

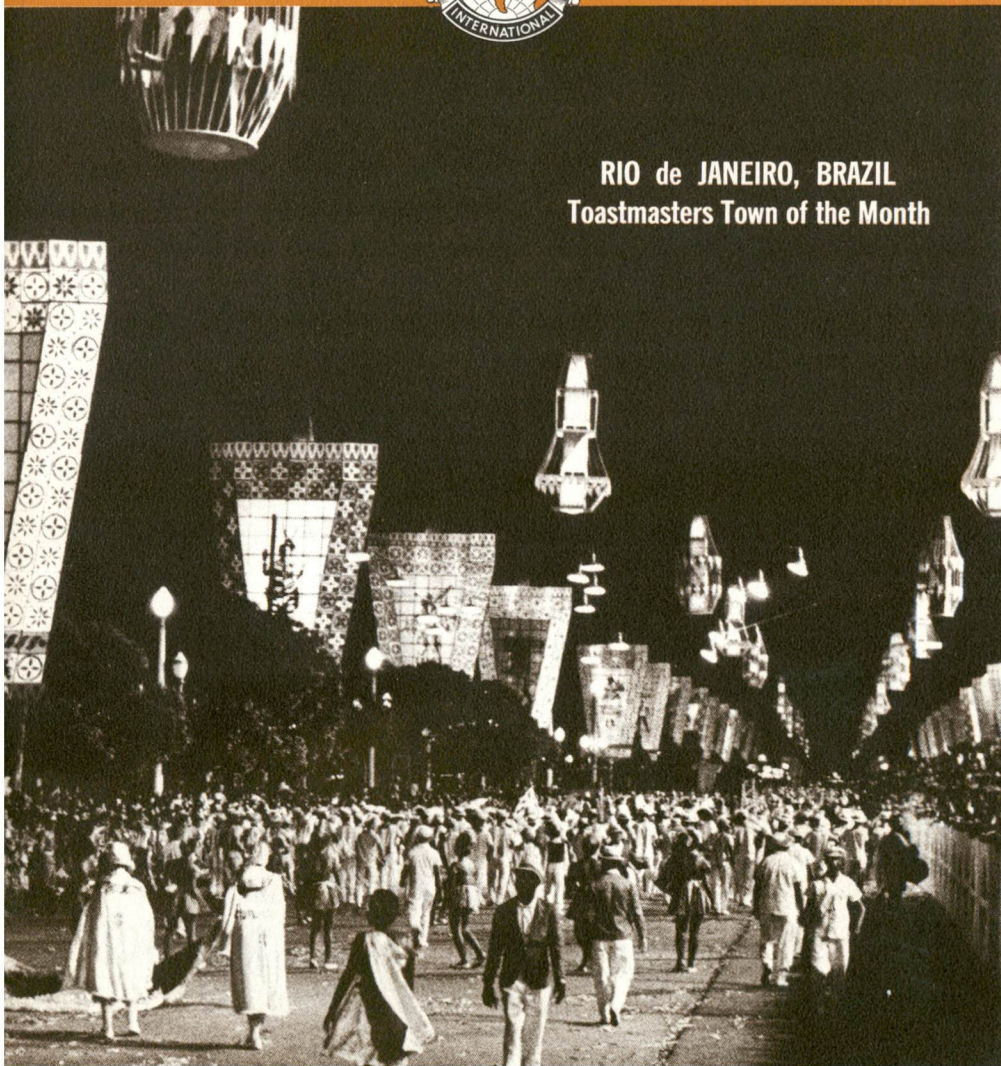
# THE TOASTMASTER

OCTOBER



1970

RIO de JANEIRO, BRAZIL  
Toastmasters Town of the Month





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**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

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

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

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE



VOL. 36 NO. 10

OCTOBER 1970

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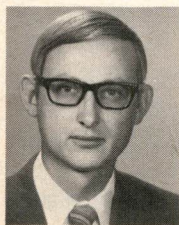
## In This Issue...

**YOUR 39th INTERNATIONAL CONVENTION**—The 1970 convention in Portland, Ore., was attended by Toastmasters from as far away as New Zealand. They will be returning to their clubs with many new ideas. See page 6.

**TOASTMASTERS APPLAUDED**—Many Toastmasters, clubs, areas, and districts were cited at the 39th International convention for displaying outstanding participation and enthusiasm during the past year. See page 16.

**A TIME FOR RECOGNITION**—Earn recognition and community awareness for yourself, club, area, and district by participating in TI's 46th anniversary celebration in October and in the special October-through-December membership sales project. See page 22.

**THE NEW SPEECHCRAFT**—Dr. Frank E. X. Dance, a member of the TI Educational Advisory Committee and author of the revised Speechcraft program, tells about its effective application in your club's program. See page 28.



**HOW'S YOUR HUMOR?**—Toastmaster Rudy E. Rogers of Statesmen Club 3646-48 in Huntsville, Ala., relates his insights into the techniques of implanting humor in your speech — an integral part of the Toastmasters experience. See page 36.

# SUCCESS IS...



## HAPPY ANNIVERSARY

In this, our anniversary month, let us all stop for a moment, reflect, and take inventory. It's a good time to recall the original reason we joined Toastmasters.

What was our goal? What did we hope to accomplish in committing ourselves to these efforts?

Perhaps we joined to gain self-confidence or to express ourselves better on our job and in everyday situations. Maybe we became a Toastmaster because we wanted to play a more active part in community affairs. How about personal satisfaction — was becoming a better all-round individual one of our goals?

Whatever the reason, have we made progress? Have we really made an effort to improve? If not, then it's time to make a new start. It's time to resolve to pay closer attention and put more effort into our Toastmasters experience.

We should set a new goal to satisfy the needs of today. We can't afford to stand still because, in Toastmasters as in everything else, if we're not moving ahead it won't be long before we begin slipping back.

Let's use October to take stock. Our communication and leadership abilities cannot be developed unless we know our goal and then know how we will achieve it.

If we've lost sight of our goals, TI's October anniversary month observance and the special three-month, October-through-December, membership sales project is an excellent opportunity to get back on our Toastmasters toes. Get involved! This is the chance for every member to broaden his communication and leadership development.

Success is easier if we chart a course.

International President Arthur M. Diamond



## A Member Educational Aid . . .

# Educational Happenings For

## *Success* From **PROSPECT** to **GUEST** to **MEMBER** *Is . . .*

More Toastmasters would achieve success in membership sales projects if they knew where to look for potential members. Actually, new member prospects are everywhere. The problem frequently is how to identify and approach individuals with vastly different occupations and interests.

Start thinking about your sales approach to different individuals and be ready for TI's special three-month, October-through-December, membership sales project. Ask your club's administrative vice-president to order copies of TI's new pamphlet, "From Prospect to Guest to Member" (108), for each club member.

Then ask your club's educational vice-president and educational committee to develop a Table Topics session dealing with membership sales approaches. Give each member a chance to present his approach to a fictitious type of person.

The Topicmaster should ask each member to take notes. By the end of the session you and your fellow members should have 10 to 20 good membership sales techniques.

Remember, each individual is different and is motivated by different stimuli. Be prepared to tell an engineer, a chemist, a carpenter, a shop workman, an associate, and a taxicab driver about his Toastmasters opportunities.

The more you understand, from the testimonials of other Toastmasters, how the communication and leadership experience benefited them, the greater will be the interest and appreciation shown by your prospect.

# You and Your Club



## YOUR EVALUATION PLUS

Take a few minutes to answer the following questions and determine if you are prepared to be an evaluator when scheduled.

*MY CLUB* publishes and announces the names of all speakers and their evaluators at least two meetings before the speaking date.

YES \_\_\_\_\_ NO \_\_\_\_\_

*MY EDUCATIONAL Vice-president* provides project evaluation sheets for the evaluation of speakers who do not bring their manuals to the meetings.

YES \_\_\_\_\_ NO \_\_\_\_\_

*I CONTACT* the speaker I am assigned to evaluate before the meeting and determine which project he is presenting, his purpose, and the special points he would like me to watch.

YES \_\_\_\_\_ NO \_\_\_\_\_

*I BECOME* familiar with the evaluation guide for his project before the meeting.

YES \_\_\_\_\_ NO \_\_\_\_\_

*I GIVE* the speaker "full measure," both written and spoken, from the project evaluation outline.

YES \_\_\_\_\_ NO \_\_\_\_\_

If you answer "yes" to all five questions, you are providing your fellow members the standard of excellence (SOE) of *evaluation plus* — the pertinent information they need to round out the development of their communication and leadership abilities and successfully meet the challenge of their next project.

The few moments it takes to become familiar with the *Communication and Leadership Program* manual evaluation guides will benefit you, the speaker, and your fellow members.

Do not depend upon memory, and do not fall into the "performance evaluation" trap by reciting the same old lines — content, gestures, position, stance, movement . . .





# Your 39th International Convention

The 39th International convention in Portland, Ore., August 10-13, was one of the most fast-moving and productive conventions in Toastmasters history. The convention theme, "Success Is . . .," is indicative of the accomplishments by Toastmasters at the three-and-a-half-day, compact session of education, recognition, and organizational business.

## 1970-71 Leadership

Leadership for the coming year was determined at the Tuesday morning annual business meeting. Arthur M. Diamond of Wednesday Noon Club 462-11 in South Bend, Ind., was elected president of Toastmasters International.

Dr. Russell G. Herron of

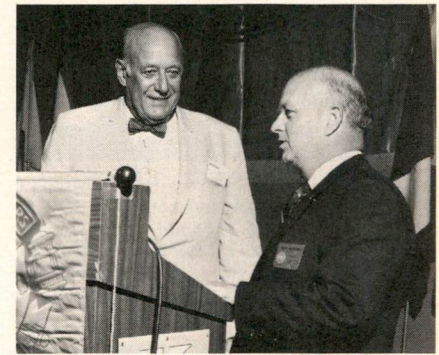
Los Caballeros Club 322-50 in Santa Monica, Calif., and Pt. Mugu (Calif.) Officers Club 3276-12 was elected senior vice-president; Donald W. Paape of Bow Valley Club 1492-42 in Calgary, Alta., Canada, was elected second vice-president; and David A. Corey, DTM, of Gosport Club 2896-66



**WELCOME TOASTMASTER** — Entrance banners display a congenial welcome and the 1970-71 theme, "Success Is . . .," at the entry to the Portland Hilton Ballroom.

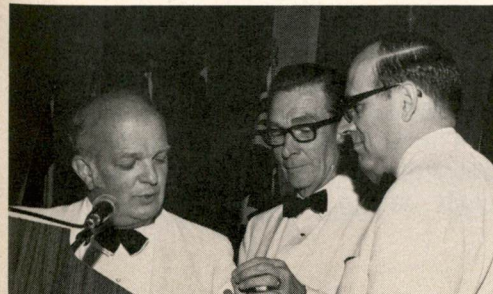


**GUEST SPEAKER** — President Howland introduces Dr. Millard Bennett, guest speaker at Monday's District Governors' Luncheon.



**TOASTMASTERS EXPERIENCE** — Portland City Commissioner Francis Ivancie, a former Toastmaster in Minnesota, accepts a memento from President Howland after the commissioner greeted Toastmasters at opening ceremonies.

**BADGE OF OFFICE** — Past International President Earl M. Potter (center) performs the duties of installing officer as he transfers the presidential pin from Ralph E. Howland (left) to Arthur M. Diamond.



**HEARTY WELCOME** — Oregon Governor Tom McCall (left) accepts a memento from President Howland during opening ceremonies where Governor McCall welcomed Toastmasters to Portland.







**"SIR BUD"** — International President Ralph E. Howland is "knighted" and inducted into the Portland society of the Royal Rosarians by Portland Rose Festival Queen Laurie I during convention opening ceremonies.

in Portsmouth, Va., was elected third vice-president.

Toastmasters elected to the TI Board of Directors were: Albert C. Burlingame, ATM, of Forum Club 1735-39 in Sacramento, Calif.; Francis J. Butler, ATM, of Westinghouse Gaveliers Club 3160-18 in Baltimore, Md.; Arthur T. Ottman of Evandin Club 418-11 in Evansville, Ind.; Clarence C. "Pete" Petersen of Lockheed



**A JOB WELL DONE**—Host District Chairman John H. Miller, ATM, (center) and Co-chairman Edward P. Miska, ATM, (left) accept accolades from President Diamond for their fine job in hosting the convention.



**SPEED READER** — David L. Schmidt, senior consultant with the management consulting firm of Lawrence-Leiter, Inc. presents "Read to Remember."

Club 1653-52 in Van Nuys, Calif.; Eldon H. Phillips of Marion (Ohio) Club 2020-10; Watt Pye of South Denver (Colo.) Club 1588-26; Gene D. Smythe, ATM, of ACIPCO Club 2011-48 in Birmingham, Ala.; and Clifford L. Thompson, ATM, of Lakers Club 388-6 in Edina, Minn.

The convention's worldwide attendance began building early on the weekend and, by

the time of the Monday morning opening ceremonies, the Portland Hilton Hotel was buzzing with talk about business, elections, educational sessions, videotaped activities, new club sponsorship, and other intriguing items on the convention program.

The convention's opening ceremonies were rousing, warm, and inspiring—enough to wake any sleepy Toastmaster after the busy Proxy Prowl activities the night before. The 234th Army Band of the Oregon National Guard presented the National Anthem while the Color Guard of the Oregon Military Academy Officers Candidate School paraded the banners.

### Many Dignitaries

Toastmasters were welcomed to the convention by a host of dignitaries including Oregon Governor Tom McCall, Portland City Commissioner Francis Ivancie, and Host District 7 Governor Carroll E. Hermanson, ATM.

Toastmasters attending the opening session witnessed a unique ceremony as officers of the Royal Rosarians inducted President Ralph E. Howland, ATM, into the Society of Royal Rosarians.

The traditional District Governors' Luncheon, honor-

ing the 1970-71 district governors, was featured at noon Monday. Guest speaker for the occasion was noted author and lecturer Millard Bennett, who delivered an entertaining discussion about motivation. Mr. Bennett is a member of Los Caballeros Club 322-50 in Santa Monica, Calif.

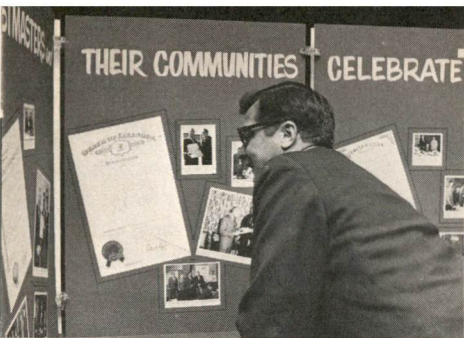
Activities resumed Monday afternoon with two organizational seminars in the main ballroom of the Portland Hilton. The first was a panel of the World Headquarters staff lead by Executive Director Robert T. Buck Engle who discussed the services and programs available to members, clubs, areas, and districts.

### Discuss Policies

The second presentation was a panel of International officers and committee chairmen, with President Howland presiding. The discussion centered on the policies and programs currently prominent in Toastmasters International.

Participating on the panel were President Howland; Senior Vice-President Arthur M. Diamond; Second Vice-President Dr. Russell G. Herron, chairman of the educational committee; Third Vice-President Donald W. Paape, chairman of the organization, planning and administration committee; Past International





**IDEA FAIR**—A Toastmaster develops an idea from one of the many exhibits at the convention Idea Fair.



**PORTLANDERS** — Don Davey, president of Blue Ox Club 1235-7 in Portland, heads up his club's delegation to the 39th International convention.



**LOCAL DELEGATION** — Bill Logan, president of Sunrise Club 1492-7 in Portland, leads his club's delegation at the convention.



**A PORTLAND CLUB** — Dale Kneeland, administrative vice-president of Chanticleers Club 622-7 in Portland, leads a delegation from his club.

President Earl M. Potter; Director George C. Scott, ATM, chairman of the district-club operations committee; Director James L. Wu, ATM, chairman of the community relations committee; and Executive Director Buck Engle.

Tuesday began bright and early with a Past International Presidents' Breakfast. At 9:00 a.m. the annual business meeting was brought to order by President Howland. Year-end

reports and minutes of the 1969 annual business meeting were presented for approval of the delegates.

Delegates at the annual business meeting approved five groups of amendments to the International Bylaws and District Constitution.

The first group provides for unanimous nomination of an individual for International Director if that person re-



**MODERN PROGRAMMING**—Videotaping one of the educational programs inspired great interest among Toastmasters who wanted to learn more about such usage for club, area, and district activities.

**WASHINGTON DELEGATION** — Jay Amin, president of Early Words Club 3657-7 in Longview, Wash., heads up delegation from his club.



ceives 75% or more of the votes cast at the regional conference. It also requires a majority of the votes cast at the annual business meeting for the election of a director.

Delegates standardized titles and provided requirements for each district to elect an educational lieutenant governor and an administrative lieutenant governor.

The third group of amendments provides for the require-

ment that all club presidents and club educational vice-presidents shall be members of their respective district councils.

Delegates also approved attendance requirements for district council meetings.

The fifth group of amendments are miscellaneous clarifications within the District Constitution.

Detailed explanation of the amendments were sent in May



to all club presidents and district governors.

President Howland introduced Past International President John B. Miller, chairman of the 1970 nominating committee, for official announcement of the candidates for International offices and directorships.

Elections were conducted; the results of which were mentioned earlier in this report.

Tuesday noon saw the Past International Officers and Directors Luncheon, a heartwarming, sentimental event, almost as a homecoming celebration.

Tuesday afternoon was the opening of the Idea Fair—where many excellent ideas were presented—and the kick-off for the presentation of a variety of new educational programs for clubs and mem-

**NUMBER ONE**—Stephen D. Boyd, winner of the International Speech Contest, accepts his honors from President Diamond.

**TO ALL**—Dr. Alvin A. Goldberg, a member of the TI Educational Advisory Committee, presents "The Speaker—To One and Many" as one of the several educational sessions Wednesday.

**AULD LANG SYNE**—Past International officers and directors talked over fond memories during a special Tuesday luncheon conducted in their honor.



**AMONG THE ELITE**—Ralph E. Howland takes his place among the elite corps of past International Presidents of Toastmasters International (from left) Paris S. Jackson, John B. Miller, J. Clark Chamberlain, Ralph Howland, Earl M. Potter, Joseph P. Rinnert, Alex P. Smekta, Sheldon M. Hayden, and Franklin McCrillis.

bers. Later in the afternoon Dr. Frank E. X. Dance, a member of the TI Educational Advisory Committee and a member of Gaveliers Club 1499-35 in Milwaukee, Wis., introduced TI's new Speechcraft program. Second Vice-President Russell G. Herron presided. Copies of the new Speechcraft manual were available for all Toastmasters attending the session.

#### Frontier Style

The Tuesday evening Western Whirl was a gala event and was attended by more than 700 Toastmasters, their wives, and guests. Presented by Host District 7, the party was given a western frontier spirit as many sported trail togs and gear. Party-goers were entertained by the New

Oregon Singers and the Jerry VanHoomissen Combo.

Educational sessions continued Wednesday morning with "Sponsoring a New Club." Second Vice-President Dr. Russell G. Herron was chairman and International Director Loring D. Dalton presided. The program included presentations by past International President John B. Miller, past International Director Charles S. Swan, and past Founders District Governor William W. Irwin, ATM. The program also included an instant replay demonstration on videotape by the Oregon Audio Visual Systems Co., Inc.

#### New Programs

Unveiling TI's new *Patterns in Programming* manual was the next presentation on the

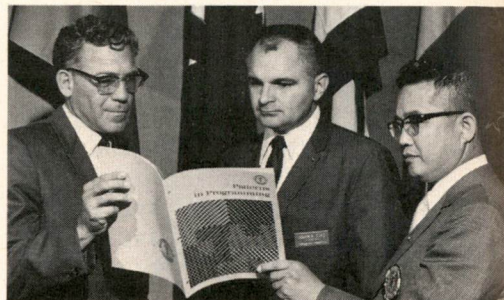


**LADIES' COFFEE**—Mrs. Arthur M. (Daggy) Diamond (left center) and Mrs. Ralph E. (Doris) Howland (right center) meet with Toastmasters wives at the Monday Ladies' Coffee.



**IN APPRECIATION**—President Howland presents certificates to panelists in the New Club Sponsorship educational program, (from left) past Founders District Governor William Erwin, past International President John B. Miller, and past International Director Charles Swan.

**FROM EXPERIENCE**—Past International Director John Diaz, ATM, (center) chats with Arthur F. Boeglin, ATM, (left) and Joshua K. Pang, ATM, past governors of 1969-70 President's Distinguished Districts, after a panel discussion they conducted introducing the new **Patterns in Programming** manual. Past District Governor Durwood E. English also participated in the discussion.



list. International Director John F. Diaz presided at this popular and important program, which included presentations by three of TI's 1969-70 President's Distinguished District governors—Durwood E. English, District 5; Albert F. Boeglin, ATM, District 23; and Joshua K. Pang, ATM, District 54.

"The Speaker—To One And Many," presented by Dr. Alvin A. Goldberg, a member of the TI Educational Advisory Committee, was one of the best re-

ceived programs. Presiding officer was International Director Frank J. Hurst.

Wednesday's compact schedule of educational programs continued into the afternoon with "The Standard of Excellence," an introduction of TI's new Distinguished Club Plan. International Director George C. Ireland, ATM, presided. Participating in the program were Executive Director Engle and three more governors of TI's 1969-70 President's Distinguished Districts — Da-

vid C. Brown, District 21; Hugh T. Burgay, ATM, District 47; and Donald E. Orput, District 57.

Another important program for Toastmasters was "Reading To Remember," presented by David L. Schmidt, senior consultant for Lawrence-Leiter Co., Kansas City, Mo. Presiding officer was International Director Joe N. Westergate Jr.

The traditional President's Dinner-Dance Wednesday evening and Thursday's Hall of Fame Breakfast, featuring the International speech contest and awards presentations, rounded off one of TI's most successful conventions.

### The Speakers

The Hall of Fame Breakfast featured eight speakers—representing each of the eight regions—in the International Speech Contest. Stephen D. Boyd, Region V, won first place with his intriguing speech, "What Are We Worth In The Auction Of Life?"

Second place winner was Andrew Keogh, Region VI, with his humorous speech, "I've Got A Horse," and Major Phil A. Stein, Region III, took third place with "The Forgotten Americans."

Nine Past International Presidents participated in the Hall of Fame presentations and other activities of the con-

vention. They were: J. Clark Chamberlain (1930-32), Sheldon M. Hayden (1940-41), Franklin McCrillis (1945-46), Joseph P. Rinnert (1946-47), Paul W. Haeberlin (1957-58), Alex P. Smekta (1963-64), Paris S. Jackson (1964-65), John B. Miller (1966-67), and Earl M. Potter (1968-69).

Winner of the International Taped Speech Contest was Niall Behan of Shannon Club 44-TCBI in County Clare, Ireland, whose speech title was "Mistaken Identity."

Second place winner in the taped speech contest was Peter B. Wood of Ingham Club 3028-TCA in Ingham, Queensland, Australia, who spoke about the subject of "Should I Take The Opportunity?"

Third place winner in the taped speech contest was Teh-Ying Hsu of Tainan Taiwan Club 3102-U in Tainan, Taiwan, with the topic of "The Significance of American Spirit."

### TI's Banner

The convention theme, "Success Is..." will be carried as the President's banner throughout the 1970-71 year. It will stand for our devotion to better communication and leadership, as well as our pride in Toastmasters.

Success to you from your officers, directors, and WHQ staff!



# 1969-1970 TI HALL OF FAME

## PRESIDENT'S DISTINGUISHED DISTRICTS

Six **President's Distinguished District** awards were presented, three among districts having 40 or more clubs and three among districts having fewer than 40 clubs.

**District 5**, under the leadership of Governor Durwood E. English; **District 21**, under the leadership of Governor David C. Brown; and **District 47**, under the leadership of Governor Hugh T. Burgay, ATM, earned an award in the category of districts having 40 or more clubs.

**District 23**, under the leadership of Governor Albert F. Boeglin, ATM; **District 54**, under the leadership of Governor Joshua K. Pang, ATM; and **District 57**, under the leadership of Governor Donald E. Orput, earned an award in the category of districts having fewer than 40 clubs.

To gain further recognition of this achievement, it is suggested that "President's Distinguished District 1969-70" be included on these districts' bulletins and stationery.



**A DISTINGUISHED GROUP** — Past International Director George C. Ireland, ATM (left), chats with Hugh T. Burgay, ATM, and Donald E. Orput, governors of 1969-70 **President's Distinguished Districts**, about the new Distinguished Club Plan. The three, with David C. Brown, also governor of a 1969-70 **President's Distinguished District**, conducted a panel discussion about the Distinguished Club Plan.

## DISTINGUISHED DISTRICTS

These districts distinguished themselves during the past year by exhibiting outstanding performance and *participation* in each of the *Distinguished District Program* categories:

*(With 40 or More Clubs)*

<b>District 4</b> .....	William J. Hurley, ATM, Governor
<b>District 6</b> .....	Clifford L. Thompson, ATM, Governor
<b>District 8</b> .....	Wilbur J. Fox, Governor
<b>District 14</b> .....	Cecil Passmore Jr., ATM, Governor
<b>District 16</b> .....	Richard E. Schneider, ATM, Governor
<b>District 19</b> .....	Jack H. Hotchkiss, ATM, Governor
<b>District 25</b> .....	Earl Bernhart, Governor
<b>District 36</b> .....	Robert J. Mindak, ATM, Governor
<b>District 37</b> .....	Leonard C. Butler, ATM, Governor
<b>District 38</b> .....	Francis E. Swiacki, Governor
<b>District 40</b> .....	Carl Harrington, Governor
<b>District 56</b> .....	Norris W. Yates Jr., Governor

*(With Less Than 40 Clubs)*

<b>District 32</b> .....	Don Anderson, Governor
<b>District 44</b> .....	Robert F. Spikes, Governor
<b>District 49</b> .....	John M. Coppinger, Governor
<b>District 50</b> .....	Leon E. Blakely Jr., ATM, Governor
<b>District 60</b> .....	Laurie Erwin, Governor





**TOP TEN CLUB BULLETINS** — Past International President Franklin McCrillis presented ribbons to representatives of the Top Ten Club Bulletins. Accepting the honors were Robert Selover, ATM; past District 16 Governor Richard E. Schneider, ATM; Theodore Berenthien; Bernie Searle; Bill Hayes; District 36 Governor Levi E. Bottens; Ronald Chapman; and Carl Jacobs.

### TOP TEN CLUB BULLETINS

The Hall of Fame publications awards in **Top Ten Club Bulletin** competition were won by: **EL CANTO DEL GALLO**, Los Gallos de la Bahia Club 3400-4, Wilford Smith, editor; **THE PONCA TOASTER**, Ponca City Club 1846-16, Derry D. Sparlin, editor; **THE GUNPOWDER REPORTER**, Gunpowder Club 2562-18, Hugh Carlon, editor; **THE SOUND**, Telespeakers Club 2328-21, Mike W. Wanstall, editor; **TM NEWS**, Schlitz Club 1989-35, Bill Hayes, editor; **THE RETORT**, NBS Club 3495-36, Nick Calvano, editor; **THE FORUM YAK**, NRL Forum Club, 3614-36, Vic Piatt, editor; **NEWS AND VIEWS**, York Club 2435-38, Herb Elliott, editor; **PEKISKWAWIN**, Edmonton YMCA Club 2478-42, Ronald Chapman, editor; and **THE PHILOSOPHER**, Saint John Club 1479-45, W.B. Deedo, editor.

### NEW CLUB SPONSORSHIP

There were 103 clubs which made a contribution to their community and discovered the satisfaction of sponsoring a new club during the past year. One Toastmasters club, **SAA Club 2884-18** in Baltimore, Md., sponsored two new clubs in 1969-70.

### ABLE TOASTMASTERS (ATM)

Three hundred and eighteen members became **Able Toastmasters** between July 1, 1969 to June 30, 1970. This is more than in any previous year and represents almost 25 percent of the total number of Toastmasters who have earned ATM status.



**TOP TEN CLUBS** — Past International President Paris S. Jackson presented ribbons and certificates to representatives of the 1969-70 Top Ten Clubs. Accepting the honors were Kenneth Skinner; Robert Selover, ATM; past International President Earl M. Potter; past International Director Bill Smith; Rolf Buschhaus; Norm Gillette; District 35 Governor Terry A. Wunsch; past District 47 Governor Hugh T. Burgay, ATM; Chuck Allen, ATM; and District 48 Governor Clyde Ward, ATM.

### TOP TEN CLUBS

These are the Toastmasters International **Top Ten Clubs** for 1969-70, based upon their club achievement programs:

**Papago Club 2694-3**  
Phoenix, Ariz.

**Los Gallos de la Bahia Club 3400-4**  
Sunnyvale, Calif.

**St. Clair Club 496-8**  
Belleville, Ill.

**Anthony Wayne Club 1380-28**  
Toledo, Ohio

**Schlitz Club 1989-35**  
Milwaukee, Wisc.

**UniRoyal Club 2510-35**  
Eau Claire, Wisc.

**Hales Toasters Club 3667-35**  
Hales Corners, Wisc.

**Fort Lauderdale Club 2004-47**  
Fort Lauderdale, Fla.

**Redstone Club 1932-48**  
Huntsville, Ala.

**Mason-Dixon Club 2186-48**  
Huntsville, Ala.

To gain further recognition for this achievement, it is suggested that "International Top Ten Club 1969-70" be included on these clubs' bulletins and stationery.

### TOP TEN DISTRICT BULLETINS

The Hall of Fame publications awards in **Top Ten District Bulletin** competition were won by: **THE FOURCASTER**, District 4, James K. Amende, editor; **DISTRICT 7 NEWS**, District 7, Dick Green, editor; **TOASTMASTERSHIP/35**, District 35, Dale McIntyre, editor; **TARHEEL TALKER**, District 37, Bill McManus, editor; **THE LECTERN**, District 46, Marilyn Bolland, editor; **THE SUNSHINER**, District 47, Morris Middleton, editor; **SPARK PLUG**, District 50, Leon E. Blakely, editor; **YANKEE 53 DISTRICT NEWS**, District 53, Paul W. Flannery, editor; **THE REDWOOD LOG**, District 57, Bert Morgan, editor; and **MIRROR**, District 64, Tom Scott, editor.



## DISTRICT AREA GOVERNORS OF THE YEAR

These Toastmasters were named **Area Governor of the Year** for 1969-70, as announced by their district governor:

Howard R. Clark	D-F	Richard T. Roher	D-36
Vit Eckersdorf	D-4	Melvin B. Garner, ATM	D-37
Guy Shackley	D-5	James D. Beissel, Sr.	D-38
William H. Vornwald	D-6	Hubert E. Dobson, ATM	D-40
Josef Seidel	D-8	Connie Goeringer	D-44
Wayne L. Henderson	D-11	Michael Shayne, DTM	D-47
Ted Olcovich	D-12	Vachael L. Keeble	D-48
C. B. Clark	D-14	Richard W. Jascha	D-49
Warren C. Reeves	D-15	R. Duane Anderson	D-50
Page D. Waller	D-16	Edward R. Casper	D-52
Kenneth L. Hoer	D-19	William Armon	D-54
Aubrey Squire	D-21	George F. Bushee, Jr.	D-56
Vicente Fresquez	D-23	David A. Roberts, ATM	D-57
Tom Alexander	D-25	Creighton E. Likes Jr.	D-58
Charles Jacquemotte	D-28	William E. Reid	D-60
Robert W. Harris	D-29	John Tolbert	D-63
Kenneth F. Bjorkquist	D-30	John Lewis	D-64
Charles L. Russell	D-31	Ray Tardiff	D-65
Robert L. Erckert	D-32	Eugene M. Diamond	D-66
Louis J. Ahlbach	D-34	Frank P. Lombardo II	D-68
		William J. Hayes III	D-35

## DISTINGUISHED TOASTMASTERS (DTM)

TI's highest member-recognition, **Distinguished Toastmaster** award, was presented to these men during 1969-70:

Edward B. White, DTM Beaver Valley Club 752-13	Leonard C. Butler, DTM Downtown Club 1386-37
Randall E. Winters, DTM Opportunity Club 451-19	Michael G. Shayne, DTM Fort Lauderdale Club 2004-47
Sandy Robertson, DTM Victoria Beaver Club 790-21	John Bowman, DTM Sunrise Club 2508-47
Clark E. Crouch, DTM Richland Club 406-33	Arthur Burton, DTM Pompano Beach Club 3003-47
J. D. Ayraud, DTM J.C. Club 2424-35	Vincent Ring, DTM Pompano Beach Club 3003-47
Dwight R. Johnson, DTM UniRoyal Club 2510-35	John Y. C. Mow, DTM MCAFAN Club 737-49
Milan Horvate, DTM Hales Toasters Club 3667-35	I. William Hollander, DTM Hamilton Standard Club 3037-53
David A. Corey, DTM Gospport Club 2896-66	

## "PRESIDENT'S 40" CLUBS

These clubs achieved and maintained the 40-member club maximum and have been designated "**President's 40**" clubs during the past year:

<b>DISTRICT 3</b> Papago Club 2694	<b>DISTRICT 38</b> Bull Horn Club 2513 New Holland Sperry Rand Club 3155 DSPC Club 3403
<b>DISTRICT 5</b> Professional Men's Club 624	<b>DISTRICT 47</b> Fort Lauderdale Club 2004
<b>DISTRICT 6</b> Dan Patch Club 1280	<b>DISTRICT 52</b> Water and Power Club 3629
<b>DISTRICT 7</b> Early Words Club 3657	<b>DISTRICT 56</b> Texas Talkers Club 3731
<b>DISTRICT 8</b> St. Clair Club 496	<b>DISTRICT 61</b> Joliette Club 1669
<b>DISTRICT 11</b> New Albany Club 410	<b>DISTRICT 68</b> Business and Professional Men's Club 1169
<b>DISTRICT 13</b> Pittsburgh Club 144	<b>TCA</b> Sea Eagles Club 2951
<b>DISTRICT 16</b> Ponca City Club 1846	<b>DISTRICT U</b> Esso Club 1374 First Bahamas Branch Club 1600 Aruba Club 2688 Auckland Club 3593
<b>DISTRICT 28</b> Anthony Wayne Club 1380	
<b>DISTRICT 35</b> Schlitz Club 1989 UniRoyal Club 2510	
<b>DISTRICT 37</b> Raleigh Club 843 Queen City Club 1420	

## DISTRICT OUTSTANDING TOASTMASTERS

These members were recipients of their district's **Outstanding Toastmaster of the Year** award for 1969-70:

Dalbert Rychter	D-2	Robert A. Ingram	D-37
W. C. Campbell	D-4	John Darcangelis, ATM	D-38
Charles Pike	D-5	Michael P. Diehl	D-40
Mario Pedercini	D-6	Al Fahlman	D-42
Kenneth E. Herman, ATM	D-7	Joe Mat Smith	D-44
Harold A. Proffitt	D-8	Charles Swan	D-47
Eldon Phillips	D-10	J. Malcolm Tagg	D-48
C. F. Guida, ATM	D-14	John Y. Lee	D-49
Dale C. Meredith	D-16	Clayton Lingman	D-50
Charles R. Stalkel	D-19	Bill Smith, ATM	D-52
Sandy Robertson, DTM	D-21	David Dickson	D-54
F. Thomas Starkweather, ATM	D-23	Henry Blamblett	D-56
Ed Kitchens	D-25	Bruno Franceschi	D-57
William B. Engle	D-28	Arch Owen	D-58
Rhoten Willhoit	D-29	Thomas J. Seaman	D-60
Daniel M. Shea	D-31	Howard Perry	D-63
Robert W. Elder, ATM	D-32	John Tyler	D-64
Robert H. Hessel	D-35	Raymond Manners	D-65
Donald M. Fisher	D-36	David A. Corey, DTM	D-66



*Your Success Is . . .*

## Membership Sales

Score Big on the TI 1970-71 Scoreboard of Membership Sales.

Each month, November-through-June, those Toastmasters, clubs, areas, and districts scoring the largest number of new members (new, transferred, and reinstated) will be reported on *The Toastmaster* magazine's Membership Sales Scoreboard. Put your name and your club, area, and district at the top. Make a membership sale.

Let us know your club's membership sales plans, action, and results. Each month we will report successful club membership sales program results.

Mr. Club President, Mr. Area Governor, and Mr. District Governor: Will your organization be at the top of the scoreboard? Get started in high gear in the special project of October Anniversary Month and during the special membership sales project October, November, and December — THEN continue through the year.

Each club and each district set a monthly membership goal starting with October, 1970, and running through June, 1971.

### Your Success Is . . . in 1970-71

- A special certificate to every member who sponsors three or more new members. (Clubs to report to WHQ)
- Names of those men who sponsor five or more new members listed on the TI Scoreboard of *The Toastmaster* magazine. (Clubs to report to WHQ)

- Special certificates and recognition to the top 25 districts in this project.

(All competition is based on membership sales between October, 1970, and June, 1971.)

### Get In The Act

Get involved! This is your program and you can reap the benefits. The more members your club has, the more experience in interpersonal communication you and your fellow members receive from the Toastmasters program.

### Look For Sales Ideas

"How am I supposed to go out and find new Toastmasters?" is an easy question to answer. Many successful answers to this question and others you might have were mailed to your club's administrative vice-president in September.

- *Membership Sales Program* (1159). This is a wealth of ideas for attracting new members and obtaining publicity for your club.
- *From Prospect to Guest to Member* (108). This pamphlet tells how to find prospects, what to say, and how to stimulate their interest in becoming a member.

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### YOUR SPEECH CONTEST SUGGESTIONS

*World Headquarters has been asked by your board of directors to review and make recommendations concerning:*

1. *TI Speech Contest rules.*
2. *Speech Contest Judging worksheets.*
3. *TP's "How to . . ." manual for arranging and conducting speech contests.*

*We solicit your ideas and suggestions for modernizing each of these three items. Please send your comments to:*

*Toastmasters International*

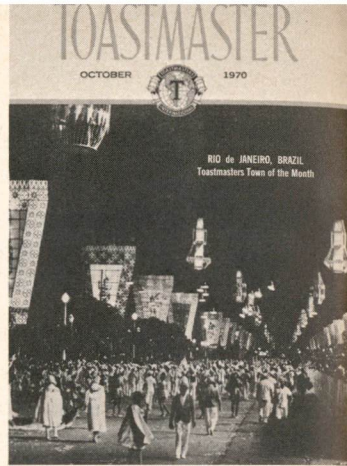
*P.O. Box 10400*

*Santa Ana, California, U.S.A. 92711*

*ATTN: Speech Contest*

*(All comments must be received by WHQ prior to Dec. 15, 1970.)*





## TOASTMASTERS TOWN OF THE MONTH — RIO de JANEIRO

RIO de JANEIRO, Brazil, is the cultural center of Brazil. It plays host to international film and song festivals and provides theater and art museums, a fine symphony orchestra, and an opera season.

Rio was carved out of the mountains along the south Atlantic seacoast after the Portuguese landed here in 1502. The subtropical climate, warm ocean currents, cool mountain air, and abundant sunshine provide its 5-million inhabitants year-round enjoyment of the vast beaches and rolling green waves of the Atlantic Ocean.

Brazil's ethnic and cultural ties — a mixture of Portuguese, African, Indian, and European — have resulted in a hospitable, music-loving, and rhythmic people who created the bossa-nova and produced many musical hits such as "The Girl From Ipanema."

Carnival in Rio has been copied by many cities around the world, but none equals the Brazilian gaiety that attracts hundreds of thousands of tourists each year.

Famous Sugarloaf, reached only by cablecar, is one of the world's natural beauty locations. Its peak offers a striking harbor panorama.

Rio is the home of Carioca Club 3133-U — truly an international group of Toastmasters (American, Brazilian, British, Cuban, and Dutch) — which conducts its weekly meetings in English at the Brazilian Press Assn. Club information is published regularly in the local English-language newspaper, the "Brazil Herald."

# Honor Roll

Congratulations to the following Toastmasters who have completed the Toastmasters Communication and Leadership program.

## ABLE TOASTMASTERS (ATM)

### Certificates of Achievement

Each of these men is entitled to add ATM after his name.

**Ralph L. Nathan, ATM**  
Pomona Club 12-F

**Claude J. Fritz, ATM**  
North Platte Club 2739-24

**William W. Irwin, ATM**  
Friendly Club 300-F

**Dr. Val Skalski, ATM**  
Toledo Club 1001-28

**Alan P. Scherer, ATM**  
Eye -Opener Club 2607-3

**J. David Wolfe, ATM**  
Jackson County Club 1871-29

**Oliver Redington, ATM**  
Redwood City Club 27-4

**William B. Gobel, ATM**  
Uptown Club 830-30

**Herbert A. Reese, ATM**  
Downtown Club 65-4

**Edward G. Hines, ATM**  
Quincy Club 675-31

**A. Bruce Magyar, ATM**  
Early Risers Club 2117-4

**B. J. Docherty, ATM**  
Cascade Club 986-32

**Orval D. McCoy, ATM**  
Cactus Gavel Club 120-5

**Robert E. Morrison, ATM**  
Break-O-Day Club 1623-32

**Albert L. Green, ATM**  
Oregon Trail Club 480-7

**Victor R. Piatt, ATM**  
NRL Forum Club 3614-36

**Kenneth E. Herman, ATM**  
Totem Pole Club 610-7

**Allen R. Ivey, ATM**  
State Farm Club 1178-47

**Ross L. Poggenpohl, ATM**  
Logan County Agricultural Club 2808-8

**Hubert Jagger, ATM**  
Sunshine City Club 3524-47

**Chester L. Cline, ATM**  
Capital City Club 3813-16

**Edgar D. Jester, ATM**  
McKinley Club 467-54

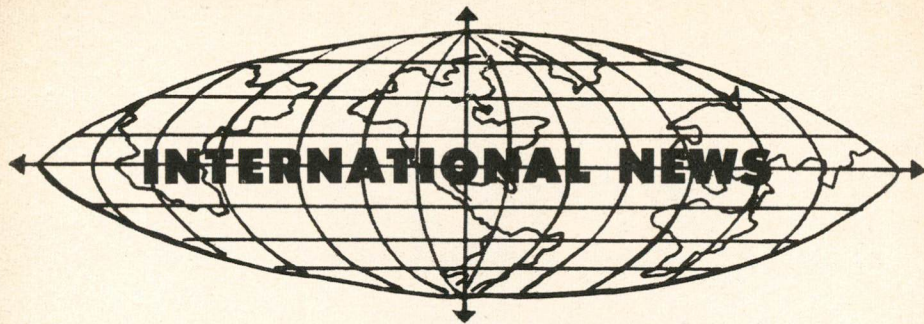
**Karol A. Nitkoski, ATM**  
Town Criers Club 2898-18

**Paul G. Inman, ATM**  
Cheyenne Club 798-55

**Gilmore E. Jondahl, ATM**  
Tall Towers Club 334-20

**Samuel K. Szeto, ATM**  
Laemthong Club 1635-U





### Convention Attention

Members of **Broadway Club 789-7** in Portland gained community awareness and front page news coverage in "The Journal of Commerce" when they conducted their luncheon meeting in a city park. The meeting was aimed at drawing attention to the 39th International convention.

### Presidential Fete

Twenty-one past club presidents were in attendance at the 20th anniversary celebration of **Broadway Club 789-7** in Portland, Ore.

### Fishy Joint Meeting

Members of **Corpus Christi (Tex.) Club 993-56** and **N.A.S. Club 1409-56** conducted a joint meeting aboard two sailboats lashed together in Corpus Christi Bay. The meeting (and sailboats) braved winds up to 22 miles an hour.

### In The Park

Members of **Newberg (Ore.) Club 588-7** conducted their breakfast meeting at a city park in an effort to give speakers "open-air" experience as well as gain community awareness.



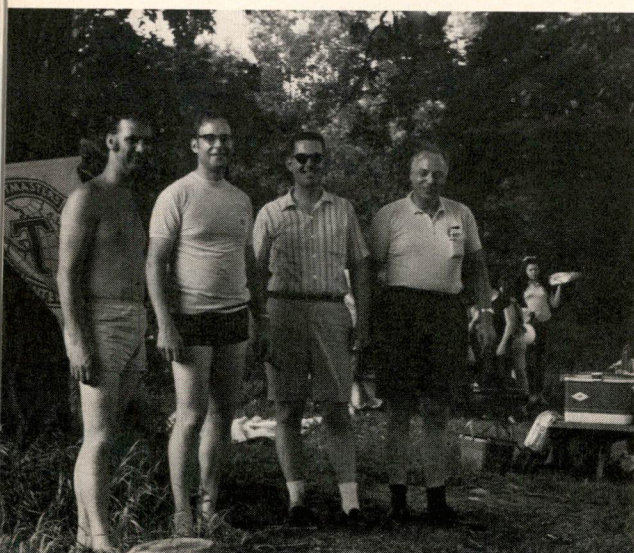
**INSTALLATION BANQUET** — Members of **Earlybird Club 3659-47**, **Sunrise Club 2508-47**, and **Happy Valley Club 2096-47**, Ft. Lauderdale, Fla., combined for a joint installation conducted by District 47 Governor John Bowman, ATM, and Area Four Governor Robert Dooley.

### Honor Club

Members of **Park Ridge (Ill.) Club 381-30** won five trophies during the recent District 30 Spring Conference: first in Achievement Manual competition, largest participation in Operation Patrick Henry, largest attendance at district fall and spring conferences, and second largest club membership in the district.

### Invitation Effort

Members of **Thunderbird Club 1566-16** in Tulsa, Okla., are participating in the **Toastmasters Invitation** effort by providing speakers to discuss the TI program before business organizations in their area. The talks are followed up by a list of the clubs in the Tulsa area and an invitation to attend a Toastmasters club meeting.



**AREA PICNIC** — District 35 Governor Terry Wunsch (left) installs new officers for Area NS-Two (from left), Deputy John Becker, **JC's Club 2424-35**; Governor Bill Monteith, **ESM Club 3652-35**; and Deputy Rolf Buschhaus, **Schlitz Club 1989-35**, in the Milwaukee, Wisc., area.

## CLUB ANNIVERSARIES — NOVEMBER

### 30 YEARS

**Athenian Club 174-8**  
Jacksonville, Illinois

### 20 YEARS

**Mattel Club 887-50**  
Hawthorne, California  
**Monument Club 898-36**  
Washington, D.C.  
**Astoria Club 775-7**  
Astoria, Oregon  
**Dumbarton Club 919-TCBI**  
Dumbarton, Scotland

### 15 YEARS

**Las Cruces Club 1938-23**  
Las Cruces, New Mexico  
**Dallas Club 1933-7**  
Dallas, Oregon  
**Executive Club 1783-25**  
Dallas, Texas  
**Demosthenes Club 972-33**  
Yakima, Washington  
**Azores Club 1910-U**  
Lajes Field, Azores  
**Loughborough Club 1982-TCBI**  
Leicestershire, England  
**Dundee Club 1934-TCBI**  
Dundee, Scotland



**SUCCESS IS...**

# Speechcraft Revised

## *An Enriched Club— Member Experience*

By **DR. FRANK E. X. DANCE**

Research has repeatedly proven that the richer your experiences, the more likely you will be a fully developed person, both physically and mentally. There also is a greater likelihood that you will be more successful in every endeavor.

One of adult education's most successful examples in this area is Toastmasters International. Its results frequently are used as reference for the increasing amount of research into this field.

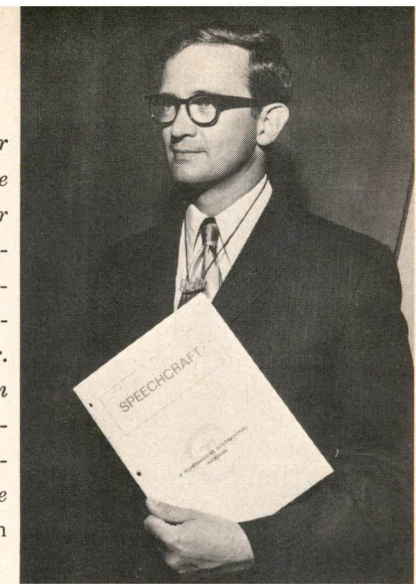
In the spirit of continued advancement and in cooperation with members of the academic community, Toastmasters International last year produced the two-section *Communication and Leadership*

*Program*. It is based upon the latest research and is designed to build upon the traditional TI experience.

This year, TI presents a revision of the Speechcraft program. It is the result of the ever-present requirement to maintain and use the most advanced information gained from experience, research, and society's requirements.

The new TI Speechcraft program is the result of ef-

*Dr. Frank E. X. Dance has been a member of TI's Educational Advisory Committee since 1968 and has been a Toastmaster since 1954. He is professor of communication and director of the Speech Communication Center at the University of Wisconsin at Milwaukee. Publications by Dr. Dance have dealt with areas of human communication and adult speech communication. In addition to numerous articles, he is the author of three books, the latest of which is Human Communication Theory, published in 1967.*



forts to enrich the Toastmasters experience both for club members and for Speechcrafters. It is based upon research drawn from four sources: 1) TI experience, 2) TI goals, 3) Adult education research, and 4) Adult speech communication research and practice.

### **Four Thoughts**

1) In preparing the new Speechcraft program many worthwhile suggestions, based upon Toastmasters experience and knowledge, were examined. World Headquarters solicited letters from Toastmasters and clubs that had successfully conducted Speechcraft programs. In addition to the letters, both solicited and unsolicited, sample Speechcraft programs were reviewed and analyzed. Many variations on

the general Speechcraft theme were given full consideration in terms of their applicability to the TI organization and of their contribution to the goals of TI and of Speechcraft. Also, active Toastmasters with Speechcraft experience were personally consulted.

### **TI's Goals**

2) The new Speechcraft program is designed to meet TI's stated goals. Among TI's charter objectives are: a) To provide educational opportunities in communication and leadership, b) To better prepare men for participation in business, the professions, government, and the community, and c) To have a program which provides for definite membership growth. The new Speechcraft program is de-



signed to contribute to each of these charter goals.

Your goals, and those of your club, also were considered. Clubs are always faced with a membership challenge and with the challenge of providing continued stimulation to members. Clubs also face the task of initiating and maintaining good community relations. The new Speechcraft program is designed to help each club meet these challenges.

#### Your Viewpoint

From the individual member's viewpoint the new Speechcraft program provides you with additional valuable experience in speech communication before new audiences, thus enhancing your personal development in communication and leadership. Every member should practice the aspects of this program when they participate in club activities — Table Topics, invocations, business meetings, and all happenings in a standard of excellence Toastmasters program.

In order to meet TI's goals on the International, club, and individual level the new Speechcraft program is designed to be conducted *only* during your club meetings, and it is integrated with the *Communication and Leadership*

*Program* and other existing TI programs.

By conducting Speechcraft as it is set forth in the manual, you and your clubs will gain added respect from the business community both for TI, in general, and for Speechcraft, in particular.

3) Adult education has existed ever since the first person decided that, in order to survive and prosper, he had to add more to his knowledge and skills than what he has learned as a child or in school. Adult education covers institutions, such as libraries, and individuals, such as the man who joins Toastmasters to become a better communicator.

#### Adults Learn

The 20th century has seen a great deal of important adult education research conducted. When someone says, "*Oh, I can't learn that, I'm too old,*" the research proves him wrong. When someone says, "*Remember we're dealing with adults, you can't expect them to be interested in theory,*" research proves him wrong, and when someone says, "*You've got to keep it simple for adult learners,*" research proves him wrong. Careful research and plentiful experience proves that *adults can learn as much, qualitatively and quantitatively, as can children and youths. Re-*

search and experience indicate that normal adults can continue to learn throughout their life—if they keep at it. The only decline in adult learning is a decline in speed as an adult reaches his middle 50's and beyond—and the decline in speed is caused by disuse. If the adult learner has kept exercising his learning capacity it is unlikely that there will be a decline in speed.

#### Needed Exercise

Adults *can* learn. Adults can learn anything that anyone else, at any age, can learn. Adults appreciate the value of good theory more than non-adults. They can make better practical application of good theory than can non-adults. Adults like to learn. They like to learn theory as long as they can see that it has a practical application.

Adult education research proves that adults are capable, energetic, and highly skilled learners; they are anxious to make practical application of the material they study.

Toastmasters International, throughout its history, has borne out what the research has theoretically indicated. Intuitively, TI concentrates in an area most adults feel their needs and seek to fulfill them —*the area of personal communication and leadership. Al-*

most every organized program in adult education boasts courses and programs in public speaking, parliamentary procedure, conversation, and other face-to-face communication skills.

Surveys of formal university evening adult education programs indicate that adults enter into speech communication skills programs for one or more of four basic reasons: 1) To acquire increased self-confidence, 2) To learn how to think on their feet, 3) To increase vocational efficiency, and 4) To engage in situations providing new social contacts. The new Speechcraft program is designed specifically to meet these needs.

#### Action Goals

Research in adult education indicates that programs are better accepted if they bring about small but noticeable improvement. The new Speechcraft program offers specific action goals for each session, action goals which the Speechcrafter can strive to fulfill. When he fulfills them he can appreciate their impact upon his daily communicative behavior and success.

Research also stresses the need for reinforcement of activities which are desired. When you see someone do something good and you want



## Toastmasters International Board of Directors November Meeting Set

The Toastmasters International  
Board of Directors will conduct its  
regular fall meeting at World  
Headquarters in Santa Ana, California,  
during November 12-14, 1970.

The new Speechcraft program is designed to meet your needs and goals as well as those of the Speechcraft. By meeting both of these Speechcraft goals he meets TI's goals. Adult education is a need and a promise. A need arising from a rapidly developing technological society that must have matching people-development. A promise that adults, grouped together in an organization such as Toastmasters International, can meet the needs of individuals and society through programs like Speechcraft.

**content areas: Topic Selection, Audience Analysis, the Role of Language in Speech Communication, and Using Audio-visuals.** Assistance in developing the Speechcrafters' self-confidence is provided throughout the program. Workshop laboratories allow the Speechcrafters to benefit from the personal advice and guidance of an experienced Toastmaster. The Speechcraft has several opportunities to hear club members' speeches and thus profit from the accomplished speakers' example.

Research indicated that the adult learners. important to let him know that his effort was noted and appreciated. Positive reinforcement, the conscious effort to help an individual recognize that what he did was correct, has been built into the new Speechcraft program.

Laboratory sessions are part of the new program: sessions during which the Speechcrafters get to know the club members and, at the same time, acquire new skills in personal communication. He also is fulfilled with models of good speech communication. It only can do this in your club meetings.

*In addition, Toastmasters speaker models have developed their own skills and expertise by following the same program the Speechcraft is being asked to follow. Models are important, and the TI Club experience provides models in greater abundance and better quality than any other program.*

The new Speechcraft program will be conducted within the club setting without unduly disrupting the members' club program. Speechcraft is planned so the club's activities progress at the same time as the Speechcraft program is being conducted. The Speechcraft program continues for eight sessions and covers these kinds of speaking experiences have been most beneficial for

him to do it again, it is important to let him know that his effort was noted and appreciated. Positive reinforcement, the conscious effort to help an individual recognize that what he did was correct, has been built into the new Speechcraft program.

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### Programs Analyzed

4) Adult speech communication education is the continuing, intentional, and purposeful development of a mature individual's resources, ability, and facility for expressing his thoughts and emotions. In comparing the new Speechcraft program, dozens of university, high school, and adult school programs in adult speech communication were analyzed in terms of their content and methodology. From this intensive examination came a list of topics repeatedly appearing in these programs, a feeling for the number of sessions that should be offered, and some insight into what kinds of speaking experiences have been most beneficial for



# TOASTMASTERS ON THE MOVE



## Fellowship Won

Charles H. Eubanks of Natural Gassers Club 1875-44 in Amarillo, Tex., was awarded membership in the **International Fellowship of Certified Collectors** of the American Collectors Assn., Inc.

## Named Director

Robert E. Herndon, District 37 senior educational lieutenant governor, was named director of the **Concentrated Employment Program** for the North Carolina Manpower Development Corp.

## Two Nominated

Club President **Sam W. Taylor** and Past President **Jim Straiton** of Econchati Club 2313-48 in Montgomery, Ala., have won their party's nomination for the Alabama House of Representatives. Both attribute their achievement to the Toastmasters communication and leadership program.

## Anniversary Publicized

District 29 Governor **D. E. "Doc" Wilson** was interviewed on the "Dot Moore Show" on **WALA, Channel 10**, in Mobile, Ala., to help publicize his district's observance of its 20th anniversary. The event was given extensive press coverage and the Mobile Mayor proclaimed "Toastmasters Week" for the occasion.



**FOR THE VISIT** — Rolf Buschhaus, president of the Schlitz Club 1989-35 in Milwaukee, Wisc., presents **Al Cooper**, president of Hartford (Wisc.) Club 2317-35, with decorative beer stein in commemoration of the joint meeting of the two clubs.

**SPECIAL RECOGNITION** — Hope Moffatt, past District 64 governor (right), on his 25th year as a Toastmaster accepts **Personally Speaking**, by TI Founder Ralph C. Smedley, from International President Arthur M. Diamond.



## Article Published

An article about Toastmasters International written by TI Executive Director **Robert T. Buck Engle** was published in the July, 1970, issue of **Parliamentary Journal**, a publication of the American Institute of Parliamentarians.

## Official Installation

When **Pine Bluff (Ark.) Arsenal Club 1204-43** conducted its officer installation, Col. Clyde L. Friar, commander of Pine Bluff Arsenal, presided as special installing officer.

**CONGRATULATED** — **Josef Seidel** (right) of Conductor Club 3420-8 is congratulated by George W. Martin (center), engineering services manager, and D. C. Arnold, president of Conductor Corp., St. Charles, Mo., after he was elected a District 8 lieutenant governor. Toastmaster Seidel also was awarded the **Harry Hodde Sr. Memorial Award** for his selection as District Outstanding Area Governor.





# Humor In Your Speech

By RUDY E. ROGERS

Possibly the most rewarding aspect of speech is the inclusion of humor. Without humor a Toastmaster is not a complete speaker. But, like most good things, it requires work to achieve and practice to maintain.

What can humor do for you? It can break the ice with an indifferent, hostile, or formal audience, and it can reclaim lost interest in a speech. Humor can enliven a speech, add color to it, and mean the difference between a plain or superior speech. It can illustrate more vividly and accurately than any other method.

Abraham Lincoln frequently used an anecdote as a means of illustration because it is a common ground for understanding with the individuals of various backgrounds in an audience.

Whether his listeners were professors or backwoodsmen, Lincoln's points were conveyed precisely. His mastery of the art was instrumental in his achievements.

Successful humor delivery requires careful preparation — a point often overlooked because people tend to consider it an innate ability. If their humor falls short they dismiss it on the grounds that they lack that special talent.

Preparation can be divided into three phases: 1) characterize your audience, 2) develop your speech material, and 3) select and practice your technique.

Consider first the characterization of your audience. Humor is best received when it is directed toward a common interest of the audience.

Will Rogers tells in his autobiography of an incident during his vaudeville days when he was the "Poet Lariat" of the United States.

## Current Events

He prepared a speech that was a great success at his theater performance. The subject dealt with current events so the audience, well versed and interested in the subject, appreciated the subtleties of his wit.

Afterwards, he spoke at a charity affair before a fashionable New York audience. Pleased with the success of his previous performance, he presented the same routine. It was embarrassing — silence greeted every punch line.

"Those old dowagers and those young debutantes had no more read a newspaper than I had read Shakespeare," he wrote. Perhaps the audience knew what he was talking about but simply disagreed

with his point of view. The audience did not relate to his humor.

Two nights later he used the same routine for a show at Sing Sing Prison. "... I never had as well read audience in my life. They didn't muffle a gag," he wrote.

Know the interests and knowledge of your prospective audience and prepare your speech accordingly! This rule is true for any speech.

## Realize Mood

In characterizing your prospective audience, you not only should realize its interests, but also its likely "mood" at the time. Will your listeners just have concluded a sumptuous meal and be ready to laugh at any good joke, or will they be stiffly formal and require more sophisticated discussion?

Successful humor depends a great deal upon your audience's attitude. Occasionally *you* must develop the audience's "receptiveness." This requires a skill that calls upon the best qualities from a speaker. You can "tune in" on the audience's mood by putting out a few verbal feelers and watching facial expressions.

The most critical step in preparing a successful speech is developing its content. It is easier to resort to an old joke, and hope the audience hasn't





heard it, than to develop original material.

But it is much better to develop something original! Even if it is not quite as clever as "old faithful," it probably will receive a better response.

### **Avoid Triteness**

The value of originality in your speech was aptly illustrated by Mark Twain. In his autobiography he tells of an experience in the days when he was a highly-sought performer.

"San Francisco had been persecuted for five or six years with a silly and pointless and unkillable anecdote which everybody had long ago grown weary of — weary unto death . . . I resolved to begin my lecture with it."

And he did. It met with a resounding silence. It was a silence in which he saw expressions of resentment, embarrassment, and insult on the faces of the audience.

Feigning embarrassment, he continued the talk and gradually worked back to the same stale anecdote. He retold it as if mystified by its failure the first time. Again it met with silence.

He worked up to it again and retold it a third time. The audience suddenly realized the satire worked upon them. "Then the house saw the point and

annihilated the heart-breaking silence with a most welcome crash," he wrote.

The incident should be an epitaph for all old jokes, but it also should be a lasting monument to the value of originality and its place in your speech.

Where do you find original material? Will Rogers found a wealth of it in the newspapers, and Abe Lincoln often recalled his backwoods experiences.

Try scanning the news and be mindful of any humorous aspects of it. Pay attention to advertising. Many modern speakers draw much of their material from television commercials. Review your personal experiences for original anecdotes. Your diligent effort will supply a surprising amount of original material.

### **Know Your Audience**

Remember to characterize your audience, creatively search for humorous material that is of interest to your audience, and practice your delivery.

Many points can be made about delivery technique, but one is essential — let the expressions of the audience determine your timing.

If you don't have the audience's rapt attention prior to the punch line, take action to get it. Perhaps a basic fact has been left out or not enough

background has been supplied. Maybe something should be stated more emphatically. Prepare your audience by creating the desired mood!

Whatever the reason for audience inattention, a speaker must have his listeners' keenness directed toward him as he works around to his important points. Close scrutiny of the audience will assure proper timing.

### **Watch Closely**

Eye contact is most important at these points in your speech! As the anecdote is developed in your next speech, closely watch the faces in the audience and note how the progress of your story is shown in your listeners' expressions.

Observing the audience means that you must not use notes when telling your anecdote; the tale should be told from memory — no fumbling with scraps of paper in search of the punch line.

In informal, social conversa-

tion, laughing at your own joke might add impetus to it, but it won't in a humorous speech. Overreacting to your joke can convey vanity, which is not particularly appealing. It makes your anecdote much less amusing.

By all means, maintain continuity in your speech. Work each joke or anecdote into the speech in a fashion that forms a continuous thought. Make the joke contribute to the theme of the speech, not inserted merely for the sake of cleverness.

### **It Requires Work**

Humor is *not* an innate ability. It is an art that can be developed, and your Toastmasters club is the logical place to develop it.

Improve your ability in an orderly manner by practicing audience characterization, content development, and delivery technique. Your efforts will be rewarded by the hearty laughter and appreciation of your listeners.

### **YOUR OFFICIAL OCT., 1970 TI SUPPLY CATALOG COMING**

Your club's secretary should be receiving the latest revised edition of the official TI Oct., 1970, *Supply Catalog*. This supercedes all previous editions, which should be destroyed. Be sure to ask your secretary about the new catalog so you can become familiar with the newest member program materials and club and district supplies. It will be mailed in October.



# NEW CLUBS

As of July 31, 1970

## District 9

WHITE PINE Club 2089-9. Meets 1st & 3rd Mon., 6:00 p.m., Pierce Community Church, PIERCE, Idaho. Contact: 464-2323.

## District 16

CAPITOL OKIE Club 3031-16. Meets Fri., 7:00 a.m., State Capitol Bldg., Governor's Conf. Rm., OKLAHOMA CITY, Okla. Contact: 521-2187 or 341-0299. **Sponsoring Club: EDMOND CLUB 170-16.**

## District 36

PYRAMID Club 2434-36. Meets 1st & 3rd Mon., noon, National Park Service, Tamol Bldg., 4228 Wisconsin Ave., WASHINGTON, D.C. Contact: 362-4040, Ext. 7456.

DIA LOGGERS Club 3741-36. Meets 2nd & 4th Mon., noon, ISIC Briefing Rm., Pentagon Bldg., WASHINGTON, D.C. Contact: 695-5156.

## District 51

BECHTEL Club 3589-51. Meets Wed., 11:45 a.m., 2254 E. 49th St., VERNON, Calif. Contact: 583-1161.

## District 59

TRUCKEE MEADOWS Club 178-59. Meets Wed., Uncle John's Pancake House, 3655 S. Virginia, RENO, Nev. Contact: 972-8543. **Sponsoring Club: SIERRA SUNRISE CLUB 2318-59.**

## District 60

GARDEN CITY Club 94-60. Meets 2nd & 4th Mon., Guardsman Rest., ST. CATHARINES, Ontario, Canada. Contact: 354-1323. Area: Three.

## District 62

TIMBER LAKES Club 1708-62. Meets alt. Mon., 7:00 p.m., Dept. of Natural Resources, Mackinaw Trail Rd., CADILLAC, Mich. Contact: 824-6285.

## District 66

LANDMARK Club 3291-66. Meets alt. Thurs., 12:30 p.m., Commodore Hotel, 5600 Southern Blvd., NORFOLK, Va. Contact: 625-1431, Ext 435. **Sponsoring Club: NAVAL SUPPLY CENTER CLUB 2541-66.**

## TCA

MEDIA-MIX Club 2509-TCA. Meets 1st & 3rd Tues., 6:30 p.m., Majestic Hotel, George St., BRISBANE, Queensland, Australia. Contact: Brisbane 22-002.

## District U

LOS LEVANTES Club 438-U. Meets Thurs., 11:45 a.m., Acey Ducey Club, U.S. Naval Station, ROTA, Spain.

TAUPO Club 2441-U. Meets alt. Tues., 6:00 p.m., Lake Hotel, Tongariro St., TAUPO, New Zealand. Contact: Taupo 1793. **Sponsoring Club: ROTO-RUA CLUB 3353-U.**

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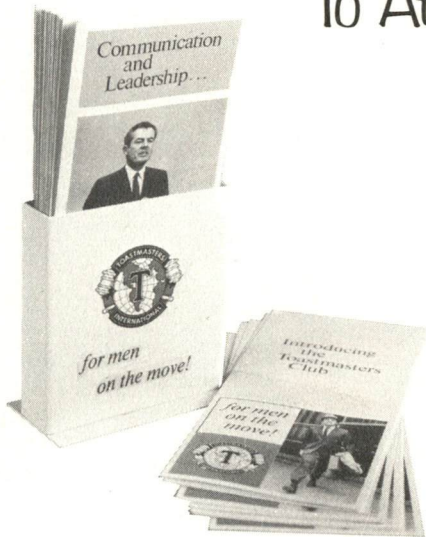
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