

TOASTMASTER®

May 2009

**Special Issue:
Technology**

Do You Blog?

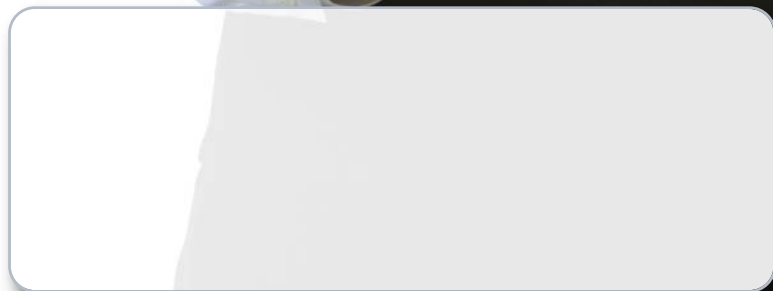
How savvy experts
market themselves.

**Sidestep the
PowerPoint Trap**

**What's New With
Web 2.0?**

Making the
most of online
innovation.

**Toastmasters in the
Social Networks**





The Courage to Conquer Your Destination

A few years ago I was visiting a niece in Houston. It was time for her to take me to the airport for my return home. My niece had never driven to that particular airport, so she asked her father for directions. She mapped out her destination (in her head) and off we went. We had a plan.

Along the way my niece and I were having a wonderful time, talking and laughing. We knew where we were going but had not again mentioned our plan. As time went on and our good times continued, we reached a point where we began saying, "We should be there by now." With no reference to the plan, we just continued driving. Finally, she called her father. I heard her say, "What tower? What hangars?"

The end of this embarrassing story was this: We turned around and when we actually looked, the airport was right there. As were the planes flying right over our heads! We had driven right past our destination.

We all have destinations in mind, and hopefully your journey there is enjoyable, but in order to reach that destination on time, as planned, we must maintain focus. We need to know where we are every step of the way and when and how to make corrections if needed. Otherwise, even the smallest distraction can take us off course.

The end of this Toastmasters year is approaching. I expect you had a destination in mind that you wanted to reach. Perhaps it was to earn your Competent Communicator or Competent Leader award. Perhaps you were aiming for an even further destination of Distinguished Toastmaster. If you are a club or district officer, I hope your destination was set to become a Distinguished Club or District. Where are you in your journey?

I was recently visiting with a Toastmaster who shared with me that his club had been a President's Distinguished Club every year since the program existed – except one. That one year it missed being Distinguished by one member. He said club members simply lost focus. They thought they were on track to reach their destination and no one went back to the plan to be certain.

Fellow Toastmasters, where are you on the road to your destination? What do you lack to reach it? Is it delivering two more speeches? Chartering one more club? Adding two more members? Now is the critical time to know – and do – what you need to do to arrive. Don't wait until it's too late! As I once read on a billboard: "Success is 10% inspiration, 90% last-minute changes!"

As June 30 approaches I encourage you to stay the course. Focus on your plan. Make changes if necessary. Have the Courage to Conquer Your Destination!

Jana Barnhill

Jana Barnhill, DTM, Accredited Speaker
International President

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Publisher Daniel Rex
Editor Suzanne Frey
Associate Editors Beth Black
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Editorial Assistant Jamie Reynolds
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TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 U.S.A.
(949) 858-8255 • Fax: (949) 858-1207
Voicemail: (949) 835-1300
members.toastmasters.org

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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.



Do you have something to say? Write it in 200 words or less, sign it with your name, address and club affiliation and send it to letters@toastmasters.org.

Speech Inspiration

I enjoyed David Brooks' article on President Obama's inaugural address in the March *Toastmaster* ("Different by Design"). Moved and motivated by the content and delivery of the new President's message, I made it the subject of my sixth club speech (vocal variety). Using a YouTube clip, I examined the speech for use of traditional inaugural rhetoric, and I found supporting quotes.

Initially, I was worried that this academic approach would not be of interest to my audience. However, my speech, "The President has Spoken," was well received and sparked an after-meeting discussion with several members. It is wonderful to be among people who share an interest in public speaking and can discuss the President's ideas in a non-partisan manner.

Char Hopela • Sound Speakers • St. Cloud, Minnesota

The Gift of Feedback

I belong to a young Toastmasters club within a government department and also serve on its executive committee. Until joining, I was under the impression that I was a fairly decent speaker – but I soon realized I was wrong. I got very good feedback from fellow Toastmasters, who are very supportive. They clearly exposed my drawbacks without judging me. I have learned a lot after becoming a Toastmaster and am learning more. I am now requesting that my friends and co-workers become Toastmasters. Glad to be a Toastmaster!

Mahesh Kashyap • Vincent Massey Toastmasters • Gatineau, Quebec

The Members Have Spoken

One of the reasons I've stayed in Toastmasters for more than 16 years is the philosophy of a "member-driven" organization. This concept was once

again demonstrated when the decision was made to discontinue the Bravina "speech pill" advertisement in the *Toastmaster* due to members' critical responses. Please continue this important and rare quality.

Patt Harper, DTM • Lincoln Toastmasters • Lincoln, Nebraska

A Winner All the Way

I recently participated in an area speech contest. After getting through about 75 percent of the material in my speech, I forgot my next line and, regrettably, took a considerable time to recover. I didn't think fast enough on my feet to ad lib my way out of the situation. Worse, when I forced myself to proceed, my nerves showed a bit and my delivery was imperfect for a line or two. I placed second in the competition.

After the contest, I re-read an article in the March issue of the *Toastmaster*, by Colin T. William ("No One Loses in This Speech Competition"). In 2007, he had drawn a blank in the middle of his district speech. My Toastmasters mentor also told me that she has seen other speakers experience the

same problem; one of them, unlike me, was not able to recover and finish her speech. Yet neither of these two contest "losers" gave up; both continued on as Toastmasters and achieved bigger and better results.

As Mr. William would say, I've already won by trying.

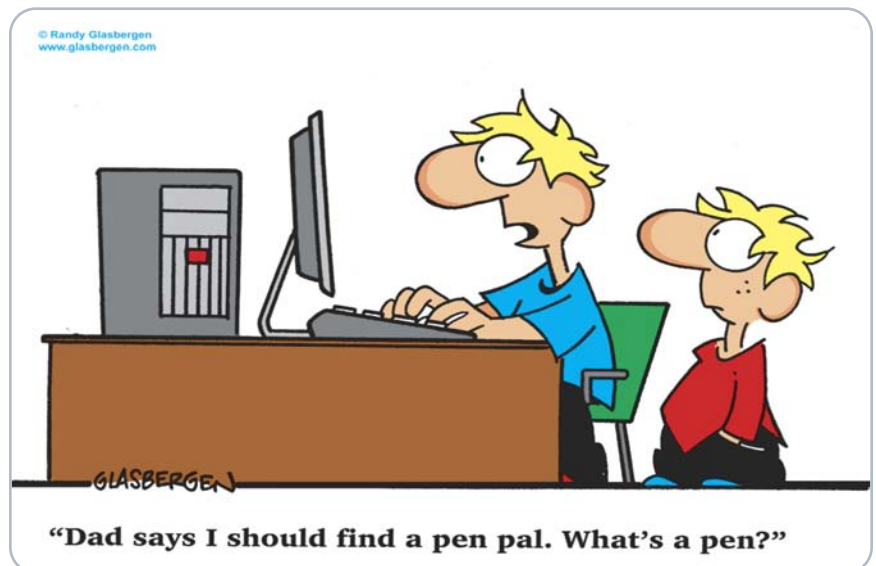
Dean Lampman • Public Health Speakers • Fort Worth, Texas

Green and Growing

In her March "Viewpoint", Jana Barnhill wrote, "I am reminded of a favorite saying: 'When you're green you grow, when you're ripe you rot!'" These words inspired me to give a speech encouraging all members, especially long-time ones, to start doing more presentations and to purchase and complete the *Competent Leadership* manual. The speech was titled, "When you're green you grow," which intrigued the audience. When I repeated the title and added the next phrase, they were all ears.

Thanks for the inspiration!

Lyn Hill, DTM • London Western Toastmasters Club
London, Ontario, Canada



How to refine what you do online.

Toastmasters in the Social Networks

As a group, Toastmasters members have embraced online social networks in a big way. Tune in to any of the most popular social networking sites – Facebook, LinkedIn, YouTube, Flickr – and a quick search on the word “Toastmasters” will turn up hundreds if not thousands of enthusiastic member contributions. Online profiles of Toastmasters members throughout the world, photos of current and historical Toastmasters meetings, videotaped club meetings and speech contests, vigorous debates on Toastmasters policy issues – all of this and more can be found with

at a club meeting or speech contest without the permission of everyone who might appear in your video or digital photo (audience included). Remember, too, that Toastmasters is a place where people can overcome their fear of public speaking in a *safe environment*, and the thought of being recorded or photographed makes some members very uncomfortable.

- **Represent the organization with dignity.** Whenever you associate your online activities with the Toastmasters name, you become an ambassador to all current and

For videos and digital photography, make sure there’s enough light in the scene and that the light falls on the front of your subject, not on your subject’s back. For audio and video recordings, be sure to use a good-quality microphone. Even if you don’t have the best equipment, a little care (and research in professional techniques) can go a long way toward improving your work.

- **Remember the rules of online behavior.** When you’re participating in a heated debate in an online forum discussion, it’s easy to forget that people can’t hear you or see

“Remember, Toastmasters is a global organization, and a photo, video or forum post that you may find humorous or harmless could very well be deeply offensive to someone in another part of the world.”

just a few mouse clicks and a broadband Internet connection.

If you haven’t done so, why not explore the many social networking opportunities available to Toastmasters online? But before you participate, please take a moment to consider the following advice:

- **Respect the privacy of your fellow Toastmasters.** You don’t have the legal right to videotape, photograph or record the voice of anyone who hasn’t given you permission to do so, much less the right to post that image or recording on the Web for all to see. This means you should never bring out your camcorder or digital camera

future members worldwide who may happen to view those activities. Remember, Toastmasters is a global organization, and a photo, video or forum post that you may find humorous or harmless could very well be deeply offensive to someone in another part of the world. This doesn’t mean you can’t be yourself when you’re online; it means only that you should be as respectful and judicious as possible when representing Toastmasters to the online community.

- **Pay attention to quality.** If you do decide to take some photos or shoot some video to share online, get the best quality shots you can.

your hand gestures. This often leads to a breakdown in communication when forum participants don’t understand that something is said in jest, or when a comment can appear more mean and spiteful than intended. It’s always a good idea to be as kind and understanding as possible in any online discussion, even when you’re passionate about the topic, and to remember that there’s a living, breathing human being at the other end. **T**

Joe McCleskey is Manager of Educational Development at Toastmasters World Headquarters and a former editor for *Videomaker Magazine*.

Cast Your Vote *For*

Global Representation & Support

† In August 2009, every Toastmasters club in the world will vote on a very important set of governance changes that would take effect in 2010. If passed, these changes will improve the way Toastmasters is structured on a global scale, ultimately enhancing service to every member.



Toastmasters is Global. Toastmasters is You.



The Future is Yours.

When it is time to vote, mark "YES" on your ballot. In doing so, you stand for a global organization that is committed to making a difference by representing, supporting and ensuring success for every Toastmaster in the world.



Jana Barnhill
President, Toastmasters International

Watch International President Jana Barnhill's video message about this proposal:
www.toastmasters.org/future

Proposed Plan Summary

Global representation with 14 regions/directors

14 region advisors marketing

International Leadership Committee

Year-round training opportunities for district leaders (e-learning and face-to-face)

Move regional business and speech contests to International Convention

For more information visit:

www.toastmasters.org/future

Or e-mail questions to:

governance@toastmasters.org

More effective leaders = enhanced club support = an enriched member experience.

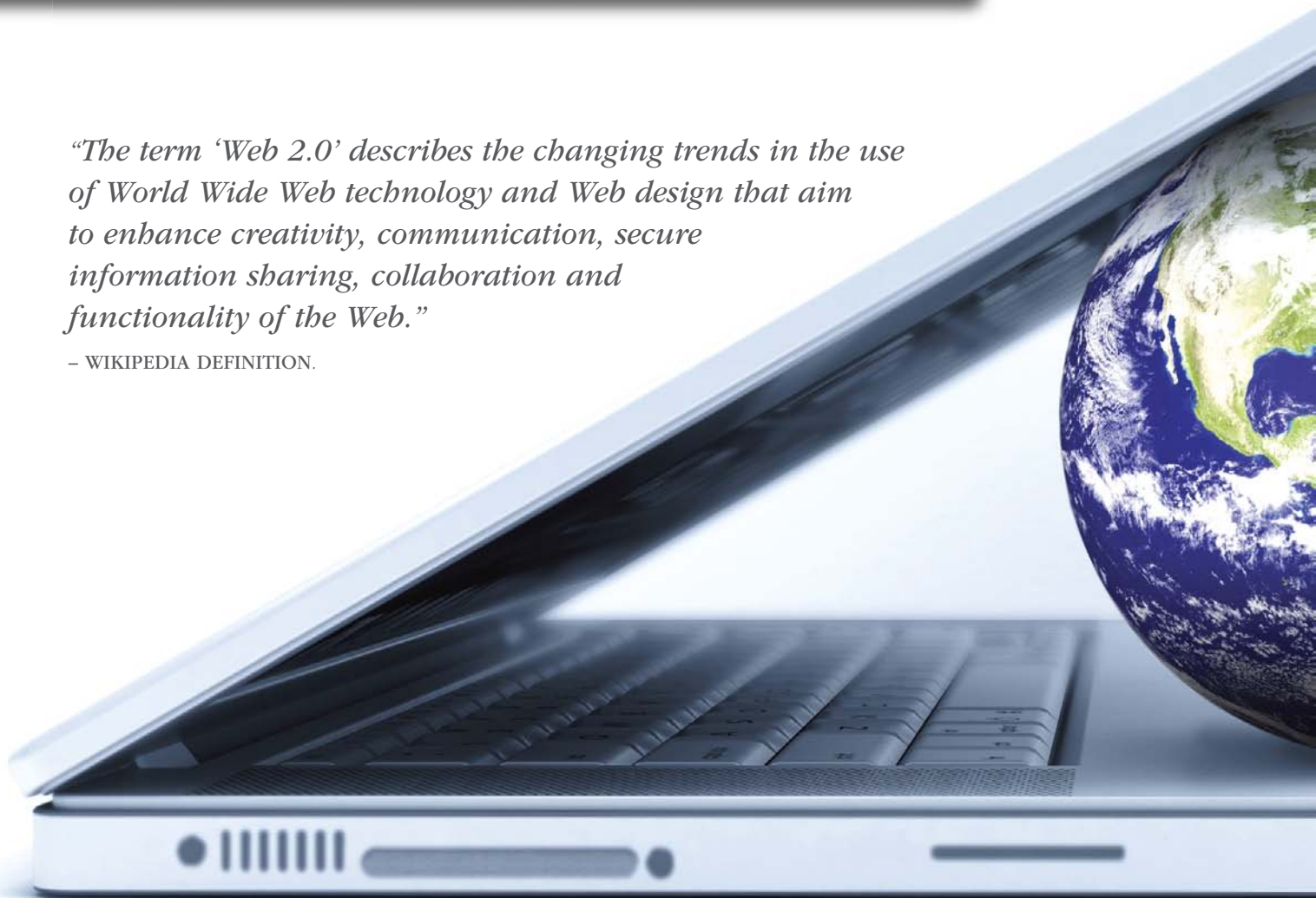
What's New With Web 2.0?

By Dave Zielinski

How to make the most of online innovation.

"The term 'Web 2.0' describes the changing trends in the use of World Wide Web technology and Web design that aim to enhance creativity, communication, secure information sharing, collaboration and functionality of the Web."

– WIKIPEDIA DEFINITION.



Lisa Helminiak relies so heavily on Web 2.0 tools to run her company that taking them away would be tantamount to removing her from life support. The president of Azul 7, a technology-services firm in Minneapolis, Minnesota, Helminiak uses

Web 2.0 – so named because it represents the next generation of Web applications – for myriad purposes encompassing accounting, business planning, marketing and networking. Included under the Web 2.0 umbrella are technology tools such as Web services, social networking sites, Web feeds, podcasts, blogs, viral videos and more.

“Think of LinkedIn or Twitter as online versions of a Rotary club or golf country club.”

Web 2.0 isn't just for teenagers using Facebook or MySpace anymore. Helminiak is among a growing number of businesspeople, including many Toastmasters, who use these new applications to run their small businesses more efficiently, network with peers, track customer perception of their products or services online and promote their organizations.

In these tough economic times, those who have lost jobs, homes or much of their retirement accounts also are using Web 2.0 networks as a way to connect, commiserate and build a sense of community so they don't feel so alone.

It's the practical uses of Web 2.0 that have really captured the imagination of the business community. For example, Helminiak uses *Web services* – in essence, software that resides on the Internet instead of on computer hard drives or servers – for a plethora of operations in her small business. She uses **Basecamp**.com for project management, **Quickbooks.com** for her financials, **Harvest.com** for time tracking and **Salesforce.com** for customer relationship management, to name just a few applications. What's the benefit of this rent-a-software model? It reduces the hassles of software installation, gives users the flexibility of leasing instead of buying and ensures access to the latest version of software. It also places the user in an instant online community, where help with problems is only a click away.

Networking Online

On the networking side of Web 2.0, sites like Twitter, Facebook and LinkedIn have taken Web collaboration and interactivity to a new level. One benefit to online business networks like LinkedIn comes in creating a “personal friends,” or business connections group as part of your site profile. This function enables online friends to easily search your personal network for any relevant business contacts, valuable for things like job hunting. Some LinkedIn members use the site to update their network on business services they offer – with the smart ones avoiding any semblance of a hard sell. Many of these sites also allow you to publish your own blog.

Some large companies have created their own internal versions of social networks. Best Buy, the electronics retailer, established its “Blue Shirt Nation” to enable employees to ask and answer questions, help solve each other's problems and swap sales tactics. This online “trading post” has helped boost sales and enhance customer service.

Others are using Web 2.0 to monitor social networking sites for comments or concerns made by users about their businesses. Comcast Corp. made news last year when a top executive responded within 20 minutes to complaints about a cable outage posted by a blogger on

The 'Middle Children' of Web 2.0

Most of us are familiar with popular Web 2.0 tools such as blogs, podcasts and social network sites (Facebook, Twitter, MySpace). But there are other arrows in the Web 2.0 quiver that don't have the same familiarity or name recognition. Here's a rundown of some of those lesser-known tools:

- **Wikis.** A wiki is a page or collection of Web pages that enable anyone who accesses them to modify or contribute content. The online encyclopedia Wikipedia is one of the best-known examples. Your company might use a wiki to create a central database of online knowledge on particular topics, be it information technology, regulatory issues or successful sales practices, that everyone in the organization can contribute to.
- **RSS Web Feeds.** "Web feed" formats are used to publish frequently updated content such as blogs, podcasts, video or news stories in a standard format, sending them out on a regular schedule to users. Web feeds benefit publishers by allowing them to syndicate content in an automatic fashion, and they help users by creating a standard way to receive updated content from Web sites, or to combine feeds from many sites into one place.
- **Web Services.** Also known as "cloud" computing, Web services represent software you access and use over the Internet, rather than the kind you download to hard drives or workstations. Web services provide a way of outsourcing functions you once performed in your own organization, offering the advantages of "renting" rather than owning business applications.
- **Folksonomies.** Folksonomies are a way of indexing or "tagging" online content to better categorize and organize it. What distinguishes folksonomies (think plain old folks + taxonomy) is that they're generated not just by experts, but by creators or users of content as well. User-chosen keywords are used to organize content instead of a defined classification vernacular.
- **Video sharing sites.** These are sites, such as YouTube or Blip.TV, that allow people to upload and share their promotional or informational videos with the public at large. Companies often use the sites as a way to market their businesses and drive more traffic to their Web sites.

Twitter.com. The executive made sure a technician was dispatched post-haste to fix the customer's problem. And Dell, the computer manufacturer, has a dedicated team of 40 customer service employees who spend their days talking to customers on Facebook, Twitter and the like to address any Dell-related complaints or questions posted to the sites. The idea is to get upset customers to talk directly to the company, rather than spread their displeasure far and wide on Internet message boards.

Blogs, another proliferating Web 2.0 tool, offer an important new way to keep your name in front of potential clients or business contacts. Those who become commentators on well-trafficked blogs, for example, often gain credibility and visibility that lead to new business opportunities.

"What's interesting about Web 2.0 is it pushes organizations to look at their employees more as individuals, rather than as a collective unit," says Helminiak, the Azul 7 technology company president. "For example, we encourage everyone in our company to comment on our blog, and we give them a set of possible topics they can talk about."

While promoting that individual voice is easier for smaller companies that may not have the bureaucracy or legal concerns of their multinational brethren, Helminiak says blogging and use of internal information-swapping networks, such as Blue Shirt Nation, are making inroads

in larger companies, as well. Online templates and blogging software like **WordPress.com** have made it relatively easy for any company to start its own blog.

Viral Videos Take Off

The growth of broadband – bigger Internet "pipes" through which to transmit video, audio and data – has created new ways for companies to tell their stories using Web 2.0, says Albert Maruggi, president of Provident Partners, a marketing firm in St. Paul, Minnesota. One way they're doing that is through "viral video" campaigns to promote products or services; using this guerilla marketing technique, companies shoot their own videos and upload them to online sites. Maruggi knows of one software company that films short, gritty videos inside customers' offices that feature users talking about how the software has improved productivity and profitability; then the company posts the videos to **Blip.TV** and **YouTube.com** sites. The idea is to give the company exposure beyond its own Web site, and in the process drive more traffic back to that site. Some small businesses link their videos to community pages on social networking sites, making it that much easier for search engines to find them.

A related Web 2.0 tool that's being embraced by more Toastmasters clubs is podcasting. Podcasting is an easy-to-master audio technology that's an alternative to

traditional marketing or public relations tactics. One reason for podcasting's growing popularity is that many journalists, who once relied on press releases received directly from companies to get their story ideas, now conduct online searches for interesting podcasts and blogs to spark those ideas.

Slow But Steady Adoption

Although Web 2.0 has entered the business mainstream, its many tools are still used primarily in smaller or more entrepreneurial companies, with larger companies slower to board the bandwagon. According to a survey by the consulting firm McKinsey and Co., companies reported using about three Web 2.0 tools on average in 2008, up from two in 2007.

One reason for the slow embrace is that executives of the cell-phone generation, still higher on the organizational food chain than up-and-coming managers of the Web generation, are hesitant to believe that tools such as online social networks can produce the kind of sales leads or business connections that traditional sales or networking tactics can.

Maruggi counsels clients of a certain age to think of LinkedIn or Twitter as online versions of a Rotary club

or golf country club. The same effort, knowledge and credibility needed to make connections in those brick and mortar settings is what's needed in the virtual world

“A related Web 2.0 tool that’s being embraced by more Toastmasters clubs is podcasting.”

to generate new business, referrals or positive word of mouth. But just as in those time-honored settings, sales rarely happen overnight online, and rarely as the result of any hard sell.

“Like any relationship, the more you give, the more you usually get with online business networks, but the payoff may not happen tomorrow,” Maruggi says. “But if you create a reputation for providing good advice and useful information, and not just for self-promotion, those sales and referrals will come.”

Dave Zielinski is a freelance writer who divides his time between Wisconsin and South Carolina.

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FUNNY YOU SHOULD SAY THAT!

By John Cadley

The ology of
all ologies!

Technically Speaking

† In high school I was asked to define the word “zoology” in a vocabulary quiz. I answered that it was the study of zoos. The next day I got my test back. The teacher had marked it wrong and written neatly in the margin: “And I suppose cartology is the study of carts.” That’s when I first suspected that not only would my academic years be a struggle, but that I would have particular trouble with anything ending in “—ology.” I was right. Biology, geology, zoology (animal biology; who knew?) For any teacher trying to explain these concepts to me, it was, as Woody Allen puts it, like serving tennis balls into the ocean.

So you can imagine how I feel about technology. For me, this is the ology of all ologies. The dictionary defines it thusly:

technology *n.* **1.** the branch of knowledge that deals with industrial arts, applied science, engineering, etc. **2.** the terminology of an art, science, etc.; technical nomenclature. **3.** a technological process, invention, method, or the like. **4.** the sum of the ways in which a social group provides itself with the material objects of its civilization. [*< Gk *technología*, systematic treatment. See TECHNO—, —LOGY.*]

My definition is different:

technology *n.* **1.** the branch of knowledge of which you have no knowledge. **2.** the terminology created to ensure that you will never have knowledge of that branch of knowledge. **3.** a technological process, invention or method, the successful operation of which requires the exact knowledge you do not have and can never learn.

4. the sum of the ways in which one social group – geeks – gets its revenge on another social group – the rest of us – for making fun of them in high school.

[*< Gk *technología*, systemic ignorance. See DUMBO—, —LOGY.*]

Most of the technology I encounter comes with “Operating Instructions,” written in a nondescript pamphlet that says failure to read the contents may result in my death. Electrical shock appears to be the most likely cause, although once you get up into power tools the possibilities are so endlessly gruesome it just says “serious injury” and leaves the rest to your imagination.

The assumption, of course, is that you will *understand* what you read in the contents. I honestly believe that at the end of all the safety instructions they should add one more: “If you do not understand these instructions, you are not intelligent enough to operate this product. Please return it to the store and buy something that you can operate. Like a yo-yo.”

The writers of these booklets illustrate their meaning by including schematics. It’s their way of saying, “Here, let me draw you a picture.” I followed a schematic once to assemble a tricycle for my son and proceeded to construct what can only be described as a wheelbarrow with antlers. My son cried. I cried, too. I don’t like schematics.

I know I’m not alone. It’s become a cultural cliché: the hapless consumer who can’t program his TiVo, the soccer mom who has to ask her 7-year-old to load up her iPod.

Everybody thinks it’s funny. *Look at me! I’m being humiliated by an inanimate object. Ha, ha, ha! And look – I have an “error 52 that resulted in system failure and wiped out all my tax records.” Isn’t that a riot! Wait, wait – there’s more. My car dashboard just told me to “check engine.” Why – so I can FIX it?! Stop, you’re killin’ me!*

I’m not laughing. Are you? Oh, you are. Well, *I’m* not. I don’t think it’s funny that my entire life depends on a “branch of knowledge” that sways in the breeze miles above my head. The only possible good I can see comes from a sort of paradox: Modern technology is blamed for alienating human beings by enclosing us in our own little worlds of home movies, cell phones, listening devices and personal digital assistants. And yet when these things break down they do the opposite – i.e., force us out of our electronic cocoons into direct interaction with all manner of fellow creatures we would never otherwise embrace – namely, the people who can *fix* them: auto mechanics, cable guys, even technical support specialists in India who make you feel like Gandhi is fixing your computer.

I’ve dealt with all of these people and have found them to be quite friendly and willing to help. In fact, when the guy came to install my new HDTV, he said that once I mastered the remote, he’d teach me about something called the Internet. □

John Cadley is an advertising copywriter in Syracuse, New York. Reach him at jcadley@mower.com.

Financial Activities: Jan.-Dec. 2008

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore Stephens Wurth Frazer and Torbet, LLP. 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 clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following is selected information from the year-end financial statements, including a bar graph and pie chart to provide a clearer picture of Toastmasters International's 2008 financial activities.

Exhibit A

REVENUE FROM OPERATIONS			
Membership Dues – 62%	Sales of Educational Materials 16%	New Member Fee 14.4%	Other 7.6%
Expenses – 94%			

Revenues and Expenses from Operations

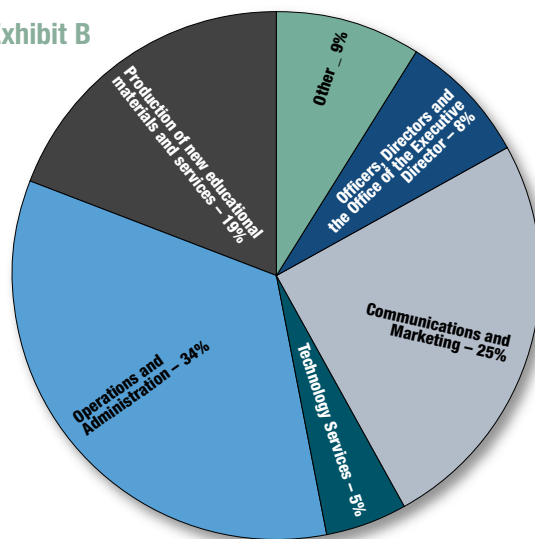
Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues renewals, new-member fees, charter fees and miscellaneous sources was sufficient to cover expenses.

Exhibit B shows how revenue is spent. The glossary below and on the next page gives an explanation of expenses.

Glossary of Expenses:

- **Officers, Directors and the Office of the Executive Director** – Includes travel and expenses for Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board meetings ensure 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.
- **Communications and Marketing** – This section includes the development of new-member and new-club materials, membership and club-building programs, promotions and awards as well as the costs of producing and mailing the *Toastmaster* magazine.
- **Operations and Administration** – This section includes member services and administrative services to clubs and districts and covers processing of dues renewals, officer lists, club and district billings, new-member applications

Exhibit B



and educational awards, as well as updating member and officer information. It also includes accounting and financial reporting, governing documents administration and meeting planning.

- **Production of New Educational Materials and Services** – Production of materials and distribution of educational, promotional and administrative materials. The most useful, up-to-date materials are available through the *TI Supply Catalog* or online at www.toastmasters.org to help every member succeed.
- **Other** – Includes annual convention expense, magazine advertising commissions, interest on operating accounts and depreciation.
- **Technology Services** – This section includes expenses related to the software and support of our computer systems.
- **Investment (Expense) Revenues, Net** – This section includes any gains, losses, income and investment expense for the unrestricted marketable securities.

TI SELECTED FINANCIAL INFORMATION JANUARY-DECEMBER 2008

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2008

ASSETS	
Cash and short-term investments	\$ 4,925,194
Restricted cash and short-term investments	\$ 1,759,145
Total cash, restricted cash and short-term investments	\$ 6,684,339
Marketable securities	\$ 15,447,064
Accounts receivable, net of allowance for doubtful accounts of \$5,000 in 2008 and 2007	\$ 48,194
Inventories, net.....	\$ 1,152,001
Deposits, prepaid postage and other.....	\$ 352,068
Land, building and equipment, net of accumulated depreciation.....	\$ 3,527,119
Total assets	\$ 27,210,785
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 858,638
Funds held for Toastmasters International regions	\$ 173,198
Total liabilities	\$ 829,210
Net Assets:	
Unrestricted.....	\$ 8,974,124
Unrestricted – reserved per policy.....	\$ 14,917,250
Total unrestricted.....	\$ 23,891,374
Temporarily restricted.....	\$ 2,287,575
Total net assets	\$ 26,178,949
Total liabilities and net assets	\$ 27,210,785

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2008

CHANGES IN UNRESTRICTED NET ASSETS:

REVENUE FROM OPERATIONS:

Membership dues and fees:	
Member dues	\$ 9,390,831
New member fees	\$ 2,180,836
Charter fees	\$ 150,123
Total membership dues and fees.....	\$ 11,721,790
Other revenues:	
Sales of educational materials.....	\$ 2,410,759
Annual convention.....	\$ 622,750
Interest.....	\$ 130,190
Royalties.....	\$ 8,331
Magazine advertising	\$ 186,778
Other.....	\$ 23,658
Total other revenues	\$ 3,382,466
Total revenue.....	\$ 15,104,256

OPERATING EXPENSES:

Executive director; officers; board.....	\$ 1,172,166
Communications and marketing	\$ 3,531,643
Technology services.....	\$ 756,537
Operations and administration.....	\$ 4,809,748
Production	\$ 897,692
Cost of educational materials.....	\$ 1,757,413
Annual convention.....	\$ 878,662
Magazine advertising	\$ 37,350
Depreciation – other.....	\$ 207,040
Depreciation – technology	\$ 170,556
Total operating expenses	\$ 14,218,807
Increase in unrestricted net assets from operations	\$ 885,449

INVESTMENT (EXPENSES) REVENUES, NET:

Marketable securities

Interest and dividend income	\$ 665,668
Net realized (loss) gain on marketable securities	\$ (1,388,642)
Capital gain distributions.....	\$ 45,122
Net unrealized (loss) on marketable securities	\$ (5,064,496)
Investment Fees	\$ (176,883)

Total investment revenues, net **\$ (5,919,231)**

(Decrease) increase in unrestricted net assets ... **\$ (5,033,782)**

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 educational programs, such as the Leadership Excellence Series. It also includes market and member research.

The fund is comprised of donations from individual Toastmasters and Toastmasters clubs, interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2008 totaled \$19,518. The fund had a balance of \$529,814 as of December 31, 2008.

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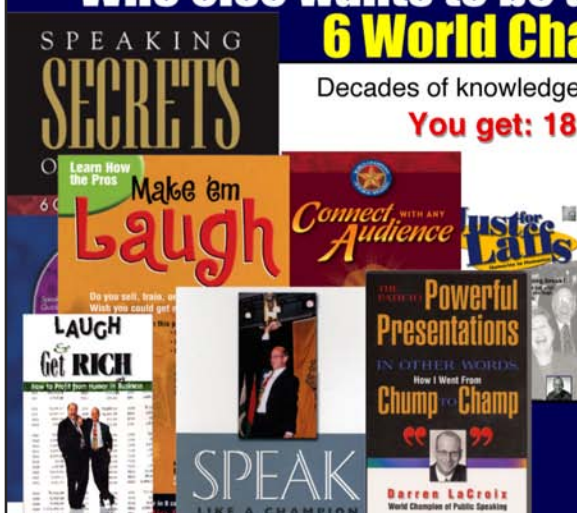
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Do You

**Maximize your Web presence
by showcasing your expertise.**

By Lin Gensing-Pophal

In 2004 Ted Demopoulos, a consultant, speaker and author of *Blogging for Business*, started a blog, he says, as “an experiment.” He’d been reading blogs for a few years – since about 2000 – and was very familiar with them. So he put one posting “out there,” as a “kind of joke” just to see what would happen.

“I didn’t expect anything to happen very quickly,” he recalls. “But literally overnight my search engine results were greatly enhanced. I was shocked. Within the first month the traffic to my Web site doubled.”

Demopoulos has been a consultant since 1990, and says his blog “has helped my consulting business extensively.” Blogging, says Demopoulos, has “helped me sell keynote speeches, consulting and training and has absolutely gotten me new clients.” In addition, he says, “It has enlarged my footprint with existing clients by showcasing my range of expertise.”

You’ve probably heard about blogging and have a general idea that it involves some sort of Internet-based



Tips for Bloggers

For Toastmasters who are considering their own blogs, Katherine Smith, who runs a blog at www.katherine-smith.com, offers three pieces of advice:

1. **Write regularly.** “I haven’t kept up with it the way I should,” she admits.
2. **Remember that anyone can read it.** “Don’t disclose anything in your blog that you wouldn’t disclose to a room full of strangers.”
3. **Be specific.** “If your blog is about team-building, don’t suddenly write about wage and hour laws.”

Margaret Graziano, founder and CEO of KeenHire, an HR consulting practice, adds to this list, and advises the following:

- Do not use your blog as a self-promotional or advertising tool.
- Do not link to gossipers and stay away from complainers.
- Remember that “like attracts like” – be where the positive energy is flowing.
- Be conscientious about spelling and grammar – your credibility is at stake.
- Seek out and link to powerful people.
- Practice good etiquette – be gracious and practice reciprocity.
- Acknowledge people for their input, advice, introductions and referrals.

communication. Or perhaps you’ve already discovered some of the benefits of blogging and are using these benefits to your advantage – either as a visitor or as the author of your own blog.

But if you want to broaden your understanding of the phenomenon of “blogging,” here are the basics:

What Is Blogging?

Blogs – more appropriately and formally called “Web logs” – are ongoing, informal communications about topics of interest. One estimate claims more than 10 *million* blogs in the United States alone. Why the proliferation? Because they are easy and inexpensive to create. Vlogging – a relatively new term – has cropped up to refer to video blogs, a concept popularized by sites like YouTube.

Bill Ives is the co-author, along with Amanda Watlington, of *Business Blogs: A Practical Guide*. While researching the book, Ives interviewed 70 successful bloggers. Blogs, says Ives, offer a number of benefits. They:

- Create a searchable archive of content where every entry has a unique URL, which makes it easier to find through Google or other search engines.
- Promote ongoing, dynamic communication.
- Promote transparency – they can be open to the entire world, or they can be password-protected to allow access to only a specific audience.
- “Level the playing field” in terms of marketing communication. There are a number of cases, says Ives, where “individual consultants or small businesses were able to gain tremendous traction and visibility in the Internet through their blogs.”
- Are very inexpensive to create – even free. Costs range from hosted blogs that cost nothing to blogs that are more expensive and offer a variety of features. In any case, says Ives, a blog is less expensive than a traditional Web site.

Getting Started

When considering whether a blog would make sense for you, it really comes down to two very simple – yet critical – questions:

1. Do you have something to say?
2. Does anyone care?

Blogs on Public Speaking

There are plenty of blogs about public speaking, says Jorge Olson, Toastmaster, entrepreneur and consultant. To find and keep up to date on them, he suggests that Toastmasters go to “Google alerts” and ask to be notified on “public speaking.” Then, he says: “Every time someone – anyone in the world – adds something to their blogs about public speaking you will get an e-mail with the link.”

“One site I encourage everyone to visit is Garr Reynolds’ Presentation Zen blog,” says Laurent Duperval, president of Duperval Consulting in Montreal and a Toastmaster – <http://presentationzen.blogs.com>.

This blog is required reading for anyone who uses PowerPoint, he says. “His views on presentation and design have revolutionized the way I think of a PowerPoint slide,” says Duperval. “I used to suffer from ‘bulletitis,’ because I was too lazy and ignorant to do anything better,” he says. “Today my slides no longer contain bullets and they have become very visual – I no longer use PowerPoint as a crutch, but, instead, to enhance the emotional content of my message.”

Meredith O’Connor, marketing/communications director for Bates Communications, Inc., in Wellesley, Massachusetts, recommends www.thepowerspeakerblog.com, from Suzanne Bates, author of *Speak Like a CEO: Secrets For Commanding Attention and Getting Results*. “Suzanne writes her blog about communications and speaking skills, examples of great speakers and leadership,” says O’Connor.

Anyone interested in conducting more effective meetings and presentations should frequent the blog: www.openingkeynote.com, says Jeff Davidson, of Breathing Space Institute, in Raleigh, North Carolina.

Jorge Olson includes a directory of the best public-speaker blogs on his Web site: <http://jorgeolson.com/public-speaking-and-blogs>.

If you answered “yes” to both of those questions, here’s how you can get started:

Get to Know What Blogs Are All About

Spend some time reading blogs, suggests Demopoulos. The content of those blogs could be virtually anything, but he advises, “Spend some time concentrating on your industry and your area of expertise.”

How to find blogs? Here are two helpful search engines: (see sidebar) www.technorati.com and www.blogdigger.com.

Find Your “Voice”

“You want to have a consistent topic that’s directly aligned to your business strategy and what you want to be known for,” says Ives. Focus is key. “You should have a title that’s reflective of what you’re trying to do and a very brief purpose statement that says ‘here’s the purpose of this blog,’ so people can see that quite readily.”

And, he adds, “You want to post fairly frequently. It doesn’t have to be every day, but several times a week or at least on some consistent basis so people can anticipate. The more frequently you can do it, the more likely you are to attract a loyal following.”

Make It Easy to Find You

“One error I see people make a lot is that they start a blog and no one can find it,” says Demopoulos. “I

strongly recommend that people have a link to their blog from their Web site. It sounds obvious, but it’s amazing how many people don’t do this.”

Demopoulos also recommends including your blog in your e-mail signature. His, for instance, reads:

Ted Demopoulos, Consultant and Professional Speaker
Demopoulos Associates
www.demop.com
Visit The Ted Rap Blog at www.demop.com/thetedrap/

Avoid Hype

While there are certainly bloggers whose objective is to generate business, that is not always – nor should it be – the main objective. In fact, says Margaret Graziano, founder and CEO of KeenHire, a human resources consulting practice, “If you use it as a forum for self-promotion or advertising, you’ve missed the boat and will alienate people.” Graziano is a prolific blogger herself and says her blog is invaluable in her business, but she cautions that having a blog is not about “just doing it” – it is about *doing it right*.

Blog Appropriately

Like any form of public communication, blogs can create problems. “If you start saying bad things about people, they can react and you can get into wars,” warns Ives. “Certainly you don’t want to do anything that’s

libelous or slanderous.” And you don’t want to infringe on someone else’s copyright by posting information that you haven’t created with appropriate permission and credit.

Because of the power of blogs and how quickly information is disseminated, says Ives, some people have gotten into trouble. “They’re not always aware of the transparency and exposure. Your words can be all over the world very quickly.”

How To Do It Right

Chakisse Newton is a speaker, consultant and executive speech coach. She’s been a Toastmaster since 2003 and, in 2005, was a finalist in the Toastmasters World Championship of Public Speaking. As a speech coach and a marketing consultant who helps companies develop and communicate their key messages through blogs and other marketing channels, Newton says she has observed several key areas where speakers misuse their blogs. The top three, she says, are:

- **They forget that speaking is a “contact sport.”** While writing and contributing to blogs can be useful, she says, ultimately true improvement comes only from time spent on the platform practicing what you’ve

“The best blogs are those that provide valuable information and also ask readers to comment and provide their insights.”

learned. “Too many speakers become so cerebral about techniques for audience involvement and the like that they abandon the one sure-fire way to become a better speaker: stage time.”

- **They don’t know that successful blogging is about more than writing; it’s about creating a forum for dialogue and a sense of community.** “The best blogs are those that provide valuable information and also ask readers to comment and provide their insights,” says



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Newton. So many competing resources provide a one-way channel of information that any blog or resource that fosters community will stand out from the rest, she says. This can be accomplished through forums, comments or just soliciting general feedback. Newton notes that, recently, a Toastmaster from Dubai successfully used the Toastmasters network on LinkedIn to request feedback on a blog.

- **They start blogs without doing their homework.** “Despite all the hype around Web 2.0, not everyone needs a blog,” she says. For those who do have value to add, Newton suggests asking the following questions before moving forward:
 - Who is the target audience for my blog?
 - What unique voice or point of view do I have to offer?
 - How will I build my following so people actually find the value that I provide?

Katherine Smith is an independent consultant who runs a blog at www.katherine-smith.com. Smith had been reading blogs for a few years and says she was “bored by a lot of the content – it wasn’t tactical enough for me.” So she decided to start her own blog and timed it along with her venture into consulting.

Starting a blog is not hard to do. Smith bought a domain name through her Internet provider and took advantage of a hosted service – **Wordpress.com** – rather than hosting her own blog. “The truth is, unless you’re drawing significant amounts of Web traffic, you probably don’t need to host your own blog,” she says. Another hosted service she recommends as a good starting place is **blogger.com**.

Of course, it depends on your objectives. Jorge Olson is an entrepreneur, consultant, keynote speaker and author of *The Unselfish Guide to Self Promotion*. Olson is also a Toastmaster and believes that public speaking is one of the most effective tools for business, family and

“Do you have something to say? Does anyone care?”

life. While Olson also recommends WordPress – which is free – he prefers to host his blog himself, noting that this will generate more traffic and better Google rankings.

Penny Sansevieri, author of *Red Hot Internet Publicity* (Sourcebooks, 2009) and CEO of Author Marketing Experts, Inc., specializes in Internet publicity and recommends that Toastmasters interested in establishing a blog use the following ideas to help build credibility:

If You Build It... They Do Not Necessarily Come

Of course, as with Web sites, just having a blog is not enough. Awareness needs to be created to generate visitors. That can be done in a number of simple ways:

- Include your blog address on your letterhead and other business communication materials.
- Add information about your blog to your e-mail signature.
- Include a prominent link to your blog on your Web site.
- Talk about your blog at networking events, professional meetings, etc.

Above all, keep it fresh and meaningful. Bloggers who rise to the top of the list in the blogosphere are those who consistently deliver meaningful and valuable content to a specific target audience that finds the information so compelling, they keep coming back for more.

- Become a filter – the go-to person for your area of expertise. People love filters and when you’re a filter, you’re considered an expert, Sansevieri says.
- Use your blog to review books or products in your industry.
- Interview other professionals and turn your blog into a resource.
- Blog on current trends. Keeping your finger on the pulse of what’s going on will show that you are in touch with your market.

Blog frequently – a minimum of twice a week. That way you keep your blog current and people will continue to read it, becoming more engaged in your message, says Sansevieri. ■

Lin Gresing-Pophal is a freelance business journalist in Wisconsin, where she also runs a communication consulting firm – Strategic Communications, LLC (www.stratcommunications.com). She can be reached at linda@stratcommunications.com.

Liven up your business meetings!

PowerPoint Made Easy

PowerPoint saves lives! Okay, maybe that's taking it too far. But it can save the day – especially when it comes to business meetings. Effective use of presentation technology can turn a confusing and tedious meeting into a stimulating and useful experience.

Let me give you an example. A group from my home club – Fyrebyrde Toastmasters – attended our District conference recently. It was a wonderful conference...but then came the business meeting. One key item on the agenda was the financial report. I looked around at our table and the neighboring table but couldn't find any financials printed out. I assumed,

then, that the financial data was going to be presented via PowerPoint so we could see the material. Then I heard this strange, slow, screeching sound and turned my head to face the horror: It was coming from an overhead projector that might have been from the Stone Age.

The numbers on the transparency were so small I couldn't read anything (and I have 20-20 vision). I squinted and leaned forward trying to discern anything, but there was no hope. The presenters hadn't brought handouts with them, so since most of the audience members couldn't read what was on the overhead, a kind old gentleman sitting near the front said he would read out every line. *Every line!*

An agenda item that should have taken a quick 10 to 15 minutes was stretched to an excruciating half hour. Using better technology to present the data would have engaged the audience and made for a more efficient meeting – and possibly even better decision making.

I have never understood why there aren't more PowerPoint presentations at club meetings. *Why don't more people use them to complement their speeches and educational sessions?*

Toastmasters International even provides a CD with a basic PowerPoint presentation for each module of its education series. When I presented my first educational workshop on PowerPoint to a group of Toastmasters, I asked this question and was surprised to find that the

majority of people aren't sure where to begin when it comes to using PowerPoint – and are too afraid to ask.

So this article is meant to show you how easy and fun it can be. We're going to put together a PowerPoint presentation (also called a slide show) in six easy steps. For this exercise you will need a desktop or laptop computer already loaded with any version of Microsoft PowerPoint (I like how intuitive PowerPoint 2007 is, but PowerPoint 2003 is good, too).

Step 1: Create your content. I am a firm believer that your speech should be written (most of it, anyway, even if it's in outline form) before you start working on your PowerPoint presentation. Why is this important? Because you are going to extract the necessary content from your speech and put that into your presentation. Without content you have nothing. So let's say I'm giving my presentation for project 7 from the *Competent Communication* manual and have written a speech about *"How to Lose Weight Safely and Effectively."*

During my speech, I'm going to have an introduction, followed by three well-researched points on weight loss, then a conclusion. This same information will translate well into PowerPoint. You would start in "Outline" view and start typing in key items from your speech. Typing is better than cutting and pasting, because you need to summarize the information while you type it in.



Step 2: Structure your content.

You need to distribute the content between various slides. Let's go through a standard slideshow structure. First you need a title slide that introduces you to the audience; in going with the previous example, the title slide could be labeled "How to Lose Weight Safely and Effectively" by Jane Smith, CC#7 – ABC Toastmasters Club. Then the next slide should be your introduction, just as in your speech. The next couple of slides after that have your core content – the three points of the speech – so perhaps you'd have one point per slide, with an example or clip art with each one. Finally, you'd present two closing slides – one that recaps your points again and then a "Thank you and Questions" slide.

You should always end with a slide that thanks the audience and opens up the session (if there's time, of course) to questions from audience members. So that means we have seven slides altogether, in our example, right? Let's review: We have the title slide, introduction slide, point 1 slide, point 2 slide, point 3 slide, closing slide and, lastly, the "Thank You and Questions" slide.

Step 3: Cut the fat or 'de-clutter' your slides. This is the most important step, but one people often neglect! You need each slide to have plenty of open or blank space. Plus, your sentences should be short, in the largest font possible. Remember, it should be clean, clear and legible. You should have only the *most* vital information on each slide. The idea of PowerPoint is to present the key points to the audience in an intriguing way, so audience members remain engaged. A relevant acronym is KISS: *Keep It Simple Silly*. So now you have seven simple, easy-to-read slides, right?

Step 4: Add the formatting. For a beginner or someone short on time, the simplest way to do this is to use a template. PowerPoint comes pre-loaded with a number of excellent designer templates (and you can buy

hundreds more online), each with its own set of complementary fonts, colors and design elements. Some even have a theme, such as "industrial" or "technology."

Using templates is the easiest way to make your presentation look more professional and polished. Someone has already done the work for you, so why not take advantage of it? As you become more confident and experienced, you can experiment with creating your own templates that fit the current trends in slide design.

Step 5: Add slide transitions. When the slide show moves from one slide to the next, that's called a transition. PowerPoint comes preloaded with numerous interesting slide transitions. Some transitions are simple; the slides could drop down from the top of the screen. Some are much more dynamic; the slides could swirl in a spiral shape.

I recommend that you tailor both your template choice (see step 4) and your slide transitions to the context of your presentation. In the example about the weight loss speech, no presenter would want a template that is pink with pictures of donuts and candy all over it, with the slides bouncing in. That might turn people off or actually make them hungry! You can also have the slides transition on their own, so they could automatically change every five seconds, 10 seconds, etc. – any time interval you choose.

Step 6: Give it a trial run. Open up PowerPoint on your computer and prepare to practice your speech. Go to "Slide Show" view and click to start the slide show. This is a vital step since it will give you the

"You should have only the *most* vital information on each slide."

opportunity to practice synchronizing your speech with your slide show. You may need to adjust some automated animation and transitions to work with your spoken words. This will also give you the opportunity to see if you need to improve the content on the slides or perhaps even add a slide or two. You may need to revisit steps 5 and 6 to perfect your show.

Now your slide show should be ready. At this stage you should rehearse it a few more times with your speech, tweaking it if necessary.

One final point to keep in mind: Always remember to take a print-out of your presentation with you, with enough copies for every member of your audience, so if you have a technology hiccup, you can still deliver a successful presentation.

Now you've explored how to set up your own PowerPoint presentation in six easy steps. This is just the beginning. Like anything in Toastmasters, the more you practice, the easier it will get. Also, don't be afraid to ask your speech evaluator to assess the effectiveness of your PowerPoint presentation. After all, in Toastmasters we do evaluate everything. 📌

Narges Nirumvala, ACB, CL, is a businesswoman, speaker and freelance writer. She's a member of Fyrebyrde Toastmasters in Vancouver, British Columbia, Canada. Narges can be reached at nargespn@yahoo.ca.



By Ellen Finkelstein, CC

Sidestep the PowerPoint Trap

Recently, I conducted a survey on the topic “Death by PowerPoint.” One respondent wrote: “I think presenters use PowerPoint slides for their own comfort level, not as a communication device for the audience.... I really despise someone flashing bulleted lists and then reading the lists to me.”

Make every slide a source of pride.

As a Toastmaster, you know how to create and deliver a speech, or at least you’re well on your way. Yet often when good speakers begin to incorporate Microsoft PowerPoint slides into their speeches, they fall into the “bullet trap.” The results for the presenter can be dismal and can include:

- **Slides** that bore people to sleep.
- **A speech** that is reduced to outline form.
- **A speaker** who relies on reading the slides, just because the text is there.
- **A lost connection** with the audience, because the speaker is looking at the slides instead of making eye contact.

What happens when a presenter displays a slide containing text? The audience sees the text on the slide and reads it. While people are reading, they aren't paying attention to the speaker. Why? Brain research has shown that the brain doesn't multitask very well; it focuses on one thing at a time. Because audience members can read faster than the speaker can talk, they finish early. Then they turn their attention to the speaker and find that he or she is still talking on the subject they've read. So naturally, they're bored!

We know from our own experience that text-based slides aren't very interesting. So why do we often fall into the bullet trap? In a sense, PowerPoint is to blame, because its default slide is a bulleted list. Look at the instruction "Click to add text." PowerPoint is practically ordering you to create bulleted lists!



▪ **Resist the temptation.**

You can avoid the bullet trap by remembering that

PowerPoint is just a visual aid and that bulleted text on a slide is not an effective visual aid. However, most slides should have some text. For motivational and inspirational speeches, one or two words may be enough. For informational and persuasive talks, use a slide title that actually says something. For example, instead of "Results of stress," you could write, "Stress hinders our ability to function." Give audience members a summary of your point quickly so they can immediately turn their attention to your explanation of it.

▪ **Tell 'n' show.** After you add a slide title, how do you fill up the rest of the space? Use images, diagrams or graphs, depending on the point you're making. I call



this the Tell 'n' ShowSM method. This slide illustrates the point.

First, the slide has a title that tells you something – that is, to *tell* the point and then to

show it. Then, the photo portrays an example. The little boy is reading a picture book. On one page of the book is the text that *tells* the story. On the other page is an illustration that *shows* the story.

Many presenters rely on the slide backgrounds that come with PowerPoint. These are mostly irrelevant and look old and tired, because we've seen them before. In fact, without a background, your presentation will look more up to date. Creating presentations without backgrounds is a fairly new trend. The best PowerPoint designers are starting with a blank slide and working from there.

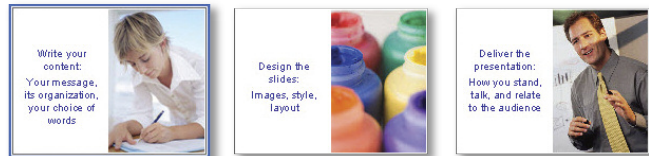
▪ **Create a makeover.**

How would you make over a slide like this one? It looks familiar, with a stock background and bulleted text.



It describes the components of a presentation.

One way would be to divide it up into three slides. Putting one point on a slide is a technique that helps you avoid bullets. The three slides might look like this.



This presentation and the images are available for download at the URL given at the end of this article. You can apply the following steps to create the same effect in new shows. Or you can use your own presentation, with minor adjustments to the instructions. Follow these steps in PowerPoint 2002, 2003 or 2007:

1. **Remove the background.** With the slide displayed, click the Design button on the Formatting toolbar (located above the slide) to display the Slide Design task pane on the right. In the Available for Use section, choose the white background; its tooltip reads Default Design.pot. (In PowerPoint 2007, click the Design tab and choose the first blank thumbnail image, called Office Theme.)
2. **Duplicate the slide.** Click the image of the slide in the far left pane and press Ctrl + D (Command + D on the Mac) twice for a total of three slides. The original slide tries to make three points, so you'll now place one point on each slide.

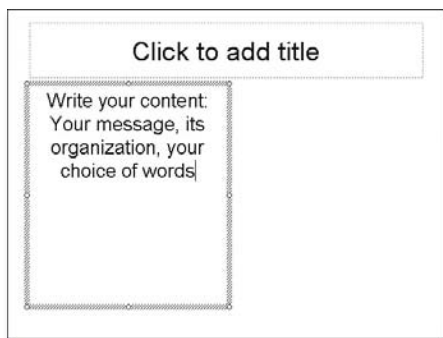
- 3. Format the Slide Master.** To get a professional look, you should format the Slide Master, which controls the entire presentation. Once you do, you'll find that you spend less time fussing with the look of individual slides. From the view menu, choose Master> Slide Master. (In PowerPoint 2007, click the View tab and click the Slide Master button. Click the top slide master image in the left-hand pane.)

You can format the text, but for the purpose of this article, click the first line of text in the main box that says, "Click to edit Master text styles." Then click the Bullets button on the Formatting toolbar to remove the default bullets. (In PowerPoint 2007, you'll find that Bullets button on the Home tab.) Select the sub-levels of bulleted text – Second Level through Fifth Level – and press Delete (or Backspace) on your keyboard.

This next step will allow you to center or left-align body text properly. If you don't see a ruler at the top of your slide, choose View> Ruler. (In PowerPoint 2007, choose the View tab> Ruler.) Select the main text in the central box. Notice two gray triangles, an upper and a lower one, near the left side of the ruler. Drag the bottom, gray triangle to the left so that it's aligned with the top triangle. Choose View> Normal from the menu to leave the Slide Master. (In 2007, choose Close Master View on the Slide Master tab.)

- 4. Add the text.** You can put the text on the top and a visual component on the bottom (or vice versa), or place them side-by-side. These instructions place them side-by-side. To arrange the text so there's room for an image, click the first slide in the slide pane on the far left. In the larger slide image in the central pane, click anywhere in the text. This slide will contain the first point, so select and delete the second two points.

Edit the text so it contains a complete statement. I wrote: "Write your content: your message, its organization, your choice of words." If you have any text in the title area, delete it. (The instructions to add a title appear, but won't show when you present in Slide Show view.) Click inside the main text box, click the border of the box to select it, and drag the middle-right circular handle to



the center of the slide so that the text takes up the left half of the slide. If you want to center the text, select it all and click the Center button on the Formatting toolbar. (In PowerPoint 2007, the Center button is on the Home tab.) It should look like the slide you see here.

- 5. Insert an image.** The next step is to find a visual that will help the audience understand your point. Don't use line art, also known as clip art; use photographs instead. A photo can illustrate the point either literally or metaphorically; it can also add an element of emotion. You can take your own photos – a digital camera is great for this purpose. You can find high-quality photos online on stock photo sites – a few are even free. (See the Web page listed at the end of this article for some sources.) Finally, you can use Microsoft Office's Clip Art library.

To use the images available with the download (described at the end of this article), choose from the Insert menu: Picture> From File, and navigate to the location where you saved the download. (You'll have to unzip the download file first.) Choose the file named content-woman.jpg and click the Insert button in the dialog box.

To use the Microsoft Office Clip Art library instead, you would choose Insert> Picture> Clip Art. Then, in the Clip Art task pane that opens to the far right, click the "Results should be" drop-down list and uncheck everything except Photographs. Then, enter a search keyword in the Search For text box.

- 6. Edit the image.** When you insert the image from the download, you'll probably need to move it. Click and drag anywhere on the photo to move it to the desired location; in the example shown, move it to the right of the slide.

If you use your own image, you may need to resize it. To do so, click it to select it, and then drag it by its corner handle. (Caution: If you enlarge a small photo too much, it will look grainy.)

- 7. Make final adjustments.** Usually, you'll need to make some final adjustments, to move the text or wrap the words appropriately. With a few minor changes, your slide will look great and be much more powerful!

Repeat the process with the other slides. If you're working with the images in the download, use design-paint.jpg for Slide 2 and delivery-man.jpg for Slide 3.

- **Add a diagram or chart.** Instead of an image, you can add a diagram or chart. PowerPoint has a diagram tool. PowerPoint 2003's diagrams are basic; choose Insert> Diagram. PowerPoint 2007 has vastly improved this feature; choose Insert> SmartArt.

Creating a presentation is a process



The following slide tells us that the three components of a presentation are a process, rather than unrelated items. Now it's time to

show how this idea works by adding a chart.

To add a chart, choose Insert> Chart. PowerPoint's charting feature is too complex to explain in detail, but you should remember to simplify the formatting so that the audience understands the data easily. The tools provided will help you design the right chart for this task.

■ **Practice and deliver.** When you add PowerPoint slides, you need to practice working with the technology, while not losing your connection to your audience. With limited text on the slides, you'll need to use notes or perhaps work harder to present without notes. A quick glance at the slide should be all you allow yourself before you

face the audience and discuss the topic. Practice with your slides until they function to *support* you, rather than *replace* you. Your audience will appreciate your attention!

■ **You are the presentation.** Always remember that you are the presentation; the slides are not the presentation. So be sure to sidestep the PowerPoint trap of bulleted text. By using visual slides to enhance what you're saying, your speeches will be more successful and rewarding. ■

Ellen Finkelstein, CC, former member of the Golden Speakers Toastmasters Club in Fairfield, Iowa, is the author of a number of books, articles and a course on PowerPoint and presenting. Ellen can be reached at www.ellenfinkelstein.com.

Editor's Note: The author has created a page for Toastmasters at: www.ellenfinkelstein.com/events/toastmasters.html. There you can download the PowerPoint file used in this article as well as the images and a list of online photo sources, and get discounts especially for Toastmasters members.

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Announcing Toastmasters' 2009 Golden Gavel Recipient:

Bruce Tulgan



† In recognition of his influence in the areas of leadership and management, as well as his skills as a communicator, Toastmasters International is pleased to present the organization's most prestigious honor – the annual Golden Gavel Award – to best-selling author and management trainer Bruce Tulgan.

The New Haven, Connecticut, resident is considered one of the world's top experts on the subject of young people in the workplace. As the founder and chairman of RainmakerThinking, Tulgan has helped thousands of companies get the most from their employees. He is the author or co-author of 17 books, published around the world in different languages, including *Managing Generation X*, and the recent best-seller *It's Okay to be the Boss*. His newest book, *Not Everyone Gets a Trophy: How to Manage Generation Y* (Jossey-Bass), was released in March.

Tulgan is also a popular and compelling speaker; he shares his expertise in Webinars and presentations to international business leaders and managers of big-name organizations, ranging from Aetna to Wal-Mart to the YMCA.

Few people know Tulgan better than Jeff Coombs, a co-founder of RainmakerThinking who runs the company's business operations. The two met in 1983, when both served

as pages for the United States House of Representatives. They became fast friends and 10 years later formed RainmakerThinking. Tulgan's gift for helping people reach their full potential started with his own work team.

"I've never met anyone who gets more enjoyment out of the personal triumphs of other people," Coombs says. "Bruce has developed strong insights into the area of leadership and management because he's passionate about those subjects and the extensive research we conduct. But he also asks hundreds of people every month about their experiences in the workplace and he's an excellent listener."

In his books, Tulgan shares his insights on how to motivate, manage and communicate with employees. For example, in an interview on ypulse.com regarding his new book about Generation Y – defined as those born between 1978 and 1990 – Tulgan says, "The so-called 'experts' have got it all wrong. [They] argue that, since Gen Yers have always gotten a trophy just for showing up, maybe the best way to manage them is to give them lots of praise and basically, give them a trophy just for showing up."

In contrast, Tulgan's carefully researched advice is to skip the "thank you programs, praise

programs and reward programs." He says, "The high-maintenance Generation Y workforce calls for strong leadership, not weak."

Young employees need realistic expectations and "strong, highly-engaged management," Tulgan says. "Give them boundaries and structure, negotiate rewards in small increments and help them earn things they need and want. Spell out the rules of the workplace in vivid detail so Gen Yers can play that job like a video game: If you want A, you have to do B. If you want C, you have to do D."

If they do, Tulgan says, managers will be rewarded with "the highest-performing workforce in history."

Tulgan holds a fourth-degree black belt in karate and is married to author Debby Applegate, who won the 2007 Pulitzer Prize for her biography of Henry Ward Beecher. Tulgan practiced law at a Wall Street firm before founding RainmakerThinking in 1993. †

Don't miss this opportunity to hear Bruce Tulgan speak at the Golden Gavel Luncheon on August 13 at the Toastmasters International Convention in Mashantucket, Connecticut. For Convention details and registration forms, please see pages 29-31 or visit members.toastmasters.org.

Registration Forms

TOASTMASTERS
INTERNATIONAL®

78th Annual Convention • August 12-15, 2009 • Mashantucket, Connecticut

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

(Please Print) Member No. _____ Club No. _____ District _____

Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Adtl. Registrants' Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Address _____ Check if this is a new address

City _____ State / Province _____ Country _____ Postal / Zip _____

Daytime Telephone () _____ E-mail Address _____

This is my first TI Convention I require special assistance

1 "PRE-CONVENTION" INTERDISTRICT SPEECH CONTESTS

Note: These contests run concurrently! Immediately following the contests is a reception open only to members of districts not assigned to regions (DNAR).

Interdistrict Speech Contest A (Tuesday)

(Districts 70, 71, 72, 74, 75, 76, 79, 80 and 85)

_____ Member(s)/Guest @ \$40.00 = \$ _____

Interdistrict Speech Contest B (Tuesday)

(Districts 34, 51, 59, 67, 69, 73, 81 and 82)

_____ Member(s)/Guest @ \$40.00 = \$ _____

For district locations please visit our Web site at members.toastmasters.org

SECTION 1 TOTAL = \$ _____

2 "FULL" CONVENTION PACKAGE... ONLY

When received on or before July 20 – \$550.00
When received after July 20 – \$600.00

A Full Convention Registration Package includes one ticket for each of the following:

- Access to all educational sessions
- Golden Gavel Luncheon (Thursday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)
- **PLEASE CHECK ONE OF THE FOLLOWING:**
 - Leadership Luncheon (Friday)
 - Discovery Luncheon (Friday)

_____ Member(s)/Guest @ \$550.00 (received on or before July 20)
\$600.00 (received after July 20) = \$ _____

SECTION 2 TOTAL = \$ _____

3 "SPOUSE/GUEST" PACKAGE... ONLY \$450.00

LIMITED TO FIRST 50 REGISTRANTS! Spouse/Guest must be non-member. This registration includes one ticket to each of the following:

- Tour: Mystic Seaport Tour (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Newport/Breakers Mansion Tour (lunch provided) (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)

No access to any educational sessions!

_____ Spouse/Guest(s) @ \$450.00 = \$ _____

SECTION 3 TOTAL = \$ _____

4 SATURDAY PACKAGE – INTERNATIONAL SPEECH CONTEST AND EDUCATIONAL SESSIONS

This **includes** a ticket to the International Speech Contest and allows access to the educational sessions on Saturday, August 15. You may also purchase a ticket to the President's Dinner Dance.

Optional!

____ Member(s)/Guest @ \$100.00 = \$ _____ ____ President's Dinner Dance @ \$85.00 = \$ _____

SECTION 4 TOTAL = \$ _____

5 "A LA CARTE" REGISTRATION

In order to purchase additional event tickets, you must have purchased package 2, 3 or the "A La Carte" registration #5. A maximum of two additional tickets per event may be purchased – no exceptions! Access to all educational sessions included.

STEP 1

____ **Member(s)/guest registration @ \$285.00** (received on or before July 20)
\$335.00 (received after July 20) = \$ _____

STEP 2

____ Golden Gavel Luncheon (*Thursday*) @ \$75.00 = \$ _____
 ____ Discovery Luncheon (*Friday*) @ \$60.00 = \$ _____
 ____ Leadership Luncheon (*Friday*) @ \$60.00 = \$ _____
 ____ International Speech Contest (*Saturday*) @ \$75.00 = \$ _____
 ____ President's Dinner Dance (*Saturday*) @ \$85.00 = \$ _____
TOTAL STEP 2 = \$ _____

STEP 3

SECTION 5 TOTAL
 (Add Step 1 and Step 2 totals) = \$ _____

6 REGISTRATION TOTALS

SECTION 1 TOTAL = \$ _____
SECTION 2 TOTAL = \$ _____
SECTION 3 TOTAL = \$ _____
SECTION 4 TOTAL = \$ _____
SECTION 5 TOTAL = \$ _____
TOTAL AMOUNT DUE = \$ _____

7 METHOD OF PAYMENT (U.S. DOLLARS)

DEADLINE: Advance registrations must reach World Headquarters by July 20. Cancellations and refund requests will not be accepted after July 20. Cancellations will not be accepted on-site – sorry, no exceptions!

SEATING PROCEDURES: World Headquarters will select your seats for the Golden Gavel Luncheon, International Speech Contest and President's Dinner Dance. *Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope or register online together.*

YOUR CONVENTION NAME BADGE: You must wear your name badge in order to attend the general, education, and ticketed events!

Check enclosed for \$ _____ (U.S. dollars) payable to Toastmasters International.

VISA MasterCard AMEX Discover Card Number _____

Expiration Date _____ Signature _____

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

Mail or fax this form to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.