run. How would it feel to achieve that CTM, ATM or DTM by June 30? How would it feel to get that CL or AL award before the end of the club year?

Personal goals can be achieved only by personal effort, and club goals require a group effort. However, the two can be intimately related. For example, how would it feel to know that you had a hand in your club's reaching Distinguished status? Or that you motivated fellow club members to do the same? Be a friend to the members of your club. Never forget how important and influential your enthusiasm can be in your club. This time of year – more than any other – is when Friends really can Help Friends Succeed.

JoAnna McWilliams

JoAnna McWilliams, DTM
International President

The TOASTMASTER

Publisher TERRENCE MCCANN
Editor SUZANNE FREY
Associate Editor KELLY ANN LACASCIA
Editorial Assistant MADDY HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS
Founder DR. RALPH C. SMEDLEY

OFFICERS

International President JOANNA MC WILLIAMS, DTM
17610 Midway #134
Dallas, TX 75287

Senior Vice President ALFRED R. HERZING, DTM
20365 Via La Vieja
Yorba Linda, CA 92887

Second Vice President GAVIN BLAKEY, DTM
46 Corona Avenue
Ashgrove, QLD 4060, Australia

Third Vice President TED CORCORAN, DTM
124 Grange Road
Baldoye, Dublin 13, Ireland

Immediate Past President TIM KECK, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

Executive Director TERRENCE J. MCCANN
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

Secretary-Treasurer MARCIE POWERS
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

DIRECTORS

DILIP R. ABAYASEKARA, DTM
17 Round Hill Road
Camp Hill, PA 17011

ROBERT P. BRENTIN, DTM
5910 Woodcliff Drive
Midland, MI 48640

DOROTHY COTTINGHAM, DTM
P.O. Box 1374
Portland, OR 97207

MARSHA JAMES DAVIS, DTM
1340 S. Beverly Glen Blvd., #308
Westwood, CA 90024-5224

PATRICIA L. (PATTY) FONG, DTM
6657 Gladia Drive
Sacramento, CA 95831

CHRIS FORD, DTM
5488 Woodside Drive
Manotick, Ontario, Canada K4M 1B4

JUSTIN A. GOTTFREID, DTM
1925 West Clayton Crest Avenue
Milwaukee, WI 53221

MARY DREW HAMILTON, DTM
P.O. Box 1002
Alpharetta, GA 30009-1002

DANIE HARDIE, DTM
6419-11 Ave.
Edmonton, Alberta, Canada T6L 4A1

MARJORIE J. KENNEDY, DTM
5110 High Pointe Drive
Pensacola, FL 32505

PAM KEYZER, DTM
474 West 238th St., #6-1
Riverdale, NY 10463

DONNA G. LABATT, DTM
2216 Fairway Terrace
Clovis, NM 88101

AUGUSTINE LEE, DTM
Ghim Moh Estate
P.O. Box 0256
Singapore 912739

RUTH S. NEWSOME, DTM
504 Hickory Road
Bristol, TN 37620

JOHN D. SMELSER, DTM
2714 Avalon Court
Richmond, TX 77469

JOHNNY T. "PAWE" UY, DTM
c/o Rosita's Colon, Colon Street
6000 Cebu City, Philippines

DIANE E. VAUGHN, DTM
P.O. Box 2597
Cupertino, CA 95015

SHELLEY D. WALKER, DTM
54 Ravine Drive
Winnipeg, Manitoba, Canada R2M 5N3

For information on joining or building a club, call
1-800-9WE-SPEAK • Or email: clubs@toastmasters.org
World Wide Web: <http://www.toastmasters.org>

To place advertising or submit articles, contact:

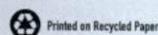
TOASTMASTERS INTERNATIONAL
PUBLICATIONS DEPARTMENT
P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA
(949) 858-8255 • FAX: (949) 858-1207
email: pubs@toastmasters.org
To change mailing address:
tmmis2@toastmasters.org

THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office, POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles.

Copyright 2000 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, THE TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmaster International registered in the United States, Canada, and many other countries. Marca registrada en Mexico. Printed in U.S.A.



Contents

May 2001

Volume 67, no. 5

features

8 WILL THEY REMEMBER YOU?

To know why some speeches are more memorable than others, we need to understand how our brains work.

By Mark Hammerton, ATM-B



12 THE GRAND FINALE

Last words linger: 12 ways to end your speech.

By Peter Jeff, ATM-B

– and –

OPEN YOUR SPEECH WITH A SLAM DUNK AND CLOSE IT WITH A BANG

By Anthony Perrella, ATM

16 WHAT I'VE LEARNED FROM STAR TREK CAPTAINS

This "trekkie" gained more than entertainment from her favorite TV show.

By Sylvia Henderson, CTM



24 OVERCOMING STUTTERING

In Toastmasters, stuttering is no impediment.

By Steve Synan

departments

2 VIEWPOINT: The Race Is On!

By International President Jo Anna McWilliams, DTM

4 LETTERS

5 MY TURN: Stepping on Your Own Toes

By Patrick Mott

6 CAN WE TALK? Whatever Happened to Common Sense?

By Michael Hart, DTM



11 IDEA CORNER: A Book Report in Table Topics

By Frances O'Malley, ATM-B

15 MEMBERSHIP BUILDING: Start a New Club. It's Easy!

By Joann McCabe, CL

20 TI BOARD REPORT: Helping Friends Succeed

22 TI FINANCIAL REPORT: January - December 2000

28 TOPICAL TIPS: Get Those Speaking Skills in Shape

By Mark Majcher, ATM

29 HALL OF FAME

30 2001 INTERNATIONAL CONVENTION REGISTRATION FORMS

The Toastmasters Vision:

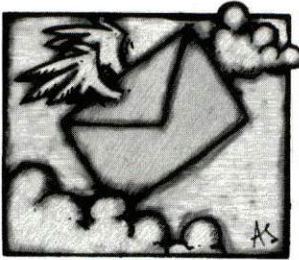
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



LETTERS

WRITE IT THE RIGHT WAY

I agree with James Nelson that a handwritten letter is much better than e-mail for personal communication ("Pen and Paper" February 2001). The moment I hit the "send" button, irretrievably sending a thank-you note across the country, I knew I had done the wrong thing and followed it up with a hand-written letter.

Because I like a clever sentence, I also liked the "Grammar Rules" sidebar enough to clip it out and save. One rule I have seen broken many times is rule #18: "One-word sentences? Eliminate." This rule was violated in two articles in that issue.

Roger James, ATM-B • Screaming Eagles Club 9085-53 • East Hartford, Connecticut

KEEP THOUGHTS POSITIVE

What a wonderful message in the January 2001 issue, to live by the Golden Rule and make the world a better place! I fully agree with Victor Parachin. There is one thought I would like to add: Whenever something bad happens to me, I think: "It could still be worse."

Kindness, encouragement and help are aspects of the Toastmasters experience that convinced me right from the beginning of the many benefits my membership offers.

Heimgard Bonzel • Danube Sparrows Club 4766-59 • Ulm, Germany

SUSPICIOUS OF STEREOTYPING

Do Toastmasters make their points by stereotyping and alienating members or potential members in their audiences? Patrick Mott (February, 2001) wrote that Richard Simmons' audiences are "hardbody wannabes." People in Mott's audiences, by contrast are "sophisticated."

I used to be heavy. I've cried with people in Simmons' audiences for some of the reasons they cry – someone is finally showing them respect, recognition, concern. I also have a master's degree, a book coming out this year, and I am writing a reference book with a section on stereotyping. Finally, I'm a Toastmaster. With just a few words, Mott alienated me. Mott's version of "truth" is now suspicious to me.

Besides, if people are such "suckers for the truth," why do we hold elections between political parties? Why does the world have more than one religion? Why do families of murderers insist that their loved ones could never kill? Stereotypes and platitudes are easy and often work because they satisfy fears and the need to feel superior.

Taking different perspectives into account requires much more time. But Toastmasters who take the time can help their audiences consider evidence that could make a new understanding of truth possible.

Paula Kramer • Stevens Point Club 570-35 • Nelsonville, Wisconsin

CONSIDER THE AUDIENCE

In the February issue Patrick Mott began his article by asking readers to choose between keeping company with Richard Simmons or Mark Twain. I chose Simmons because I like to exercise and Simmons is a positive, encouraging person. In the second paragraph, Mott indicated I had made the wrong choice.

He made an error that I occasionally observe speakers make: He jumped to a conclusion that not everyone shares. In this case, he assumed everyone but "weepee hardbody wannabes" looks down on Simmons. I'm not a weepee hardbody wannabe, but I do respect Simmons for his dedication and encouragement to help people lose weight.

Because of the relentless pejorative presentation of Simmons, I found it hard to keep reading the article, but I did continue to see what point Mott was making.

While I agree that being overly emotional is not endearing to most audiences, ridiculing someone to make a point is not endearing, either. What Mott may not know is that an effective speaker tries to know his or her audience, and then strives to speak in an appropriate manner with an appropriate topic. At times, being overly emotional is effective. Just ask Richard Simmons.

Paula S. Price, ATM • Talk of the Tower Club 4601-55 • San Antonio, Texas

TELL IT LIKE IT IS

I hope that those who wish to use comedy club material at a Toastmasters meeting would read Shelia Spencer's excellent article, "Stamp Out Sleaze!" (January). Shelia Spencer tells it like it is. There is no place for crudeness and vulgarity in a Toastmasters meeting.

Vincent Foy, ATM • Bill Gove Golden Gavel Club 6818-47 • Boynton Beach, Florida

ONLINE MAGAZINE INDEX

In response to Joe Passanise's letter in the February issue, I recommend looking up past Toastmasters articles on the searchable online index at <http://www.toastmasters.bc.ca/tm-mag.pl>.

Vincent Li, ATM-S • Stimulight Club 5449-21 • Burnaby, BC, Canada

By Patrick Mott



The thunderous power of silence.

Stepping On Your Own Toes

BEING THE FEATURED SPEAKER IN AN ENORMOUS SPORTS ARENA filled with howling partisans in silly hats is a tough gig. On one hand, it surely must seem as though you could, with a few ringing phrases, whip the crowd into such a state that, if you asked them to, they'd run right out and storm the

Bastille. On the other hand, you could blow it, in which case the mob might storm you instead.

So, for goodness sake, if you happen to be running for the presidency of a global superpower nation, try not to stomp all over your best lines.

This is what Al Gore did at the Democratic National Convention that was held in Los Angeles in August 2000. And while it wasn't exactly painful to watch, it surely made many seasoned speakers wince at the squandered opportunities.

I'll leave the content of the speech to political analysts. However, it was generally acknowledged that Gore's nomination acceptance speech at the convention was the most important of his career until that point. He needed, analysts said, not only to establish his personal credentials with voters but to clarify his positions on a number of issues. He needed to deliver a speech that was carefully crafted and measured and that was both emotional and packed with clear information. A tall order, to be sure.

Many said he succeeded. In the days after the speech, Gore's poll numbers jumped. However, the immediate network post-mortems were sprinkled with talk of how Gore had delivered the speech as if he had a train to catch. It all came down to a single type of error: he was reluctant to pause.

And, as speakers, we all know why: Pausing is a risk. It's an exercise in courageous trust – not only trust in the content of your speech and your speaking skill, but also in your knowledge of your audience. When we stop speaking we create a kind of vacuum into which one of two things can rush: doubt or anticipation. The unprepared speaker who is uncomfortable with his speech, or whose speech copy is poorly crafted, will inevitably dash through the speech and project the impression that what he wants most in life is to be somewhere else. This makes

audiences nervous (“What have I done to make this speaker afraid of me?”).

But speakers who trust their material and who prepare well will exude confidence. And that confidence can naturally take the form of effective, dramatic pauses to allow the audience

– who will be naturally captivated – to absorb and digest the speech's most important points.

Of course, if the speech and the speaker are particularly good, the pauses will be created automatically, by the interruption of applause. (Note: Never step on applause.)

It's all about confidence and empathy. Trust yourself. Trust your speech. Trust your audience.

There is no better person to illustrate these points than the late Jack Benny. After carefully building his on-stage reputation as a fanatical tightwad for many years, Benny unleashed what was to be his most famous routine. The gag involved only two lines:

Holdup man (brandishing a gun at Benny): Your money or your life!

(Benny says nothing, turns balefully to the audience and stares. And stares. And stares. Finally...)

Benny: I'm thinking!

The first time that gag played in front of a live radio audience, there was a gap of more than five minutes between the delivery of the first line and the second. That gap was filled entirely with screaming, hysterical laughter. It was the longest sustained laugh ever recorded on radio. All Benny did during that five minutes was blink.

(The laugh was so long, and sustained at such a high pitch, that a handful of other radio shows of the time actually “borrowed” recordings of some of the laughs to insert in their own shows to juice up audience reactions.)

Does this sort of thing take nerve? Absolutely. Does it pay remarkable dividends? Unquestionably. And it all begins with a true appreciation of the thunderous power of just two or three seconds of silence. **1**

Patrick Mott is a freelance writer living in Fullerton, California.



CAN WE TALK?

By Michael Hart, DTM

Every decision we make sets off a chain reaction of events.

Whatever Happened to Common Sense?

“It’s just common sense!” How many times have you heard this expression? Every day we are faced with a myriad of choices and information to sort through. To function in this world of haste, we must be able to calculate and then act upon a seemingly endless supply of stimuli. And in fact, we are wonderfully equipped to do just that.

Why then do so many of us struggle to make appropriate choices? And more puzzling, why do so many people insist on behaving in ways counter to old-fashioned wisdom? In other words, whatever happened to common sense?

Common sense isn’t something people either have or lack; it is something we do or do not choose to use. For example, how many times have you watched another driver pass you on a rain-slick road, at high speed, with a cell phone glued to his ear? Or perhaps you’ve read yet another news story of a tragic house fire caused by an unattended space heater.

These real-life blunders were perpetrated by otherwise intelligent, thoughtful people. Sadly, these types of “accidents” occur many times a day. Sometimes they are merely an inconvenience, sometimes they

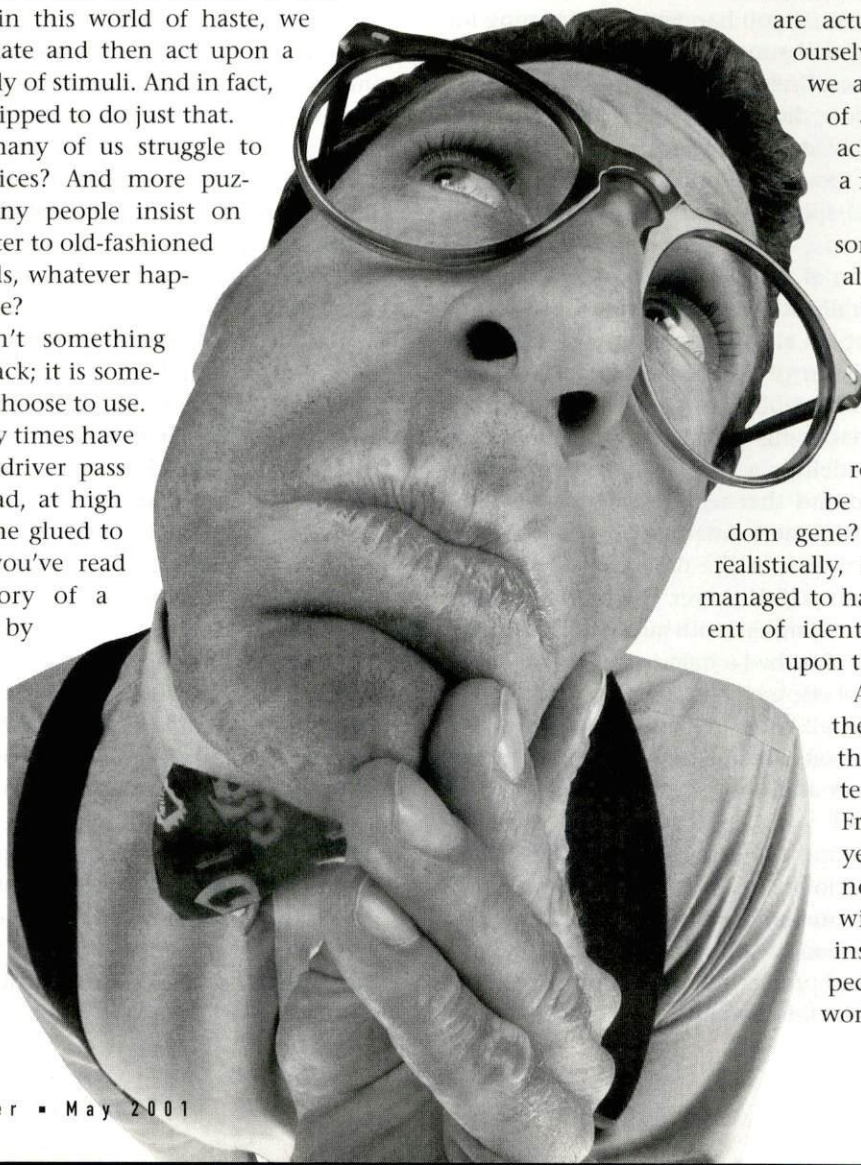
are embarrassing, and other times they can prove deadly. Most of the setbacks, obstacles, roadblocks and other inconveniences of modern life

are actually perpetrated by ourselves, on ourselves. But we also write the script of accomplishment and achievement. It is often a matter of choice.

Most of us know someone who seems to always have good luck.

Things just go right for this person most of the time. Are these folks smarter than the rest of us? Could they be blessed with a wisdom gene? Perhaps, but more realistically, they have probably managed to harness the innate talent of identifying, then acting upon the obvious.

And it is a matter of the obvious. Life isn’t that complicated! Mysterious, yes. Unfair, yes. Frustrating, absolutely yes! But complicated, no! We were born with basic survival instincts, fully equipped to function in the world around us. As we



have evolved spiritually, emotionally and physically, we have complicated our living. We already know the right things to do, we often simply choose not to do them. Then we have the audacity to complain when things begin to unravel.

Naturally, this phenomenon invades our Toastmasters clubs as well. How many of us have waited until the night before a presentation to begin preparing? We know about the assignment weeks in advance, but wait just the same. Then, as we attempt to throw something together, we moan about how stressed we are. We complain that Toastmasters is taking too much of our time. Then we try to convince ourselves that we're getting nothing out of our membership and it's time to drop out. All this because we didn't do what we knew we needed to do when we needed to do it!

How many people have prematurely ended their Toastmasters "career" over this very issue? They simply wouldn't take the time to do the obvious. Now ponder the scary part: How many times, in how many organizations, to how many folks, over how many years, do you think these same things happen? And what would the world be like if they had taken the time to make different choices? Does taking the time really matter?

Every decision we make sets off a chain reaction of events. Minor, seemingly trivial decisions often play a vital role in our lives. Every choice we make, or elect not to make, has consequences. Sometimes these consequences can be life-altering.

Let's suppose that you are married, maybe you have children. As most of us know, marriage is a time consuming relationship. Left unattended it will often crumble, or at the very least, teeter on indifference. Spouses need to make time for one another, even if only a few hours per week. Sounds simple enough but are you doing it?

A motorist, low on fuel, tempts fate by passing one service station after another in an attempt to save five minutes on his commute. The inevitable happens and the car stalls in the middle lane of a five-lane highway. Traffic snarls to a snail's pace. Drivers are forced to merge around the stranded vehicle. Traffic reporters instruct drivers to find alternative routes, further clogging side roads. Emergency vehicles struggle to avoid the chaos. Countless people are inconvenienced, family schedules are disrupted and recitals, baseball games and dinner dates are missed or postponed. Tax dollars are spent on police and emergency personnel dispatched to the scene. This entire scenario could have been easily avoided with just a bit of common sense!

We have infinite opportunities to use common sense in our lives. Most decisions we make impact other people. Even seemingly trite and "automatic" decisions have consequences. So how can we learn to develop and take advantage of our innate common sense?

■ **First, slow down.** Life in the 21st century has become too harried. We move so fast, we just don't stop to think things through. Obvious choices are given little attention. So just slow down and look for the built-in clues. Life has a way of giving indications when something is right or wrong. Some people call it intuition, others a "gut feeling." But whatever you call it, this is the universe's way of helping us make the appropriate choices.

■ **Next, accept the obvious.** Sometimes a particular choice is so painfully apparent that it can't possibly be right, or can it? We must lose our fascination with complicating everything. Nature created a harmonious world where the path of least resistance is often the preferred route. Take it!

■ **Weigh the consequences of everything you do** – from the clothes you choose in the morning to the time you spend with your children doing homework. Think it through. What could this choice lead to? What might be affected by it? Is there a downside?

This exercise, although cumbersome at first, will train your mind to weigh the consequences of every choice. It teaches you to be vigilant, to be on the constant prowl for new information and outcomes. Over time this process will become automatic. Practice viewing all decisions from the end, moving backward to the time you make them. All great thinkers strive to know the result of their actions before embarking on them. You can do the same with a little practice.

When the obvious, common-sense choices become automatic, the results will be amazing. Each day will blossom with new, enriching experiences. You will be more fulfilled and you'll be better equipped to deal with the endless barrage of new information. Learn to make choices based on consequence rather than convenience. Slow down, pay attention and think a little more – it's all just common sense. **1**

Michael Hart, DTM, a member of Vulcan Voices Club 512-48 in Harpersville, Alabama, is a professional speaker and author of several books and tape programs, including *Mastering The Uncommon Common Sense*.

*"We already know
the right things
to do; we simply
choose not to
do them."*

Will They Remember You?

As a longtime Toastmaster, I've heard hundreds of speeches at club meetings on every topic under the sun (and at least one talk on the sun itself). The majority were easy to listen to and skillfully presented. But truth be known, I can't remember specifics from more than a handful.

My amnesia is not uncommon. Reid Buckley, an author and speaker, said this about a speechmaker's typical fate: "The words of the speaker, even their broad sense, are likely forgot within the half hour." However, a few orations still shine in my memory. Letting my thoughts drift back, vivid details – stirring summations, hilarious anecdotes, even the speakers' favorite gestures – pop onto my mental movie screen. Perhaps some readers are now nodding in agreement, as delightful memories of past Toastmasters gatherings flash and flicker in your heads.

Why is this? What causes one speech to stealthily enter and exit my addled brain without a trace while another makes a permanent home? And if we could answer that question, might we not learn a secret or two helpful for creating riveting, long-remembered presentations?

It's just a hunch, but I'm guessing that to know why some speeches are more memorable than others, we need to understand something about how our brains' memory chips and hard drives work.

To know why some speeches are more memorable than others, we need to understand how our brains work.

TYPES OF MEMORY

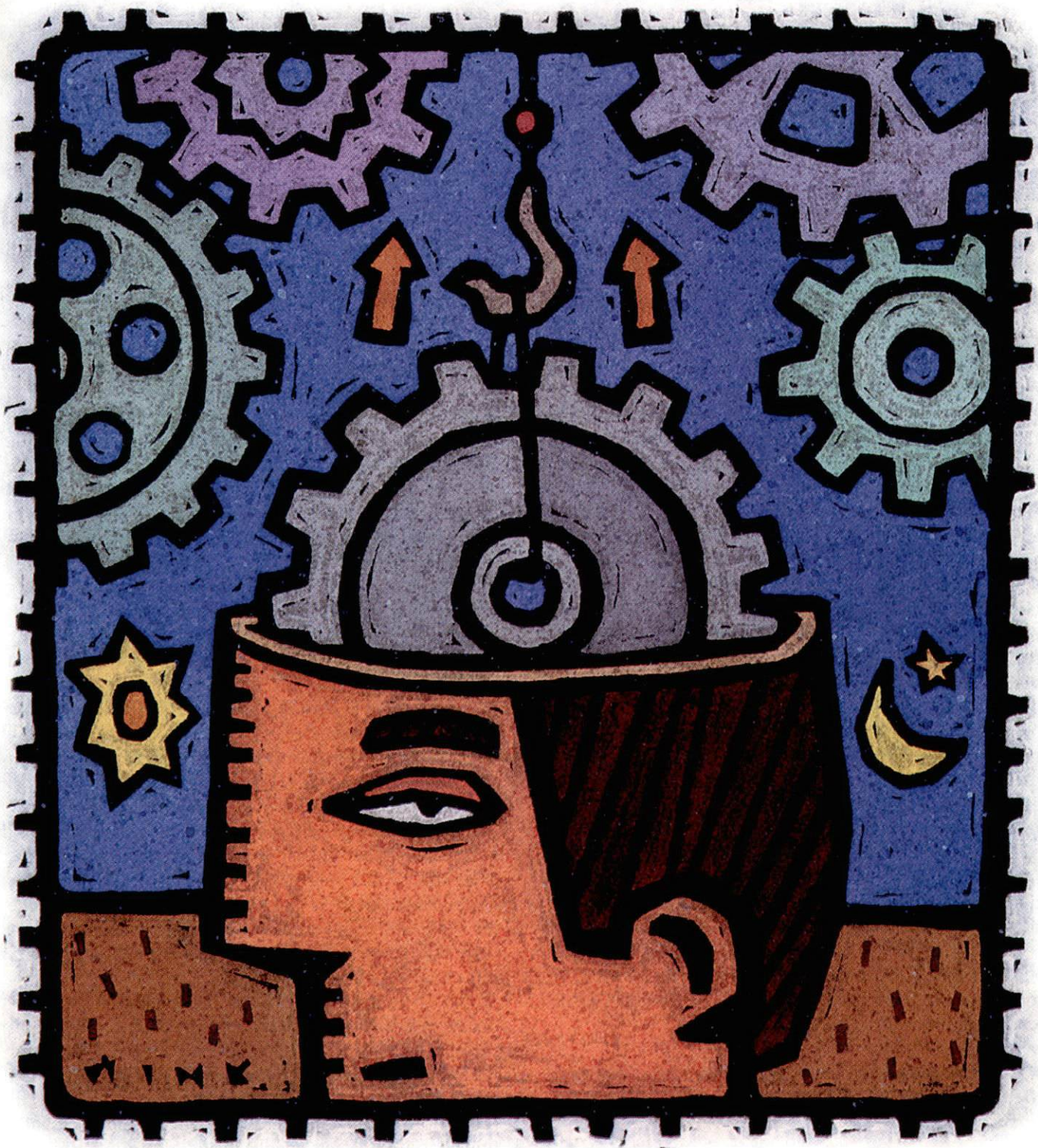
Actually, the analogy to a computer has some basis in reality. Like your PC, your brain has two kinds of memory that involve very different processes. A computer's RAM (random access memory) is similar to a person's working, or short-term memory. Information in working memory has reached your consciousness; you can use it, but it is

probably temporary (quick, without looking, what is the title of this article?). A computer's hard drive is similar to long-term memory, where information is more or less permanently filed, waiting patiently for recall.

Unlike a computer, your brain does not store a permanent memory in a single location. Rather, a memory is a spider's web of shifting neuronal pathways, linked to other, related pathways. (Mysteriously, brain cells die and are replaced, but long-term memories remain.) Thinking about your childhood home, for example, likely brings to mind strong connections to related sights, sounds, and emotions (I remember the neighborhood gang playing baseball on our front lawn, immediately followed by the sounds of windows shattering and loyal friends scattering).

By the way, your memory is designed to be imperfect. If you remembered every blip of information presented to you – every look-alike car on the freeway, every TV pitch for chunky dog food – your brain's immense storage capacity would quickly become saturated with trivia. Paradoxically, your capacity to remember depends on your ability to forget.

Working memories have high infant mortality. They're unlikely to survive past their first 30 minutes or



so. But if you remember something for at least an hour, odds are you'll never completely forget it. So a key question is, "How are working memories consolidated into long-term memories?"

MAKING MEMORIES PERMANENT

If a memory survives that precarious first half-hour to become consolidated in long-term storage, with the

necessary biochemical alterations, memory experts say it probably has several of the following factors going for it:

- **Repetition** – The more often the memory is rehearsed, the stronger it becomes, improving the electro-chemical pathway in the brain. Rehearsal is particularly efficient in the first stage of memory formation, where short-term

memories struggle to survive. Did I mention that repetition helps memory formation?

■ **Concentration** – The purer the input signal, the more focused your thoughts, the sharper the memory.

■ **Variety and Novelty** – The vast majority of what we see and hear is quickly discarded. The mind rebels when offered bland monotony, drifting quickly into snooze mode. We've all had the experience of "reading" some dull tome only to snap to attention and realize we can't recall anything from the last three pages.

But have you ever noticed that everyone on a roller coaster is fully alert? Our minds respond well to stimulating material and fresh insights. Research shows that memory consolidation is much more likely if the experience is a new one. Last summer I attempted kayaking for the first time, and I remember every detail from that voyage, including the distinctive taste of the river water when I rolled my craft.

Similarly, humorous incidents, by nature containing an element of surprise, are more easily remembered.

■ **Multiple sensory input** – The more neuronal pathways connected to a nugget of information, the more easily retrievable it is. One way to create multiple pathways is to develop a new memory with as many senses as possible. I can sharply remember childhood visits to my grandparents' farm, including not only the sight of the boundless prairie landscape but also the rich farmyard noises, fragrances (too rich) and touches.

This is one reason graphics make a presentation more effective. Studies claim that adding visual displays to a talk improves audience retention by five to 10 times over oral presentation alone.

As neurobiologist Lawrence Katz puts it: "Anything that uses all your senses to do something forms associations that make the brain more fit and agile."

■ **Relation to Existing Knowledge** – New learning is more efficient if we have a framework of related, current knowledge already in place.

■ **Emotional Significance** – Events and images that find their way to our heartstrings are more likely to find a home in our heads.

THOUGHT EXERCISE

With this shopping list in hand, let's do a little thought exercise. Let's open our mental libraries and inspect for what is cataloged under the heading of Toastmasters speeches. What talks by others have stayed with us through the months and years? And what elements from those speeches are found on our list of memory enhancers?

A speech that comes immediately to my mind was delivered probably 10 years ago. What seemed at first

like a relatively mundane talk about techniques for selling over the telephone took a dramatic turn. Previously unnoticed in the back of the room, a phone rang. We laughed at the coincidence. Looking a bit quizzical, but unruffled, the speaker excused himself to pick up the receiver. On the line was a real customer, instructed to call at precisely the right moment (I think), buying what the speaker was peddling. We watched and listened as the speaker/salesman artfully demonstrated the principles he'd just trained us in, including closing the deal. It was a mesmerizing performance.

Returning to our list, the speaker made good use of repetition. We experienced the speech in multiple ways, including strong graphics, the sound of the ringing phone, and the sight of the salesman plying his trade. What probably gave the speech staying power, however, was the novel and fascinating method he used to communicate the message.

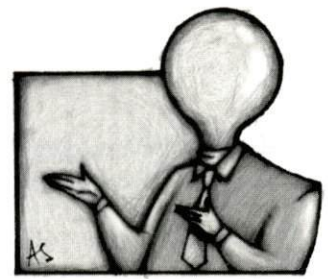
On another occasion, a speaker took us back to the jungles, horrors, and deep friendships of his stint in the Vietnam War. His descriptions of battle made for potent imagery. But what made the talk indelible was the dignified way he spoke of the love he felt for his comrades – and the searing pain of loss and confusion when his best buddy fell in combat. The tension in the air during that speech was palpable, and unforgettable. But so was the sympathy and understanding, especially among those audience members who had experienced firsthand similar agony.

I once asked a 30-year veteran of Toastmasters if any speech he'd heard over the years stood out from the pack. Without hesitation, he gave a detailed description of a district-winning talk given more than 20 years before. The speaker had made a lasting impression by metaphorically comparing a person's life to a tree, asking audience members if they would stand strong against the gales that would surely buffet them in life. Were their roots planted deep in good soil? The message had made for vivid imagery and an emotional connection to at least this listener, who I'll bet never forgets those six minutes of fervent oratory.

Which reminds me of one last thought. The top-notch speeches that I'll never forget shared a common thread. In each case, the speaker had evident passion for the subject. The message appeared so compelling to the talker that listeners couldn't help but lose themselves in the performance. A speaker who loves his subject usually finds a respectful and energized audience. Sometimes he even wins new enthusiasts for his cause.

So, what speeches do you recollect clearly? Can you pinpoint the attributes of these talks that moved them into your permanent memory storage? Odds are if those techniques worked on you as a listener, they'll help you as speaker to create messages of lasting value. **1**

.....
Mark Hammerton, ATM-B. is a member of Strictly Speaking Club 3025-62 in Kalamazoo, Michigan.



By Frances O' Malley, ATM-B

A Book Review in Table Topics

POPULAR TELEVISION TALK SHOW HOST OPRAH WINFREY STARTED a craze that has swept through North America. Book clubs and the love of reading are at an all-time high. As a Toastmaster and a proud member of a book club in Ottawa, Canada, I speculated whether my two loves could be combined. With

STEP 2: Description of main character's situation in life. I then talked about Josephine's arranged marriage. The Table Topics question was about the concept of arranged marriages. After the response, I continued to speak about the French Revolution and how it changed the course of history.

this in mind, I worked to devise a plan to incorporate books into Table Topics.

After leading two different Table Topics sessions – reviewing the first two volumes of a trilogy – I created a system that other book-loving Toastmasters might like to try.

■ **Recommend a book using Table Topics:** Our club allots 10 minutes for Table Topics. Like other groups, we are clock-watchers and make sure we speak on time and in time. I informed the Sergeant-at-Arms/Timer that time for each Table Topic was to be no longer than one minute. I aimed to have five Table Topics, using half of the allotted time for speakers. With the other half of the time, I created bridges between each question with reviews of my chosen book. Divide your book into five sections and choose an interesting fact from each of those sections. Expand on those facts, using bridges, to review your story.

Though your bridges are specific to the story, and might recount an event that took place long ago, your Table Topics must be directed to your audience, and must be general in nature to allow for quick thinking and delivery.

■ **Here's what I did:** I reviewed a book called *The Many Lives and Secret Sorrows of Josephine B.* by Sandra Gulland. I began by explaining that the story recounted the incredible life of Josephine Bonaparte. I explained that this was volume one of a trilogy, and that I would deliver Table Topics on the other volumes as I read them. I divided the story into five distinct sections to give a thorough overview of the story. Using bridges and Table Topics questions, I transported my Toastmasters audience into the story itself.

STEP 1: Description of book type, setting and time period. I informed the audience that the book was a historical account of life in the French Caribbean. The first Table Topic was about life in the 1700s, and it gave the speaker an opportunity to pull from I had said to make the response more detailed.

STEP 3: Description of climax, surrounding events and its effect on the main characters. Step three should explain the climax of the story. Be animated, emphatic, and draw your audience in with your enthusiasm. Doing this in the middle of the Table Topics session will help keep your audience involved and interested in your story, which is crucial considering you still have two other Table Topics to deliver. The turbulence of the French Revolution spilled over into the personal lives of Josephine and her first husband, causing their relationship to end in divorce. The third Table Topic was about divorce and its impact on society.

STEP 4: Description of a peripheral character to draw in members of audience who are not interested in the main plot. My next bridge expanded beyond the main character of the book to introduce Josephine's children. Her son was trained in a military apprentice program. By introducing this other character, I opened the story to others who may not be interested in the French Revolution but may enjoy hearing about someone related to the main character. My fourth question was about apprenticeship in Canadian society.

STEP 5: Description of the story's conclusion. For my last bridge, I explained the difficulty Josephine experienced after her divorce. The first volume ended at this point in Josephine's life, so the Table Topic dealt with marrying late in life, as she did.

I received favorable feedback after each of my book review Table Topics sessions. Reviewing a book in this forum may encourage more club members to read, and it sheds insight on the personality and interests of the Topics Master. Unique Table Topics are always appreciated. **T**

Frances O'Malley, ATM-B, is a member of Sandy Hill Club 3492-61 in Ottawa, Ontario, Canada.

The Grand Finale: 12 Ways to End Your Speech

You begin your speech with a compelling opening. You cruise confidently into the body. Then you run out of gas as you come to the close of your speech. You finish speaking but your audience isn't finished listening – yet.

They stare at you. You stare at them. The silence is deafening. You fidget. You can hardly breathe. Finally, you blurt out: “Mr. Toastmaster.” Or worse yet, you surrender to those two meaningless words: “Thank you.” Mercifully, the audience applauds, putting you out of your misery. You can breathe again.

As a Toastmaster, you know there must be a better way to conclude your speech. After all, what the grand finale is to a musician, the conclusion is to a speaker. The ending of the speech is a chance to stir the audience to a standing ovation with a resounding call to action – or a gentle tug on the heart strings.

That's why leading speakers don't end their speeches with a perfunctory or mundane “Thank you.” Of the 217 speeches listed in William Safire's anthology, *Lend Me your Ears: Great Speeches in History*, only seven conclude with “Thank you.”

How can you end your speech as confidently as you opened it? Try these 12 tips:

1 The Title Close. Use the title of your speech as your closing words. Last words linger, crystallizing your thoughts, galvanizing your message and mobilizing your audience. Just as comedians should “leave ‘em laughing,” speakers should “leave ‘em thinking.” (Hint: Try writing the ending of your speech first to better construct the title.)



2 The Circular Close. Refer back to your opening anecdote or quote and say: “*We have arrived now at the close where we began.*” Reiterate the message you want your audience to remember. Summarize the main points in the classic: “Tell ‘em what you are going to tell ‘em; tell ‘em, then tell ‘em what you just told ‘em.”

3 The Challenging Close. If you were concluding a speech on the importance of taking action, you could say: “*Let's turn from spectators into participants. Let's recall the inspiring words of U.S. President Theodore Roosevelt who said: 'Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to remain with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat.' We have too much to do to sit on the sidelines. We need you to step out of the gray twilight into the bright sunshine so that we can all see the dawn of a new day.*”

4 The Invitation Close. If you were concluding a speech on the importance of getting involved in the education process, you could say: “*More than 450 years before the*

birth of Christ, Confucius said: 'What I hear, I forget. What I see, I remember. What I do, I understand.' Let's do it together. We've heard what we have to do. We've seen what we need to do. Now is the time to do it and together we can. Do it!"

5 The Quotation Close. Find a famous quotation and use it like a lever to lift the close of your speech. If you were concluding a speech on the importance of embracing change, you could say: "Our tomorrows need new and different solutions today. Recall the insight of President Abraham Lincoln. On the brink of the Civil War, Lincoln looked change directly in the eye and said: 'The dogmas of the quiet past are inadequate for the stormy present and future. As our circumstances are anew, we must think anew and act anew.'

And so must we, ladies and gentlemen. We need to look at this old issue in a new way. Not simply for today but to make our tomorrows more rewarding, more fulfilling, more compelling because of the changes we make today. With your help we can think anew, and act anew on the new issues before us today."

6 The Repetitive Close. Find a phrase and structure it in a repetitive format that strikes the cadence of a drummer, building to a climax like this: "And so what we have been saying is that life is an adventure, dare it. A duty, perform it. An opportunity, take it. A journey, complete it. A promise, fulfill it. A puzzle, solve it. A goal, achieve it."

7 The Sing-Song Close. Ask the audience to repeat a phrase a few times in your speech. For example, you might say: "Toastmasters fosters learning." Ask your audience to repeat that phrase on cue. You can end by saying: "We all know that Toastmasters fosters..." (Pause and coax

"Last words linger, crystallizing your thoughts, galvanizing your message and mobilizing your audience."

the audience's response with a wave of your hand to complete the phrase.)

8 The Suggestive Close. "Before I take questions, let me conclude with this point...."

9 The Benediction Close. "May God bless and keep you...."

10 The Congratulatory Close. "I salute all of you and everyone in your organization, and I look forward to your continued success...."

11 The Proverbial Close. Find a popular phrase and twist it to fit your message like this: "May the transformational force be with you."

12 The Demonstration Close. Use a prop to signal the close of your speech. For example you could close a book and say: "This concludes this chapter in my life and now I stand firm to write my next chapter." Or don a cap as you conclude your speech and say: "It is time for me to head out and find the road to success."

Use these 12 techniques and you will be well on your way to developing the ultimate close – the personal signature close – that you'll eventually develop so well that you own it, like Barbara Walters who ends each of her 20/20 television programs with: "We're in touch, so you'll be in touch."

With these 12 techniques you will close your speeches more confidently and cogently. **T**

Peter F. Jeff, ATM-B, is a member of the Grand Rapids Club 404-62 and Steelcase Club 4172-62 in Grand Rapids, Michigan, and the author of *Get a GRIP on your Dream*.

Open Your Speech With a Bang... Close It With a Slam-Dunk

By Anthony Perrella, ATM

As Toastmasters, we are familiar with the three main elements of a good speech:

- **Introduction** – prepares the audience for what's coming and establishes the purpose of your talk. (1-2 minutes).
- **Body, the meat of your talk** – provides convincing information in three to five points. (5-6 minutes).
- **Conclusion** – pulls it all together with a 1-2 minute summary of your message.

These three elements should be sandwiched between two other key elements: an opening and a closing.

OPENING – your first words or actions before the introduction. The opening should be brief, no more than three sentences. The opening's function is to grab the audience's attention so they will want to hear more. It should arouse interest and suggest the speech's theme. Openings can be dramatic – involving props, gestures or simply powerful words. Or make them emotional or rhetorical, using a demonstration, a quotation, a question, even silence, but be sure it relates to your topic.

CLOSING – Your very last comment on your topic following your conclusion. Make the closing brief, no more

than three sentences. The closing's function is to accent your purpose and leave the audience with something to remember. The closing is the climax, the whip-cracker, clincher, result-getter. It must tie in with the opening thought. Never leave your audience in doubt. A weak, inconclusive, apologetic closing kills what otherwise could be a great speech. Avoid "thank you." The audience should be thanking you! Let the closing give the "so what?" of the speech. Closings, like openings, can be dramatic, emotional or rhetorical. You may use devices such as humor or a quotation. But, like the opening, the closing must relate to your topic.

Here are some examples of good openings:

- **Startling question or challenging statement:**
 - *Have you ever killed anyone?* (A speech on capital punishment)
 - *I'm looking for someone to fall off a cliff with me.* (A speech on hang-gliding)
- **Quotation, illustration or story:**
 - *"Give me liberty or give me death!"* (A speech on patriotism)
- **An exhibit** – A picture or an article such as a toy gun to open a speech on gun control or a news photo of a smashed car to introduce a presentation on safe-driving.
- **A generalization, provided it relates to the speech topic:**
 - *Look at the person on either side of you. One of you will not be at the next meeting!* (Arouses curiosity).

Examples of poor openings:

- **Apologetic statement:**
 - *This subject might not interest some of you.*
- **General statement presented in a general way:**
 - *Most people drive too fast.*

- **Story or joke that does not relate to the speech topic.**
- **Long or slow-moving sentence.**
- **Platitude**
 - *It is indeed an honor to be here tonight.*
- **Fatuous question:**
 - *Did you ever stop to think...*

Here are examples of good closings:

- **Appeal for definite action:**
 - *We can solve this problem if each of you writes to your congressman.* (Hand out a sample letter, or for fund-raising, pass out donor cards)
- **Pointed story, quotation or illustration that fits your subject.**
- **An exhibit or prop, such as a picture or an object or group of objects.**

Examples of poor closings:

- **Solicitation of questions from the audience.** Let your introducer do that and call you back to the lectern for answers.
- **Fatuous statement:**
 - *It really was a pleasure to be here.*
- **Apologetic statement:**
 - *I'm sorry I didn't prepare enough for this talk.*
- **Thank you.** (The audience owes you thanks. Exception: If you specifically requested to speak for a personal or organizational promotion.)

Every speech deserves an ear- and eye-catching opening and a closing that sends the audience reeling. **1**

.....
Anthony Perrella, ATM, is a member of Camden County Club 1189-38 in Haddonfield, New Jersey.

Smedley Fund

Associate

Past International Director Greg Scott, DTM, in honor of Alan Pauw, DTM, and Jan Pauw, ATM, for sharing the spirit of Toastmasters

Past District 25 Governor Gary J. Smith, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Past District 39 Governors, in memory of Earl C. Keck, District 39 Governor 1976-77

Peggy Smith, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Cleveland Word Spinners Toastmasters Club No. 6969-63, in memory of Dick Arntz

Founder's District, in memory of Gladys M. Flint, DTM, Founder's District Governor 1993-94

District 50, in memory of Robert "Bob" Paul Lanz, DTM, District 25 Governor 1985-86

International President Jo Anna McWilliams, DTM, and Bruce McWilliams, CTM, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Park Central Toastmasters Club No. 4095-50, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Past District Governor Dan Winterburn, DTM and Linda Winterburn, in memory of Rich Walsh, DTM, and Bucky Bennett, DTM

Past International Director Frank Hirt, DTM, and Pat Hirt, in memory of Judson Fisher, DTM,

District 28 Governor 1961-61, and Bucky Bennett, DTM

Contributing Club

Centennial Toastmasters Club No. 313-64

Contributor

Past International Director Renate E. Daniels, DTM, in memory of Earl Keck, District 39 Governor 1976-77

Gilcrease Toastmasters Club No. 1384-16, in memory of Bill Chronos, ATM

Past International Director Frank L. Slane, DTM, and Phyllis Slane, in memory of William J. Chronos, ATM

William E. Buffington, in memory of Bill Chronos, ATM

Carol Cramer, DTM, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Fast Forward Communicators Toastmasters Club No. 9022-50, in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Screenplay Productions, Inc., in memory of Bob Lanz, DTM, District 25 Governor 1985-86

Past International President Terry R. Daily, DTM, and Judy Daily, DTM, in memory of Hugh Burgay, DTM, International Director 1979-81, Judson Fisher, DTM, District 28 Governor 1961-62, and Lorin Pollman

Past International Director Frank L. Slane, DTM, and Phyllis Slane, in memory of Barbara Dillon, DTM, District 16 Governor 1992-93



By Joann M. McCabe, CL

Start A New Club. It's Easy!

TWENTY OF US EAGERLY CHARTERED A NEW TOASTMASTERS CLUB nearly three years ago. Reinstated from a club in another city, I was the only member with any Toastmasters experience. I expected to spend hours organizing and planning. Instead, I found easy forms and unexpected rewards.

TOASTMASTERS INTERNATIONAL MAKES IT EASY

We didn't have to reinvent the wheel. The manual, *How To Build a Toastmasters Club* (Catalog No. 121), gave step-by-step instructions that made it easy to charter a new club. Similar to the Communication and Leadership manual for our first 10 speeches, the manual for starting a club guided us through each activity. Though it took some organizational time, members saw many rewards on both a professional and personal basis. Here are some of the ways starting a new club has helped us:

LEARN TO DELEGATE AND BE A TEAM PLAYER AT THE SAME TIME

As the only person in the club familiar with the Toastmasters program, I resisted the urge to do everything myself. Instead, I offered my experience to each of the new officers. We discussed meeting roles and officer responsibilities. This gave me a chance to work with the team of officers and, in turn, each officer, especially the president, learned the useful art of delegating. We worked together to form the type of club we wanted. Being a team player and being able to delegate are attributes wisely used both at home and work.

LEARN TO CLARIFY YOUR OWN IDEAS

Starting a new club helped me clarify my own ideas. Explaining roles and the fine points of speechmaking helped me clearly communicate ideas to others. It forced me to understand the logic behind the protocol. It reinforced the need to explain in simple and concise terms. For example, the ability to give a constructive evaluation without whitewashing the speech is an important part of Toastmasters. As a clear, easy way to remember how to give an evaluation, I offered a 'WIN' strategy:

- Start with something Wonderful that you liked about the speech.
- Offer a suggestion for Improvement.
- End on a Nice note to encourage the speaker to do more speeches.

SEEING PROGRESS IS THE BEST REWARD

The best reward over the past three years has been watching the progress of our neophyte group. One member was so nervous during her first speech that she nearly started to cry. She stopped, composed herself and finished her Icebreaker. By her eighth speech, she was able to deliver a delightful, entertaining speech without notes. She recently finished her 10th speech and is now a Competent Toastmaster.

Another member was painfully shy and soft-spoken. With the encouragement of her supervisor, she joined our club. She gave her first speech with head down, barely able to look up at the audience.

Shortly after receiving her CTM award, she went to her grandfather's 90th birthday party where there were a couple hundred guests. The emcee asked family or friends to come forward to tell memorable stories of her grandfather. No one responded. Everyone looked down at the ground or around at each other to avoid being called to speak. Our once shy, quiet Toastmaster quickly gathered her thoughts on a story she could tell (helped by her experience with Table Topics) and went to the podium. She told a humorous story about a childhood vacation with her grandfather. The audience was delighted. More important, some of the other guests – family members who knew her introverted personality – approached her afterward and commented that they were impressed that 1) she *would* get up, 2) she *could* get up and 3) she *did* get up! She succeeded, thanks to her Toastmasters experience.

If you live in a community that needs a new club or work for an employer that could sponsor a Toastmasters club, consider chartering one. Toastmasters International makes it easy. It can make you a better leader at home and the office. Get ready for rewards and inspiration from the new members you help! **T**

Joann McCabe, CL, is a member of East Hawaii Club 5508-49 in Hilo, Hawaii.

Editor's Note: If you would like to learn more about organizing a new club, visit www.toastmasters.org and click the *Start A New Club* link or call (949) 858-8255 and request a new club information kit.



STAR TREK

What I've Learned From Star Trek Captains

Star Trek captains inform and train their crews. Watch an episode and see a fantastic story or ridiculous script. Look more closely and observe presentation and communication skills to emulate. This article identifies these skills, describes how Star Trek captains use them, and applies them to today's public speakers.

What I know about presentation skills I learned from Star Trek captains. I'm a "trekkie" – may I live long and prosper. Starfleet captains have had to efficiently communicate their ideas and demands to their crews throughout more than 30 years of space journeys. Their communication, unlike most of ours, affects life or death – not to mention weekly TV viewer ratings.

As communicators – presenters, trainers, coaches – we'll do well to emulate the examples set by captains James Tiberius Kirk (the original *Star Trek*), Jean Luc Picard (*Star Trek: The Next Generation*), Benjamin Sisko (*Star Trek: Deep Space Nine*) and Kathryn Janeway (*Star Trek: Voyager*).

MAKE AN IMPACT

Communicators want to make an impact. It may be a purchase that benefits the buyer, training that improves the skill of an employee, a message that inspires, consolation that eases the soul, guidance that motivates a person, a business-saving investment, or support for a cause that benefits a community. A speaker makes an impact by being dynamic, entertaining, captivating, informative, persuasive, assuring and sincere.

DO NO HARM

The Prime Directive guides the Star Trek universe to do no harm and to make no changes to the societies encountered during space exploration. But as loyal *Star Trek* audiences know, the Prime Directive is often difficult to heed.

We are taught that presentations are more effective when we inject humor and stories into them. We must be careful, however, with the humor and stories we use. Consider the diversity of your audiences – age, ethnicity, gender, religion, political beliefs, etc. And try to keep stories personal and specific to the point. Jokes from the Internet are usually inappropriate for general audiences and should be avoided.

CELEBRATE DIVERSITY

The crews of the U.S.S. Enterprise and Voyager space vessels and the DS9 space station are from every race and planetary origin imagined by the *Star Trek* writers and creators. These crew members speak languages that are interpreted through special devices so that the English-speaking leaders and crew members can understand them. While our audiences are not as diverse as those from the United Federation of Planets, they are diverse. Sometimes the diversity is not obvious to us by sight. We may think we are addressing a homogenous audience, but no group of people is the same. Use generic examples and talk about experiences that most of the audience members will relate to.

Ask audience members for situations they would like to share so that everyone learns something of another person's culture, beliefs, views or experiences. Be aware of scheduling and food logistics so as not to offend or eliminate someone's participation, yet provide an opportunity to expose others to food or situations they might otherwise not encounter. Celebrating diversity means learning about others who differ from ourselves.



ENTERTAIN A FLARE FOR THE DRAMATIC (Captain Kirk, U.S.S. Enterprise)

Watch Captain Kirk emphasize a situation he believes in. He huffs. He puffs. He uses exaggerated motions. His face contorts. Long-time trekkies mimic him and make fun of his dramatizations,

but the last laugh is on those who are boring presenters. Captain Kirk is a great example of a speaker whose message is felt as well as heard.

If we put half of his dramatic performance into our delivery we will be engaging presenters. We will be watched and remembered.



ENGAGE YOUR AUDIENCE (Captain Picard, U.S.S. Enterprise)

Captain Picard, in the manner of a Shakespearean actor (which Patrick Stewart, who portrays the captain, really is) engages his audience with his commanding voice and intense, non-

nonsense style. He gains the audience's trust and then moves them to "engage!"

We want audiences to remember our message or take action when they leave our presentation. The best way to ensure this is to capture their attention at the beginning, keep them involved throughout, have them buy into the message or action, and develop an action plan to implement once they leave. This is done through group exercises, note taking, presenting the audience with a challenge to carry out once they leave, or offering a follow-up consultation after the program.



SEEK ACTION OR COMMITMENT... "AND MAKE IT SO" (Captain Sisko, DS9 Space Station)

Don't just get the audience to nod their heads and agree. Get them to create a plan of action and carry it out. Provide resources for "making it so."

This is a good opportunity for future business – coaching, follow-up seminars and presentations, product sales. Making it so provides an opportunity to empower the audience to take action or effect change.



THIS, TOO, SHALL PASS "You will return to the Alpha quadrant, someday." (Captain Janeway, U.S.S. Voyager)

The crew of the U.S.S. Voyager is lost in space, on a perpetual mission to get back to the Alpha Quadrant and Earth

(home). They maintain their spirits with the belief instilled by their captain that they will get home someday.

No matter how well we prepare our presentations, sometime, somewhere, we will encounter that moment

where we just want to sink into the floor and disappear. It may be malfunctioning equipment, losing our material, forgetting our content, encountering a disruptive audience member or some other "war story." The best way to get through a difficult situation is to keep in mind that it, too, will pass. We will survive and we will learn from the situation so that we can better handle it or prevent it the next time.

WHEN USING A/V EQUIPMENT, EXPECT THE POWER TO GO OUT The Dilithium Crystals will fail just when you need warp speed.

Just when the U.S.S. Enterprise needs speed to get out of a tough situation, the power-generation equipment – the Dilithium Crystals (the starship's high-test gasoline) – always seems to fail, be inadequate, or be in the process of destruction. Engineer Scotty ("Beam me up, Scotty!") dramatically informs Captain Kirk that the crystals cannot be saved and Kirk tells him to do something or the ship will be destroyed in five seconds. Miraculously, Scotty always comes through.

When we plan a multi-media, state-of-the-art presentation we must anticipate that something will go wrong. If you plan to use a laptop presentation with an LCD/DLP projector, have transparency slides as a backup. If you use overhead transparencies and a projector, have an extra projector bulb and a set of paper copies of the slides for last-minute handouts if the projector doesn't work. Carry a three-prong-to-two-prong plug converter in case the outlet is only a two-slot outlet and the equipment has three-pronged plugs.

THE AWAY TEAM [FIRST ONE TO A SITUATION] TAKES THE MOST RISKS AND GETS THE MOST PRAISE

Most *Star Trek* episodes result in exploring the surface of an alien planet and the Away Team always goes in first. Usually the team consists of several of the show's regulars and one guest (see next topic.) When all goes well – which of course it doesn't, because there wouldn't be 42 more minutes of show time if it did – the team gets praise and accolades for its performance.

One way to get professional exposure is to volunteer to speak first. We are admired for having the guts to go first, receive the benefit of the doubt if we err, and get it over with so that the speakers who follow receive our undivided attention. Consistently being a forerunner earns us the respect and praise – and accompanying risk – that a leader should have.

THE WEEKLY GUEST DIES FIRST [Be a permanent and contributing member of the team.]

Whenever there is a new face in the crew we know who buys the farm when the explosion occurs. It pays to be a full-time crew member who appears week after week.

When we present as a team we should all be contributing members. Ensure smooth transitions between team members and have a fallback transition to throw in should

a team member need assistance. When a team member is soliciting audience feedback, set up an easel pad and serve as the data recorder so your teammate can devote his or her attention to the audience. Operate the audiovisual equipment so teammates can focus on presenting. Offer to flip slides so a teammate is not fumbling with the overheads while speaking. When team members work together smoothly and seamlessly, the outcome is impressive.

MAKE USE OF EVERYONE'S STRENGTHS

Every crew member on every starship has a clearly defined role with documented tasks to perform. However, when one member has to step in for another, he or she knows what to do. Crew members train countless hours prior to the mission and learn how everyone fits together.

Every team has members with unique strengths and weaknesses. Put together and rehearse a team presentation to take advantage of members' strengths while minimizing weaknesses. Team members with the best voices and most engaging presentation manners should be the ones who actually perform. The member with the skill to physically create the presentation should do so with everyone else's input. The member with the best customer interaction should be the one who "works the audience" or markets to the client. The objective of a team presentation is showing how working together benefits the client, not showing off to the client.

MAINTAIN YOUR ETHICS

In the face of a difficult, emotionally wrenching situation, Starfleet captains are entrusted with making the most moral and ethical decision. No matter what, taking the ethical path allows captains to sleep at night, knowing that, in spite of the losses, they did what was right.

We regularly encounter situations that tempt us to cut corners, do what a client suggests "for both our sakes," or challenge our ethics. Credibility comes from standing up for what we think is right. Such a stand might cost us a particular job, but in the long run, standing firm yields far more credibility and respect, and in turn, attracts more clients.

DRESS APPROPRIATELY

Starfleet uniforms change with the situation. Dress uniforms are worn for hosting dignitaries. Everyday uniforms see the crew through most of their dress needs. Casual uniforms serve recreational needs. Each uniform designates the crew member's rank and service.

When we face an audience, we are taught to wear business attire. However, better advice is to dress accord-

ing to the audience. I try to always dress "up" to the audience – dress a level above the audience to which I am presenting. This is not to appear better than my audience, but to command the respect needed to establish credibility.

BE PREPARED FOR DIFFICULT SITUATIONS

The Star Trek crew carry phasers (hand guns, sort of) with variable settings from light stun to kill. Most of the time the stun setting is appropriate. The crew members learn to use their phasers only when absolutely necessary, but when necessary the phasers are right there with them.

Handgun politics are not the issue here. The issue is to prepare ahead of time to handle

difficult situations, usually an angry or disruptive audience member.

One way to prepare is to ask more experienced presenters how

they handle difficult audiences. Research the audience ahead

of time – which is one of the tenets of preparing a presentation – to help eliminate any surprises. Analyzing the audience creates a presentation that meets their needs and keeps them from becoming difficult. We can't eliminate all situations, but practice, research and observing other presenters can help prepare you for the worst.

CHALLENGE YOURSELF AND BE THE ONE IN FRONT

Continue to seek out new life and new civilizations; to boldly go where no one has gone before.

Star Trek endures through the ages. Turn to a cable or satellite channel and sometime during that day, a *Star Trek* episode's probably on. I have little doubt that future versions of the show will be developed because trekkies will not fade away. The crews and captains of Starfleet continue to explore space and give their fans the entertainment they seek.

The craft of public speaking will always be in demand, no matter how computerized and automated society becomes. As long as there are people, there will be presentations to exchange ideas, encourage action, impact change, build businesses, promote careers, influence politics and enlist help for social causes. We, as presenters and speakers, must seek out new opportunities to ply our craft. We must adopt new tools and technologies to enhance our delivery. We must practice, practice, practice to be the presenters we think we are and would like to be.

Star Trek captains teach by example. Watch them! **T**

Sylvia Henderson, CTM, is a member of Waldorf Club 4862-27 in Clinton, Maryland and is the CEO of Springboard Training, a seminar, coaching and public speaking business. Sylvia can be contacted at springboardtrain@aol.com.

"We regularly encounter situations that tempt us to cut corners or challenge our ethics. Credibility comes from standing up for what we think is right."



Friends Helping Friends Succeed

During the months September 2000 through January 2001, International President Jo Anna McWilliams, DTM, traveled across North America and met with Toastmasters and district leaders to personally observe how the Toastmasters program is implemented at various levels throughout the organization. She also promoted the organization to corporate and government leaders, and to the media.

In describing her impressions of the first half of her term in office, President McWilliams told the Board of Directors in February that she enjoyed her fall visits to seven districts in North America (districts 27, 20, 11, 40, 21, 33 and 62).

"These districts accepted the challenge to keep me busy by arranging 15 corporate visits, seven visits to government agencies, six media interviews and four chamber of commerce/community presentations," she said. "These were wonderful opportunities to promote our organization, but without doubt, the most enjoyable activities were the district conferences, where Bruce and I made many new Toastmaster friends."

President McWilliams said the organization continues to thrive. "We are ahead of our pace last year in terms of club growth, membership and educational achievements," she said. "Our success can be directly attributed to the efforts of volunteer leaders at every level of the organization. We are off to a great start, thanks to the hard work and dedication of our members. All of us, working together as Friends Helping Friends Succeed, will make this one of the best years in Toastmasters history."

She concluded her report by saying that the Board's "most critical task this year is choosing a new Executive Director" [to replace Terrence McCann who retires in August]. She reported that the search is going well, and said "we are on target to present the new Executive Director at our International Convention this August."

The Board will meet again on August 22, during the International Convention in Anaheim, California, USA.



Toastmasters' Board of Directors during the February meeting at World Headquarters.

BOARD ACTION:

The Board of Directors made the following decisions to ensure the continued progress and growth of the organization:

- Reviewed information technologies, including the Toastmasters International Web site (<http://www.toastmasters.org>) and the enhancements made to it since the last review, such as membership building ideas and resources.
- Reviewed performance in the Distinguished Program at all levels of the organization and discussed the importance of clubs, areas, divisions and districts being committed to becoming Distinguished.
- Approved a boundary change between District 44 and District 55.

■ Approved the inclusion of the Sultanate of Brunei and the special administrative region of China, Macau, in the District 51 boundaries.

■ Clarified ownership of derivative works based on Toastmasters International materials. Members are provided Toastmasters International's proprietary material for educational purposes only in connection with the activities of the Toastmasters clubs. Any unauthorized derivative works which are created using Toastmasters International's proprietary material will be the property of Toastmasters International.

■ Clarified the Board of Directors' fiduciary responsibilities as steward of the organization as they relate to TI's investment policies.

■ Discussed ways to promote the Distinguished Club Program and to encourage clubs to participate, and made recommendations to World Headquarters.

■ Reviewed an updated Member Achievement Record and suggested changes and improvements to World Headquarters staff.

■ Reviewed drafts of 11 10-minute modules titled *The Leadership Excellence Series*, commended World Headquarters on its work, and recommended changes. Watch *The Toastmaster* magazine, *TIPS* and the *District Newsletter* for announcements about availability.

■ Reviewed a draft of a monthly calendar for club officers and provided World Headquarters with suggestions.

■ Discussed ways to encourage members to complete the High Performance Leadership Program and suggested ways to increase awareness of the program.

■ Reviewed the training programs for club officers, recommended changes, and reaffirmed that districts use these programs for training all club officers.

■ Reviewed policy on district fiscal management and changed the July 1 deadline

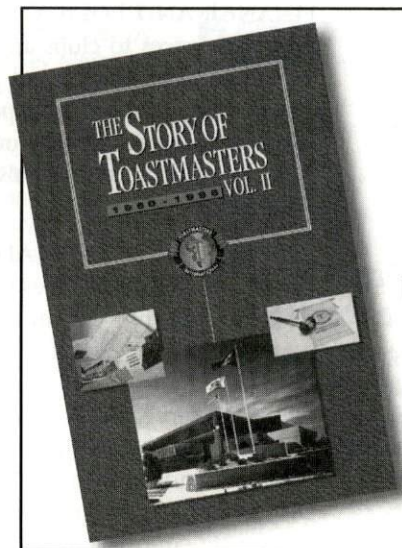
for meeting minimum requirements to withdraw funds from the district reserve account to July 15. The Board also emphasized the importance of adhering to the financial guidelines and controls in policy. By following this financial policy, districts can ensure that Toastmasters International funds are used to achieve the district mission.

■ Discussed policy on district performance reports. District performance reports will be posted monthly on the TI Web site. World Headquarters will mail reports quarterly to district governors, lieutenant governors, division governors and area governors beginning with the 2001-02 year.

■ Reviewed and approved suggested guidelines for audio taping and video taping area, division and district events. These guidelines will be included in district management materials.

■ Examined attendance at club officer training and identified ways districts can improve attendance. Suggestions will be incorporated into district training and management materials.

■ Reviewed policy for reimbursing district officer and International Speech Contestant travel to regional conferences and the International Convention, clarified reimbursement for partial attendance at these events, and identified which events at the International Convention district governors must attend to qualify for per diem allowance. **1**



THE STORY OF TOASTMASTERS, VOL. II

Volume II of *The Story of Toastmasters* recounts the history of the organization from 1960 to 1998. Complete with many photographs, this paperback book discusses TI's growth, leaders, and the evolution of the educational system. \$7.50 plus shipping.

Order it today!

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 Mission Viejo, CA 92690
(949) 858-8255 • Fax (949) 858-1207 • www.toastmasters.org

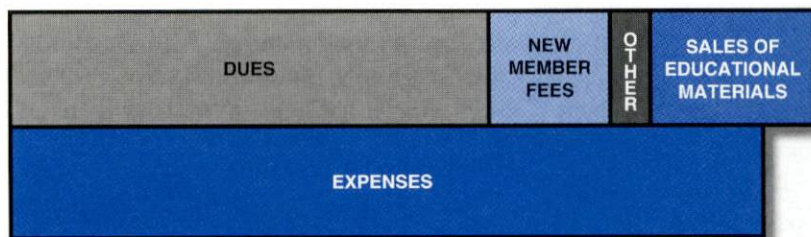
TI Financial Report: Jan. - Dec. 2000

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore, Stephens, Frazer & Torbet. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization's funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation's financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following are the year-end financial statements. The format includes a bar graph and pie chart, which we hope will provide a clearer picture of Toastmasters International's financial activities.

EXHIBIT A



REVENUES/EXPENSES

Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues, new member fees, charter fees and miscellaneous sources is insufficient to cover expenses. We would have a deficit if not for income from sales of educational materials.

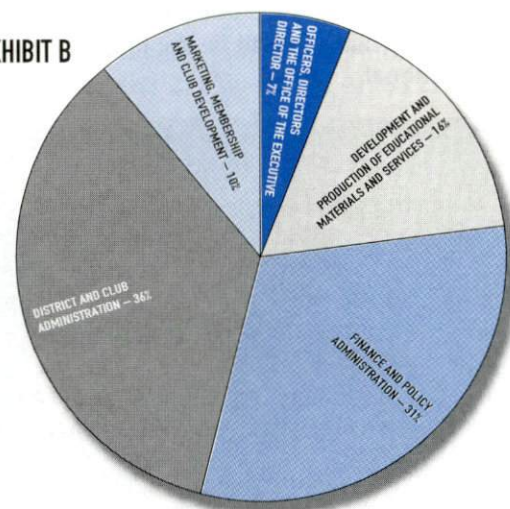
MEMBERSHIP DUES

Exhibit B shows how each of your dues dollars is spent. The glossary below and on the next page gives an explanation of expenditures.

GLOSSARY OF EXPENSES:

OFFICERS, DIRECTORS AND THE OFFICE OF THE EXECUTIVE DIRECTOR – Includes travel and expenses at Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board policy ensures smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.

EXHIBIT B



MARKETING, MEMBERSHIP AND CLUB DEVELOPMENT – Includes processing new member and new club applications and developing and distributing new member and new club materials. This also includes developing membership and new club building programs, promotions and awards and assistance to low-member clubs.

FINANCE AND POLICY ADMINISTRATION – Administrative services to clubs and districts. Includes processing and mailing of semiannual reports, officer lists, club and district billings, financial reports, Constitution and Bylaws administration and data processing services. Also included is the production of materials and updating of member and officer addresses.

DISTRICT AND CLUB ADMINISTRATION – District, Division and Area services and development, production, field testing and promotion of educational program materials and services. Includes district operations, developing club and district administrative and educational materials, serving clubs through officer training and club visits by district officers; the Distinguished District, Division and Area Programs, travel reimbursements to District Officers for International and Regional meetings, processing educational completions, i.e., CTM, ATM, CL,

AL and DTM, production and mailing of *The Toastmaster*, *TIPS* and the *District Newsletter*, and cost of planning and operating the International Convention.

EDUCATIONAL MATERIALS AND SUPPLIES – Distribution of educational, promotional and administrative

materials. The most useful, up-to-date materials are available through the Supply Catalog to help every member succeed.

DEPRECIATION – The allocation of the cost of the fixed assets attributable to the current year. **T**

TI FINANCIAL STATEMENT JANUARY-DECEMBER 2000

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2000

ASSETS	
Cash and short-term investments.....	\$ 3,528,766
Restricted cash and short-term investments.....	\$ 898,846
Marketable securities.....	\$ 15,972,432
Accounts receivable, net of allowance for doubtful accounts of \$5,000.....	\$ 160,229
Inventories.....	\$ 705,446
Deposits, prepaid postage and other.....	\$ 368,908
Property, building and equipment, net of accumulated depreciation.....	\$ 4,467,704
TOTAL ASSETS.....	\$ 26,102,331
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 1,057,090
Funds held for Toastmasters International Regions.....	\$ 101,167
Deferred revenue.....	\$ 62,785
Total Liabilities.....	\$ 1,221,042
Net Assets:	
Unrestricted.....	\$ 7,992,642
Temporarily Restricted.....	\$ 16,874,057
Permanently Restricted.....	\$ 14,590
Total Net Assets.....	\$ 24,881,289
TOTAL LIABILITIES AND NET ASSETS.....	\$ 26,102,331

STATEMENT OF ACTIVITIES FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2000

CHANGE IN UNRESTRICTED NET ASSETS:	
REVENUE:	
Membership charges:	
Member fees.....	\$ 4,545,524
New member service charges.....	\$ 1,063,920
Total membership charges.....	\$ 5,609,444
Sales of educational materials and supplies.....	\$ 1,543,941
Charter fees.....	\$ 62,130
Interest.....	\$ 206,733
Royalty - Mailing List.....	\$ 100,000
Other.....	\$ 108,139
Total revenue.....	\$ 7,630,387
EXPENSES:	
Executive Director; Officers; Board.....	\$ 449,976
Marketing.....	\$ 658,693
Finance and Policy Administration.....	\$ 2,133,234
District and Club Administration.....	\$ 2,438,829
Cost of educational materials and supplies.....	\$ 1,158,608
Depreciation.....	\$ 319,572
Total expenses.....	\$ 7,158,912
INCREASE IN UNRESTRICTED NET ASSETS.....	\$ 471,475

THE RALPH C. SMEDLEY MEMORIAL FUND

This fund was established to provide financial support for Toastmasters International's educational programs. These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new Communication and Leadership Programs, such as the Success/Leadership Series.

The fund is comprised of donations from individual Toastmasters and Toastmasters Clubs and the interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2000 totaled \$68,443. The fund had a balance of \$849,648 as of December 31, 2000.

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the videos *Meeting Excellence*, *Everyone's Talking About Toastmasters*, *Effective Evaluation*, and the High Performance Leadership Program. Our online Supply Catalog at www.toastmasters.org was also made possible by contributions to the fund. Your entire donation goes toward developing new materials and resources. Not one penny is used for administrative costs! Contribute \$10 and receive a special Toastmasters International paper weight. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. Every contributor is recognized in *The Toastmaster* magazine.

Keep the Legacy *Alive!*

Contributions are tax deductible. Your support will result in more people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL
P.O. Box 9052 • Mission Viejo CA 92690, U.S.A.

If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.



Ralph C. Smedley

In Toastmasters, stuttering is no impediment.

Overcoming Stuttering

We all know the fears and anxiety associated with public speaking. Days before the speech we are in constant dread. During the speech our palms sweat, our voices crack. What can be worse than that? Now imagine that you stutter.

These feelings that “fluent speakers” have are magnified exponentially. If you stutter, every word can be a struggle, every social interaction a threat to your fragile self-esteem. Even the thought of public speaking may drive you to the edge.

Would you believe that many people who stutter join Toastmasters? You might think that people who stutter would avoid this type of challenge. Certainly some do, but a surprising number have chosen to face their fear head-on. I did. I am one of the approximately three million people in the United States who stutter. For many years stuttering defined and limited me. Stuttering hindered my social life, my job opportunities and my educational choices. I considered the possibility of stuttering in all decisions.

During these times, speaking in front of a group was more than a nightmare – it was impossible. On more

occasions than I care to remember, I stumbled through a speech or presentation, my voice failing me. Worse still were the times I avoided or fled public speaking altogether. I let others speak for me or gave up entirely. My self-esteem was at rock bottom.

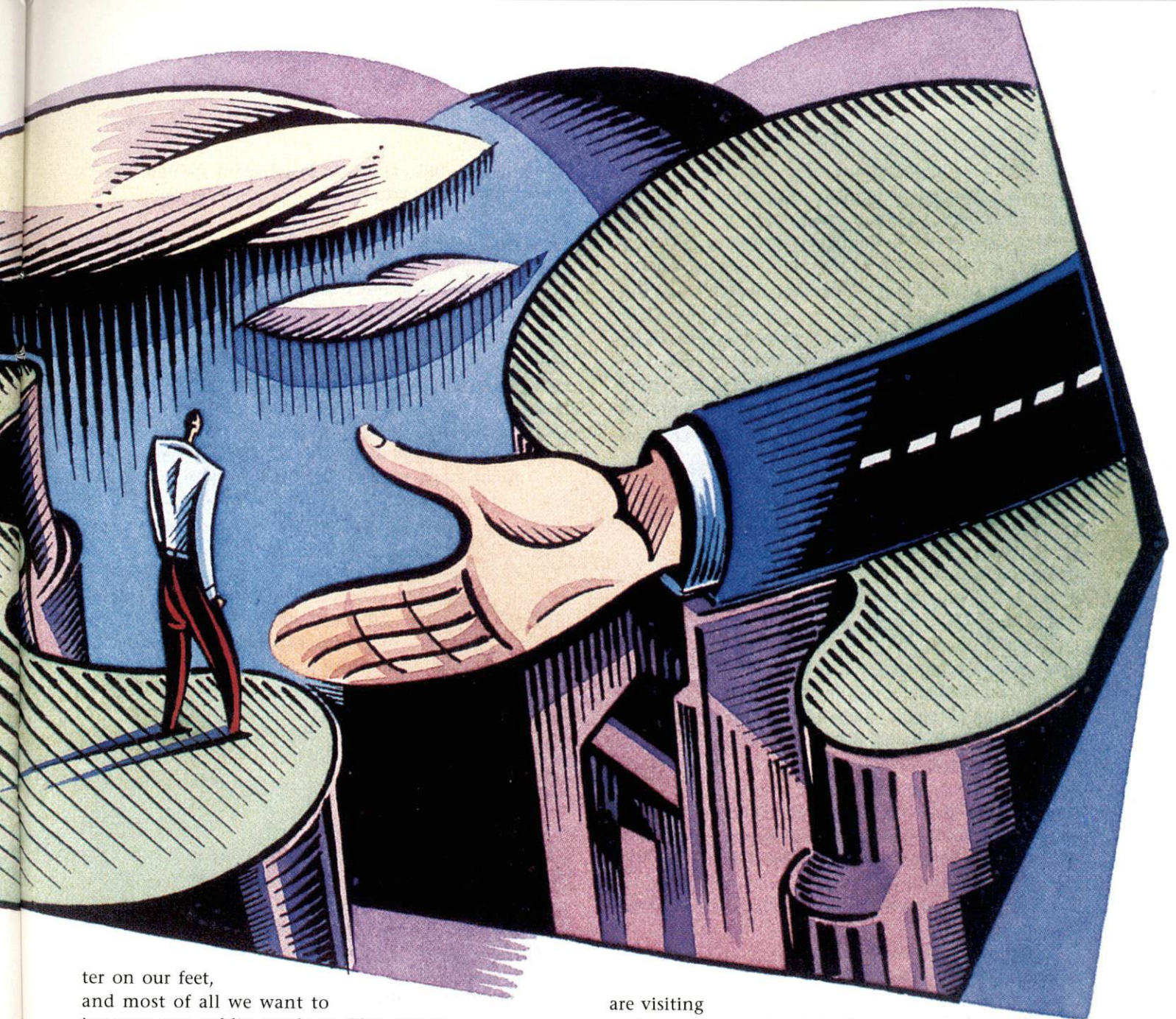
After some very effective therapy, my stuttering improved dramatically. But the fears of public speaking remained. I remembered hearing about a group called Toastmasters. Never in my wildest dreams would I have considered becoming active in a public speaking group! That was for someone else. But I tried it, and I’m glad I did.

We all know what stuttering sounds like. It is the repetition or blocking of speech sounds as the person struggles to get the words out. Stuttering takes different forms. Some people block or prolong nearly every sound while others repeat only the first word in a sentence. Stuttering has been compared to an iceberg. The part of the iceberg visible above the surface is often much smaller than the large mass of ice hidden under water. Like the iceberg, the most important features of stuttering are hidden from view.

Why do people who stutter join a public speaking group? We join for the same reasons others do. We want to communicate more effectively, we want to think bet-

“Stuttering hindered my social life, my job opportunities and my educational choices.”

BY STEVE SYNAN ■ ILLUSTRATION BY TIM LEWIS



ter on our feet, and most of all we want to improve our public speaking. This article will mention what stutterers and other club members can do to ensure a positive experience for everyone.

HOW A PERSON WHO STUTTERS CAN GET THE MOST FROM TOASTMASTERS

Many people who stutter have found great success in Toastmasters. They have pursued leadership positions, entered speech contests, and become valued members of their clubs. This success is not guaranteed, however. Like joining any other group, there can be bumps in the road. Here are some steps that can help a person who stutters and his or her club members get the most from the experience:

■ **Find a club that matches your personality.** Different clubs have different attitudes and priorities. When you

are visiting various groups, ask a lot of questions. Find out if they accept novice speakers or if anyone in the club stutters, but don't exclude a group from your consideration just because it doesn't have a stuttering member. The most important factor is to find a club environment that will allow you to succeed.

■ **Don't try to hide your stuttering.** Many stutterers are able to "pass" as fluent speakers by carefully choosing words or avoiding speaking in difficult situations. Be honest with yourself and the other members. Tell them about your problem. They will appreciate your honesty.

■ **Educate others about stuttering.** This may be other members' first exposure to stuttering. Don't pass up the opportunity to tell others about it, how it has affected your life and what you wish to accomplish in Toastmasters.

■ **Express your expectations.** Your club members may be unsure of what you want or need them to do. Tell them about eye contact, accommodations or anything else that is important in your quest for fluency. If you do this tactfully, they won't be offended. They will appreciate the help to avoid an embarrassing situation.

■ **Ask for accommodations (if necessary).** As much as a person who stutters wants to be like everyone else, if you need particular accommodations, you must request them. These could include an increased time limit for speeches, less vigilant "ah" counters, or the particular placement of your speeches in the course of the meetings. If these accommodations are necessary, it's up to the stutterer to ensure they are implemented. Receiving accommodations does not mean the stutterer has failed, only that obstacles are avoided.

■ **Be realistic about goals.** If stuttering and fear of public speaking have been lifelong problems, then a few meetings will not "cure" you. Join Toastmasters for the long haul.

■ **Appreciate all accomplishments.** Pat yourself on the back after each little step toward your goal. Acknowledge what you did differently or better this week. Did you tell a joke for the first time? Were you the Timer or "Ah" Counter? Each responsibility comes with a different challenge.

■ **Look beyond stuttering for your progress.** Toastmasters is about effective communication. Don't just count your dysfluencies. Ask yourself: "Did I communicate clearly during Table Topics?" or "Did my evaluation contain enough constructive criticism?"

WHAT OTHERS CAN DO TO HELP MEMBERS WHO STUTTER

We want our peers in Toastmasters to succeed. We root for everyone to achieve whatever goals they have set for themselves. Fortunately, there are many ways to help a fellow member who stutters:

■ **LISTEN.** Focus on the message, not the speech impediment. When addressing the club, the stuttering member wants and needs your attention.

■ **Ask questions about stuttering.** Your comfort and understanding can be enhanced through knowledge. Be discreet with the questions, however. The member who

stutters may not appreciate being asked personal questions in front of a group.

■ **Evaluate speeches fairly.** Evaluate the speech, not the stuttering. Be fair, but don't give extra credit or be overly generous because of the member's speech problem. Give appropriate critique about public speaking skills (reading from a text, body language and use of visual aids), but be careful about the specific factors related to stuttering (ahs, ums, pitch changes and eye contact).

■ **Do not finish sentences or fill in words.** The stutterer will find this demoralizing at best. At worst, you might guess wrong. His speech might be difficult to watch or listen to, but your patience will be appreciated.

■ **Do not tell a stutterer to "relax."** Suggestions of "relax," "think about what you're going to say," and "talk slower" are not helpful. Telling someone to relax often has the opposite effect. It's likely that the stutterer has participated in speech therapy and knows the techniques and strategies for increased fluency. It is up to that person to access that information and make it work.

■ **Do not limit anyone with your assumptions.** For example, do not assume that someone with a speech impediment will not want to run for elected office, give the interview with the newspaper or speak at the school assembly.

■ **Remember – stuttering is only a speech problem.** People who stutter are no less intelligent than any other member. You don't have to speak slowly or repeat yourself for them to understand you.

■ **Watch your body language.** Be aware of body language that communicates impatience, discomfort or concern during a stutterer's speech. For example, avoid tapping your feet, shifting in your chair or lack of eye contact.

WHAT A STUTTERER CAN GAIN FROM TOASTMASTERS

All Toastmasters gain increased confidence through improved communication and public speaking skills. To people who stutter, Toastmasters offers this and much more:

■ **Change in self-image.** The stutterer may have long-held beliefs that he is a failure as a communicator. Through

"Receiving accommodations does not mean the stutterer has failed, only that obstacles are avoided."

Toastmasters, he can gain valuable experience and the skill to finally change self-image.

■ **Increase confidence and enjoyment of communication.** As skills are gained, the member learns that speaking and communicating can be fun.

■ **Realizing your potential.** Stuttering can confine more than just a person's speech. Maybe you have always wanted to pursue a leadership position in your field or avoided speaking up at staff meetings. The increased skills and confidence gained at Toastmasters can help you reach communication goals that you may have thought impossible.

■ **Improved communication skills.** Most jobs entail communication tasks such as making phone calls to customers, presenting status reports to superiors and interacting with co-workers and clients. Through training in Toastmasters, the stutterer can gain valuable skills that allow for career advancement.

A Club for Stutterers

By Jon Dowling, CTM

Smooth Speech Club 6041-70 in New South Wales, Australia, like all Toastmasters clubs, provides a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills. However, Smooth Speech is a specialty club providing that mutually supportive environment specifically for people who stutter. During each meeting, all members practice a fluency technique called "smooth speech." We believe we are the only club of its kind in the world. We celebrated our 15-year anniversary in 2000 and we have a current membership of 28.

It's a challenge for anyone to get involved in public speaking and, as you can imagine, for people with speech impediments it is particularly so. The benefits that Toastmasters has provided our members are enormous. Through the development of self-confidence the Toastmasters program has improved every aspect of our lives.

■ **Improved fluency.** People who stutter can use meetings as speech therapy sessions as they attempt new strategies. They can perfect fluency strategies within the safety of the club environment.

■ **Practice opportunities.** To improve at any activity, you need to practice. Toastmasters provides many opportunities for success during every meeting.

■ **Improved public speaking.** For people who stutter, this may have seemed unimaginable before joining Toastmasters.

Toastmasters presents an environment where all members are allowed the opportunity to break through fears, bring out humor and develop leadership skills. People who stutter also realize that not everyone has great public speaking skills. Stutterers tend to think that communication is difficult only for them and that other people have no public speaking worries. But listen to fluent speakers. How nervous do they look? This can be an eye-opening experience. "Why do they get nervous about their speeches? They don't stutter!"

For stutterers who choose to join Toastmasters, valuable resources are available to decrease the handicapping effects of stuttering. Through Toastmasters, I realized that I could be opinionated, persuasive, and sometimes even funny. Although I have made great strides, I know I have a long way to go. I still stutter on occasion. I still get nervous before a speech. But stuttering no longer handicaps me. I am facing my challenges head-on, thanks to Toastmasters. **T**

.....
Steve Synan, a member of Advanced Speakers Club 2603-31 in Maynard, Massachusetts, is a speech therapist specializing in stuttering.

To Someone Who Stutters, It's Easier Done Than Said.

The fear of speaking keeps many people from being heard. If you stutter or know someone who does, write or call for our free informative brochures on prevention and treatment of stuttering.



STUTTERING
FOUNDATION
OF AMERICA

A Nonprofit Organization
Since 1947—Helping Those Who Stutter

1-800-992-9392

www.stutteringhelp.org

3100 Walnut Grove Road, Suite 603 • P.O. Box 11749 • Memphis, TN 38111-0749



Toastmasters Share Their Lessons Learned

Get Those Speaking Skills in Shape

With swimsuit season coming up, many people have committed to regular exercising at the gym – so they'll look good on the beach. As Toastmasters, let's make sure that we give at least equal attention to shaping up our speaking and leadership skills.

By regularly attending club meetings and doing mental "workouts" at home – and wherever we are – we'll sound and look good. Here are some ideas submitted by fellow Toastmasters for you to try:

■ *I study labels of my favorite music CDs to see how long a song will play. I use the CDs mainly to achieve speech-timing goals. For instance, if I am rehearsing for a five- to-seven minute speech, I might play a 5.17 minute song at a moderate-volume level. This procedure helps me in several ways:*

1. It gives me a good feel for time allotments for my speech's opening, body and conclusion.
2. I can incorporate the song's changes in rhythm and rate into my vocal variety.
3. Once I can keep my talk going despite the presence of the music, then real-life distractions that might occur later at the lectern are a piece of cake!

JUNE BRANSON • EUGENE, OREGON

■ *When throughout my busy day I think of ideas to make my speeches more effective, I immediately write down my thoughts because I know memory can be fleeting.*

As an example, many of us see dot.com addresses on our computers that we think we'll view later. But if we don't make a note of the addresses, we may not remember them when we finally have an opportunity to check them out.

BRENDA FORESTER • LANSING, MICHIGAN

■ *We sometimes treat our speeches as all-or-nothing events. We are our own worst critics, often judging our talks as either ringing successes or complete flops. I use a philosophy based on a comment I heard about the NASA program.*

The comment was that a spacecraft journeying to the moon was off-course for as much as 90 percent of the flight. But through use of numerous small mid-course corrections, the

vehicle was bought back onto the desired path – and reached its destination.

That seems a good example to follow during our Toastmasters journeys: Keep our goals in sight and be willing to make required changes along the way.

TOM BROWN • CEDAR RAPIDS, IOWA

■ *Lacking a dynamic opening and closing is one of the most frequent mistakes presenters make. The first and last things you say are critical. Try to use unique quotes or phrases – nothing trite. Avoid these types of openings:*

Apology – *"I was asked just this morning to make a few remarks. Sorry I didn't have more time to prepare." Why tell the audience about your problems?*

A slow start, in a monotone voice – *"Good morning. It is such a pleasure to be here with you this morning." Open with enthusiasm.*

A cliché – *"A penny saved is a penny earned." This opening would be especially inappropriate in a presentation to financial planners.*

PATRICK DONADIO, ATM, MBC, MCC • COLUMBUS, OHIO

■ *One of our club members – who felt she needed more feedback to help her curtail her "ahs and ums" – suggested that we "paddle" her. So our Ah Counter now sits in the back of the room, and when he or she hears an "ah" or "um," the paddle goes up, providing an immediate visual cue to the speaker. By sitting in the back of the room, the Ah Counter helps the speaker avoid embarrassment, since other Toastmasters at the meeting don't see the paddle. The paddle plan has worked. The member's "ahs" have decreased dramatically.*

RANDY PAZ, ATM-B, CL • PLAINVILLE, CONNECTICUT

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
"Topical Tips"
1255 Walnut Court
Rockledge, FL 32955
or e-mail: majcher@spacey.net



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.

M. Anthony Moone 770-F
 Earl S. Mealins 5631-1
 Sandra Amelino 6266-1
 Steven J. Kennedy 3666-2
 Deana C. Cruse 355-3
 Michael O. Wanchick 151-10
 Thomas Daugherty 9049-11
 Nell M. Gory 4064-12
 Philip Chambers 7944-12
 Ezekiel Smith 266-14
 Daniel J Richards 1683-14
 Alfred Wiseman 2771-14
 Eric Cawley 5279-15
 Merlin S. Swanson 2790-19
 Pamela French 5654-19
 Del O'Shaughnessy 1924-21
 Lindy Edgett 8031-21
 Jacquelyn J. Gfellar 1297-24
 Linda S. Cone 5468-24
 Jack L. Roath 2510-26
 Harold Selassie 5158-26
 Joseph P. Thompson 5349-26
 Carl E. Sabath 9623-27
 Carole E. Schwartz 3855-30
 Evelyn F. Phillips 8527-33
 Irvine L. Phillips Jr. 8527-33
 Chris Emond 8642-36
 John E. Hanlin 3296-42
 Laura Debro Carter 4496-43
 Audrey Schneider 8700-45
 Juan L. China 3507-46
 Veronica Evans 8069-46
 Richard Hutchinson 6731-47
 Kenneth L. Wilson 8437-47
 Lynda Hammond 9400-47
 Richard A. Hernandez 7234-49
 James S. Bourn 9526-50
 James Leong Chan Foo 5090-51
 Ruth Deutsch 6011-52
 Edward V. Dylla 2207-55
 Tom Yang 4762-57
 Carol Wonnacott 3541-60
 Louise 'Lou' Hart 6047-60
 Judy Suke 7772-60
 John Finn 7261-61
 Stephen H. Dockman 7261-61
 Richard McCallum 293-64
 Esther Janet Reece 4032-64

Ann Yates 584-69
 Patricia Anne Fray 2782-72
 Denis McCord 3839-72
 David Coxon 7287-72
 Charles C. Whitcomb 3642-74
 Michael Angelo Ong Chua 9398-75

Anniversaries

APRIL

65 years

Golden Gate 56-4

60 years

San Gabriel Valley 200-F
 San Mateo 191-4
 Summit 190-10
 John D. Ewing 188-15
 Haworth-Wichita 193-22

55 years

Wordsmith 374-6
 Indianapolis 385-11
 Heartland 361-22
 Fort Collins 375-26

50 years

Antlers 725-6
 Gresham 783-7
 Christopher 339-14
 Old Capitol 164-19
 Milwaukee Metro Speakers 945-35
 Bangor 897-45
 Poughkeepsie 921-53

45 years

Duncan 978-16
 Speakeasy 291-17
 Elkridge 2045-18
 Queen City 1967-20
 Saturday Morning 2035-37
 Downtown Business Asc. 2076-49
 Pimiteoui 2068-54
 Ottawa 1935-61

40 years

Stillwater 2377-6
 O Fallon 994-8
 Razorback 1207-43
 Miracle Mile 2283-47
 Richland 2500-58
 Virginia Beach 3267-66

35 years

Greater Bossier 2251-50
 Exec TM Breakfast Club 3622-52
 Calliope 3510-59
 Blacksburg 3351-66
 Newcastle 1121-70

30 years

Carlsbad-Oceanside 47-5
 Thrill Speakers 871-26
 Troy 2357-28
 Great Eastern 3879-28
 Whaling City 1172-31
 Triple-Crown 176-36
 Main 3519-69
 Oamaru 1821-72

25 years

Horace Mann 817-8
 Southern Suburban 1399-26
 Sunrise Center 3359-39
 Power Speakers 3650-42
 Sandgroper 3432-43
 Osceola 1841-47
 Meridian 1220-60
 Trillium 3419-60
 Wairoa 3047-72

20 years

Agape 4489-1
 Columbia 4492-8
 Las Cruces 4509-23
 Fostoria Toastmasters 4514-28
 EPA 4501-30
 Paul Revere 4495-31
 Geico 4493-36
 Prairie West 4508-41
 Henry Hudson 4507-53
 Downtown Charleston 4513-58
 Eskom 4500-74
 Cagayan De Oro 4494-75
 Sultan 4503-75

MAY

65 years

Bellingham 60-2
 Boise 61-15
 Vancouver 59-21

60 years

Irvington 199-11
 Redding 197-39
 Holy Toastmasters 195-54

55 years

Midway 383-6
 Lakers 388-6
 Oregon City 390-7
 Shibboleth 386-19
 Lincoln Toastmasters 403-24

50 years

West Valley Orators 107-4
 Achievers 902-13
 Early Risers 784-26
 Scottsbluff 944-26
 Maui 910-49

45 years

S M Chanticleers 622-7
 Lake 2093-10
 High Desert 1043-12
 Minot 636-20
 Naperville 2051-30
 Santa Maria 89-33
 Sterling-Rock Falls 2125-54
 Palmetto 2070-58

40 years

Sundial 2586-7
 Early Birds 3293-11
 Calumet 3313-11
 USDA Toastmasters 3294-27
 Southshore 3287-35
 Columbians 3263-36
 Ishi 3316-39
 Seven Seas 3296-42
 Park 3041-46
 Murray Hill Speakers Club 3260-46
 Carlingwood 3319-61
 Bellwood 3282-66

35 years

Irving 3365-25
 Sunrise 3035-43
 Cebu 35-75

30 years

Centre City 643-5

25 years

Vigilante 2699-17
 Town Criers 1743-30
 Northwest Suburban 2860-30
 Dot 1167-31
 Boulder City 2355-33
 Forum 1072-47
 Twilite 1669-47
 Elizabeth River 1801-66
 Garden City 3899-69
 Mentone 1634-73

20 years

Speakeasy 4547-4
 Felicita Humor 4556-5
 Pine Island 4535-6
 Blue Ribbon 4563-11
 St. Elizabeth Hospital 4564-11
 Loveland 4553-26
 Franconia Orators 4566-27
 Success Builders 4540-28
 PCS Phosphate 4523-37
 Fairfield-Suisun Orators 4527-39
 Wright-Flyers 4532-40
 Lake 4541-47
 Communicators 4532-48
 TNT Toastmasters 4533-50
 Collingwood 4537-60
 Twin City Toasters 4559-63
 River City 4524-65
 Quirindi 4531-70
 Blenheim 4518-72

PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon, Bowzer's Rock 'n' Roll Party, International Speech Contest, and President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention

registration forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 22, at 10:00 a.m.

Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



Hilton Anaheim
Welcomes

TOASTMASTERS INTERNATIONAL® 2001 CONVENTION AUGUST 22-25, 2001

MAIL THIS FORM TO:
Hilton Anaheim
777 Convention Way
Anaheim, California 92802
(714) 750-4321 or (800) 222-9923
Fax (714) 740-4737

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 3:00 P.M. - CHECK-OUT NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

Please Note: Special conference rates are based on reservations received by July 20, 2001, and room block availability.

Special Conference Rates (circle rate desired)	
MAIN BUILDING	SUITES
\$125.00 single/double/	Phone hotel directly if suite is desired. Cost and availability varies.
\$30.00 extra per person	

Check here _____ if rollaway is needed. (no charge)

After July 20, all subsequent reservations will be subject to availability at the current hotel rack rates.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____

Special Requests: Prefer non-smoking room Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 15% occupancy tax and 30 cent California resort tax per night. DO NOT SEND CASH. Make check or money order payable to the Hilton Anaheim.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE DATE

DON'T BE A NO-SHOW

To cancel your reservation call (714) 750-4321 or (800) 222-9923. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number. Fax: (714) 740-4737

A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

70TH ANNUAL CONVENTION

AUGUST 22-25, 2001 ♦ HILTON ANAHEIM, ANAHEIM, 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 2001-2002.)

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 22.

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 are not included and must be purchased separately.** (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$130.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$245.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$115.00 \$ _____

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 22 & 23) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 24) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Bowzer's Rock 'n' Roll Party.) \$ _____
- _____ Saturday (August 25) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

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).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 21) @ \$19.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 21) @ \$55.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 23) @ \$45.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 24) @ \$42.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 24) (Open only to DTMs, 2000-2001 and 2001-2002 Club Officers) @ \$42.00 \$ _____
- _____ Tickets: **"Bowzer's Rock 'n' Roll Party" Dinner and Show** (Friday, August 24) @ \$61.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 25) @ \$24.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 25) @ \$61.00 \$ _____

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 30 for Seat Preselection Information.)

TOTAL \$ _____

Check enclosed for \$_____ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!**

WHQ Use Only
T- _____ GG T- _____ SC
T- _____ FN T- _____ DD

(PLEASE PRINT) Club No. _____ District _____
Name _____
Spouse/Guest Name _____
Address _____ City _____
State/Province _____ Country _____ Zip Code _____
Daytime Telephone () _____ E-mail _____

PAYMENT METHOD (U.S. FUNDS):
 MasterCard VISA AMEX
 Card Number _____
 Expiration Date _____
 Signature _____

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

Looking for a Way to Add New Life to Your Club?



Present one or two of these 10-15 minute modules in your club each month and you'll be surprised how your meetings will improve, and how your club's members will incorporate the tips into their speeches.

The Better Speaker Series

- 269 The Better Speaker Series Set** **\$29.95**
A complete set of The Better Speaker Series modules, including overhead transparencies (270-278).
- 270 Beginning Your Speech** **\$3.50**
Suggestions for starting off your speech right. Script and overheads.
- 271 Concluding Your Speech** **\$3.50**
Tips for ending your speech with power. Script and overheads.
- 272 Take the Terror out of Talk** **\$3.50**
Techniques for overcoming nervousness when speaking. Script and overheads.
- 273 Impromptu Speaking** **\$3.50**
Don't be caught off balance when speaking off-the-cuff! Script and overheads.
- 274 Selecting Your Topic** **\$3.50**
Running out of speech ideas? Here's how to develop new ones. Script and overheads.
- 275 Know Your Audience** **\$3.50**
If you can relate to your audience, they will relate to you. Script and overheads.
- 276 Organizing Your Speech** **\$3.50**
Once you know what to say, consider next the when and the how. Script and overheads.
- 277 Creating an Introduction** **\$3.50**
Great introductions should precede great speeches. Script and overheads.
- 278 Preparation and Practice** **\$3.50**
Techniques for preparing and rehearsing your next speech. Script and overheads.

The Successful Club Series

- 289 The Successful Club Series Set** **\$39.95**
A complete set of The Successful Club Series modules, including overhead transparencies (290-299).
- 290 The Moments of Truth** **\$10.95**
How to recognize and deal with situations critical to club success, from a visitor's first impressions to recognition of member achievement. Includes Script, overheads and a club evaluation chart.
- 290-B ADDITIONAL CLUB EVALUATION CHART** **\$.35**

- 291 Finding New Members for Your Club** **\$3.50**
Proven methods to help you seek out those vital new members! Script and overheads.
- 292 Evaluate to Motivate** **\$3.50**
Your club members will learn to give evaluations that benefit the speaker, the evaluator, and the audience! Script and overheads.
- 293 Closing the Sale** **\$3.50**
Exercise your powers of persuasion during those moments when a guest is deciding to join. Script and overheads.
- 294 Creating the Best Club Climate** **\$3.50**
Techniques for creating and maintaining a healthy club environment. Script and overheads.
- 295 Meeting Roles and Responsibilities** **\$3.50**
How members can successfully fill each meeting role. Script and overheads.
- 296 Mentoring** **\$14.95**
A mentor program offers many benefits for your club and its members. This program defines mentoring, explains benefits, and discusses responsibilities of mentors. Includes a Club Mentor Program Kit (Catalog No. 1163) for starting a mentor program in your club. Script, 11 overheads and Club Mentor Program Kit (Catalog No. 1163).
- 297 Keeping the Commitment** **\$3.95**
Discusses the 10 standards that comprise "A Toastmasters Promise." Includes 25 promise cards. Script and overheads.
- 298 Going Beyond Our Club** **\$3.50**
Find out about learning and leadership opportunities available to members in addition to regular club meetings and activities. Script and overheads.
- 299 How to Be a Distinguished Club** **\$3.50**
New! A terrific tool to use to explain and promote the Distinguished Club Program to the members of your club. Script, overhead transparencies, and 1 copy of Distinguished Club Program booklet (Catalog No. 1111).
- 300 The Toastmasters Education Program** **\$3.50**
New! What does it take to receive the Competent Toastmaster (CTM) award? What about the Competent Leader? This module provides a terrific education program orientation. The information is valuable to new and experienced members.

PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)

Please charge my MasterCard / Visa / AMEX (CIRCLE ONE)

Card No. _____

Exp. Date _____ Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Zip _____

Phone _____ E-mail _____

Mail to:
Toastmasters International
 P.O. Box 9052
 Mission Viejo, CA 92690 USA
 (949) 858-8255
 FAX (949) 858-1207

Merchandise Total _____

Shipping _____

CA residents add 7.5% sales tax _____

TOTAL _____

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to 2.50	\$1.50	35.01 to 50.00	\$7.50
2.51 to 5.00	3.00	50.01 to 100.00	8.75
5.01 to 10.00	3.75	100.01 to 150.00	11.50
10.01 to 20.00	4.75	150.01 to 200.00	14.50
20.01 to 35.00	6.50	200.01 to —	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, surface mail at 25%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.5% sales tax. All prices subject to change without notice.

See the Supply Catalog for more information.