

October 1974  
**the toastmaster**



**1924-1974**

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

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves, in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

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DR. RALPH C. SMEDLEY, FOUNDER, 1878-1965

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# the toastmaster

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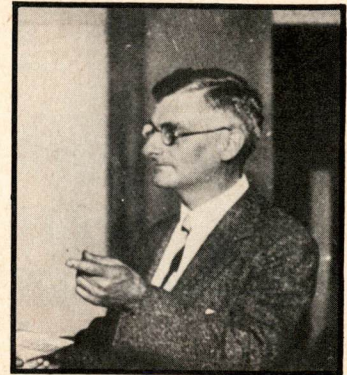
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## the cover

For 50 years, the Toastmasters emblem has meant "better listening, thinking and speaking" to millions of people around the world.

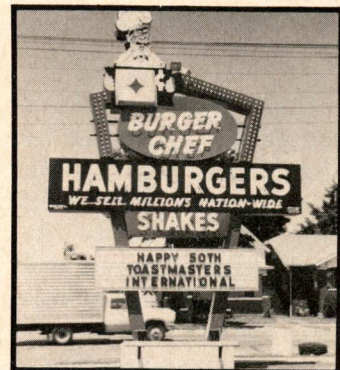
Bruce L. Anderson    **EDITOR**  
 Michael J. Snapp    **MANAGING EDITOR**  
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## FROM THE PRESIDENT

John F. Diaz, DTM



# Happy Anniversary!

Fifty years ago this month, a young man named Ralph C. Smedley met with two dozen other men in the basement of a YMCA in Santa Ana, California. That night, they formed a club that was destined to help over a million men and women in the next fifty years, a club that would come to be known throughout the world—Toastmasters.

But their plans were small that night. The purpose of that first Toastmasters club, as conceived by Ralph Smedley, was “to facilitate practice in after-dinner speaking, and in presiding over meetings, to promote sociability and good fellowship.” They would hire no experts, nor conduct any formal courses or lectures. Each man would improve himself by helping others to improve.

Since that night in October, 1924, the world and its people have changed—and so has Toastmasters. But the basic purpose remains. Toastmasters is still people helping people to develop their communication and leadership abilities. In our first fifty years, we have withstood The Great Depression, a world war, and witnessed great social and technological changes. Still, we continue to grow and prosper. The “public speaking” label of our early years has been replaced by the broader purpose of developing communication and leadership skills and

using these skills to improve not only our own lives, but our communities as well.

We have developed a strong community awareness, using our new skills to improve our communities through our Speakers’ Bureau, Youth Leadership and Speechcraft programs so that today, Toastmasters International is known and respected throughout the world.

But we can’t rest on our achievements. We are just at the beginning of the great things Toastmasters can achieve. And that’s why I say, FORWARD FROM FIFTY!

Throughout this next year, and especially during October Invitation Month, let’s make it our goal to provide each member, and each prospective member, with a better understanding of the opportunities and responsibilities of Toastmasters club membership. Let’s make sure that our club programs truly meet members’ needs. Let’s have an effective club growth program, and improved club administration. We can harvest all the benefits of Dr. Smedley’s great idea and “learn in moments of pleasure” by being members in action in Toastmasters.

Each of us has the opportunity to move Toastmasters Forward From Fifty by becoming a member in action in his or her club—and in the community. ■

# Announcing

**THE TOASTMASTER** magazine, in order to help defray rapidly increasing production costs, will make space available for

**PAID ADVERTISING**

beginning with the January, 1975, issue  
(closing date for this issue is  
November 15, 1974)

Rate card, readership profile, and sample issues are available on request.

**Write:**

**Advertising Manager  
Toastmasters International  
P.O. Box 10400  
2200 N. Grand Avenue  
Santa Ana, California 92711**

*The following message appeared in the 40th Anniversary issue of The Toastmaster, October, 1964. For this occasion, there was world-wide recognition of the contribution which Dr. Smedley had made through the Toastmasters organization. Among the messages he received was one from President Lyndon B. Johnson saying, "I congratulate you — and I commend you because you share the abiding faith of our government in the worth and dignity of every man."*

When our Executive Director asked me for a special message for the 40th Anniversary issue of *The Toastmaster*, it reminded me of the minister who was asked if it wasn't about time for him to prepare a new sermon instead of harping on the same old subject every week. The minister replied, "I have several new sermons, but I don't think I will give them until the congregation uses the old ones first."

I would like to remind you of some of the principles that have helped us reach our 40th anniversary and to suggest that if we continue to practice them, they will help us to reach our 60th, at least.

1. Let's "keep it simple." Our Toastmasters program presents the fundamental principles of communication and leadership. These are the eternal verities of effective oral communication. Quintillian and Aristotle recognized them. Many have written on the same subject over the intervening

centuries, but they have not changed the simple basic principles, nor have they added very much to them.

2. *Toastmasters is a "do-it-yourself" activity.* We don't have an instruction manual for everything you do or say in your club. Nor should we have such manuals. Don't be afraid to use your imagination and initiative. Our motto encourages better listening and better thinking because these habits result in better speaking. Nobody can listen for you and nobody can do your thinking for you. Listen to others and evaluate their thinking — then form your own conclusions and speak for yourself.

3. *Toastmasters is based on belief in the individual* — and his ability to improve himself by developing to the fullest those abilities God has given him. Many organizations ask the individual to subordinate himself to the group. Ours is the only organization I know that is dedicated to the individual. We work together to bring out the best in each of us and then we apply our skills to help others.

4. Let us never forget that *we learn in moments of enjoyment.* Fellowship is important in Toastmasters. Our members stay in their clubs because they like each other and they are learning together.

If you observe these principles, I won't need to prepare a new message. Toastmasters will serve people for years to come! ■

Ralph Smedley

# THE EVOLUTION OF AN IDEA

## From Bloomington...

## ...to Santa Ana

THE FIRST JOINT MEETING OF TOASTMASTERS CLUBS WAS HELD IN SANTA ANA IN AUGUST, 1927. AT THE INVITATION OF RALPH SMEDLEY, RIGHT. REPRESENTATIVES FROM TOASTMASTERS CLUBS IN ANAHEIM, FULLERTON, SANTA ANA, LOS ANGELES AND ONTARIO, CALIFORNIA, MET AND LATER DECIDED TO FORM A FEDERATION FOR MUTUAL BENEFIT.



Anyone who has followed the Toastmasters movement over the past 50 years knows the story of the two dozen men who gathered in the basement of the Santa Ana Y.M.C.A. on October 22, 1924.

But many do not know that the original idea behind Toastmasters originated in Bloomington, Illinois, just after the turn of the century.

The story behind the first Toastmasters club began when Dr. Ralph C. Smedley graduated from Illinois Wesleyan University at Bloomington in 1903, and found his way into Y.M.C.A. work. Here, Dr. Smedley had frequent occasions to make speeches and conduct meetings—matters which had long been of interest to him.

“As Educational Director of the Y in Bloomington,” Smedley later wrote, “I saw the need for training in these matters around me. We had a number of special interest clubs and groups among the boys



RALPH SMEDLEY

and young men in the Association, in which there was evident need for training in speech. Since the need was there, it seemed proper for us to try to meet it.

"The General Secretary, George Sutton, and I agreed that we should undertake this training for our younger members. The problem was to give it a name and a form which would appeal. It would not do to offer a public speaking class, nor a debating society, nor even a 'literary society,' since such a name would not be attractive to young men. After much discussion we settled on the idea of a social club, meeting weekly, with programs devoted to practice in short speeches, debates, and some work in chairmanship."

It was Sutton who finally came up with the name "Toastmasters," which suggested a pleasant, social atmosphere, free from anything like work or study.

### The Initial Meeting

The first meeting was held on March 24, 1905. The dinner cost about 15 cents for the food and, as the boys themselves helped in preparing it, undue expense was avoided. The program which followed the dinner was the prototype of what was to be further developed and used throughout the years.

In May of 1906, Dr. Smedley was called to Freeport, Illinois, to become General Secretary of the Y.M.C.A. As his responsibilities increased, he held on

to his conception of the Y.M.C.A. as an educational institution.

It was during this time that adult education was beginning to win recognition. Although it had not penetrated the general education field, evening classes were being offered by some commercial schools, and by the Y.M.C.A. in large cities. The men of Freeport were willing to experiment with it and, in the autumn of 1906, the Y offered night classes along various practical lines. Dr. Smedley saw his chance to establish another Toastmasters club.

Smedley told the men on the Board of Directors of the Y.M.C.A. about the Toastmasters club in Bloomington and proposed such a project for the boys of Freeport. The men liked the idea, but objected to having it left to the boys—obviously feeling the need for such a club for themselves.

The first meeting of the Freeport Club was held on March 17, 1907. The membership was much like that of the clubs that were to follow. Lawyers, doctors, salesmen, industrialists and merchants were positive proof that the idea had been accepted by some of the leading men in the city.

The program was a "simulated" situation, although not named as such. It

was presented in the form of the Annual Banquet and Convention of the Stephenson County Farmers Association. Although most of the men had no connection with farming, they entered into the situation with enthusiasm, and created the proper atmosphere with speeches such as: "New and Old Methods in Farming," "Corn is King," "The Hog: His Nature and Values," "Good Roads in Our Country," "The Hen and the Egg," and "Organizing the Farmers."

### Learning by Doing

The principle of learning by doing and improving through evaluation was introduced at Freeport. Evaluation was performed with excellent results, and there was never any difficulty in getting honest, fair and helpful comments on the speeches and the speakers.

The club flourished, as did its programs. There were picnics and outings and "ladies' nights" in considerable variety—but never losing sight of the basic purpose of speech training. The club held debates, discussions and simulated situations, although many of the more modern terms for such programs had not then been invented. Smedley searched in vain in dictionaries of those times for such

IN ONE OF THE EARLIEST PICTURES (1897) TAKEN OF THE FOUNDER, DR. SMEDLEY IS SHOWN ON THE HORSE AND WAGON HE USED WHILE TEACHING SCHOOL AT PLEASANT VALLEY—THREE MILES NORTH OF WAVERLY, ILLINOIS.





terms as panel discussion and symposium, used in the modern sense. They were practicing "group dynamics," but had never heard of the term!

"For me, the club was an effective means of bringing men into places of leadership, both in the Y.M.C.A. and in other activities," said Dr. Smedley. "I had already hit upon the great truth that ability in speaking is one of the marks of a leader, and that training in self-expression through speech is one of the best ways of discovering and developing hidden talents.

"This first Toastmasters club for men carried on with good success, considering the fact that there was no experience nor supervisory organization to guide or restrain us. The way was wide open for us, and we went ahead on our own, making mistakes or inventing methods as the occasion arose. Looking back on it, I am amazed at the good sense and the originality and the initiative shown in working at programs and adapting ourselves to circumstances."

As Smedley assumed new assignments as the General Secretary of the Y.M.C.A. in Rock Island, Illinois, and San Jose, California, he pursued his hope of establishing permanent Toastmasters clubs. But in each city—Freeport, Rock Island and San Jose—his successors as "Y" Secretary did not think much of the Toastmasters concept and the clubs soon disbanded. It was not until Dr. Smedley moved on to Santa Ana that the first permanent club was established.

### On to California

News of the Toastmasters concept began to spread like wildfire. Upon hearing of the Santa Ana club, J. Clark Chamberlain, then a resident of Anaheim, visited a meeting and later, with Smedley's assistance, organized a club that continues to meet even today.

Clubs were formed in Fullerton, Ontario and Los Angeles and, at the first joint Toastmasters meeting on August 11, 1927, at Santa Ana, the idea of federation began to grow into what we today know as a truly international organization.

Although we celebrate this month as the founding month of Toastmasters, the idea behind the organization has been in existence for more than 50 years. The concept of "better listening, thinking and speaking" has withstood the test of time—and will continue to do so. ■

Looking over the assembled company, and knowing the long experience that most of you have had in farming pursuits, I wonder why one of lesser experience like me has been asked to address you on the important subject of the Hen and the Egg.  
Nevertheless, it gives me great pleasure, tonight, to toast the hen, one of the richest of the earth's possessions; that self-perpetuating gold mine of every farm.  
While men toil below ground to bring forth the vast quantities of coal, iron, copper, gold and all the other minerals by which the wealth of nations is fixed, and while we farmers work early and late to raise our corn, wheat and other products

THIS IS AN ACTUAL COPY OF THE SPEECH. "THE HEN AND THE EGG." GIVEN BY L. T. FARGHER AT THE FIRST MEETING OF THE FREEPORT TOASTMASTERS CLUB ON MARCH 27, 1907. TAKEN FROM THE PERSONAL FILES OF DR. RALPH C. SMEDLEY, IT IS PROBABLY THE EARLIEST TOASTMASTERS SPEECH IN EXISTENCE.

# The "HOW TO" Barbeque



*Building a strong club membership is the proper goal of every Toastmaster, and especially of the club administrative vice-president. Harold Harvell, AVP of Will Rogers Toastmasters Club 1032-16, Oklahoma City, tells of a contest held in his club that went a long way toward reaching this goal. Club enthusiasm is a major part of membership-building, and what better way to produce enthusiasm than giving members a choice of beans or steak for dinner!*

The Will Rogers Toastmasters Club 1032-16 has discovered that "belief makes things happen," and has proof by almost doubling their membership in a two-month period. The membership has grown from a sagging 14 members to an active club of 23, very close to the initial goal of 25 members.

The secret to their success was a challenge by the Administrative VP to each Toastmaster in the club to participate on the Membership Committee. The first challenge was strengthened by

dividing the membership equally into two teams, with a captain appointed to each team. The captain's appointment was based on his past demonstrations of enthusiasm for club growth. The second challenge was a Beans and Steak contest between the two teams. A chart was devised to keep score: one point was given for each team guest, five points for each new member. A conclusion date was established and the contest was off and running.

At the conclusion of the contest, the team with the greater number of points was served steak; the losing team, seated directly across from the winners, was served beans. The cost was the same, with the losers supplying the price difference for the winning team's steaks.

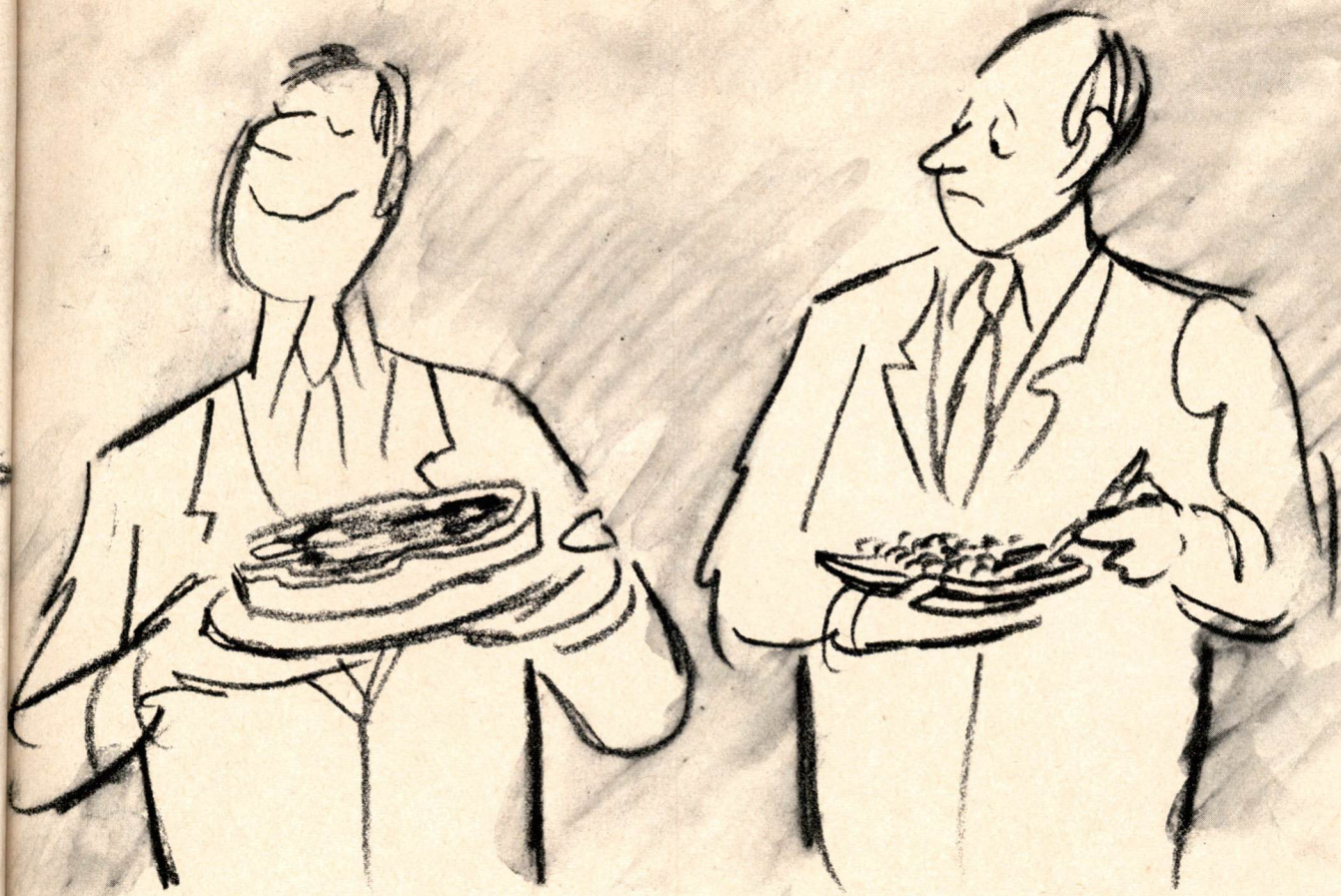
In a period of 60 days, 16 guests were hosted by the club, and 10 have or will become Will Rogers Toastmasters. It was a period of enjoyment and fellowship, supported by the main purpose of building the club.

Simultaneously, while the teams were

making contacts with prospective members, the Administrative VP was busy with a club publicity campaign. Spot radio announcements were made on five local stations, inviting guests to club meetings. One city and three business newspapers carried articles on the Toastmasters 50th Anniversary and club invitations.

When you read the description of the Administrative VP's duties in the Club Officer's Manual, the duty "to serve as chairman of the Membership Committee" sounds like a formidable task. But it is not an uphill climb when you have the club membership behind you every step. It is, rather, an enjoyable challenge to build a club and watch it grow with an organized approach, an approach that must involve each club member.

The Will Rogers Toastmasters Club is a PROUD club, a club whose members know that "belief makes things happen." □



# The Time Keepers

*Murray Bradford, president of Park Central Toastmasters Club 3527-3 in Phoenix, Arizona, presents some principles used by his club to tighten up the meetings and thereby build club standards. Using "time control," the club's enthusiasm and membership also grew, so that 90% of the guests were retained as members and the club grew from 20 to 40 members in less than four months. Structuring the meetings doesn't kill enthusiasm; it builds something to be enthusiastic about!*

Most of us spend a minimum of an hour and a half each week in Toastmasters. If we are involved, our time commitment may increase to 3 hours each week. Can we honestly say that time is well spent? Only if Toastmasters is fulfilling our stated needs for improvement in one or all areas of listening, learning and speaking, can we honestly say our time is well spent.

Our largest commitment to Toastmasters is time, that commodity we can

never regain, a personal resource that must be organized to avoid unwise expenditures. Most of us have had the luxurious experience of being spend-thrifts with our time. As Toastmasters, we must put an end to this wastefulness.

We have all heard the old cliché: "Some people count time, others make time count." In Toastmasters, we have a time counter, who should be the protector and guardian of our time. But we are a courteous group, afraid to step on others' toes for fear they will dislike us. Accordingly, as timekeepers, we seldom use the timekeeping function to our advantage. In reality, when we are clocking the meeting and fail to recognize time thieves for what they are, we have managed to be discourteous to all but the thieves.

Timekeepers have the responsibility of protecting our time and must have the courage and authority to use a buzzer, applause, or whatever is necessary to force the speaker to retire when his time has elapsed. As a bank has guards, a

Toastmasters club must have a time guardian to protect our most valuable personal asset, time.

If we consider the timekeeper to be a giant can of "Stop Leak," capable of plugging small "time drips" and large "time leaks," we have defined his purpose well. "Time drips" are Toastmasters who steal only a minute or two at each meeting. Then there are the skilled professionals, the "leaks," who are capable, through procrastination and disrespect to all Toastmasters, of turning the meeting into chaos by elaborating on a point of order, irrelevant business or by giving a meaningless extraneous evaluation.

Time spendthrifts, thieves, "drips" and "leaks" can function in a sloppy atmosphere without offending or being prosecuted. But once they encounter the standards of a well-organized, structured Toastmasters meeting, they disappear. Thus, it is the Toastmaster's duty to

organize the meeting in a way to insure a maximum return on his fellow members' time investments. He does this by designating times for each speaker, evaluator and functionary, and insuring that the limits are enforced. An agenda must be formulated in a manner that eliminates redundancy but encourages spontaneity and imagination. A portion of such an agenda might be like this:

- 8:02 Introduce general evaluator
- 8:03 General evaluator spends 15 seconds introducing each evaluator and instructs timer to limit individual evaluations to 2 minutes each.
  - 1. \_\_\_\_\_ Evaluates \_\_\_\_\_ Speaker
  - 2. \_\_\_\_\_ Evaluates \_\_\_\_\_ Speaker
  - 3. \_\_\_\_\_ Evaluates \_\_\_\_\_ Speaker
  - 4. \_\_\_\_\_ Evaluates \_\_\_\_\_ Speaker
- 8:12 Vote for best evaluator
- 8:13 Grammarian's report—two minutes
- 8:15 Timer's report—two minutes
- 8:17 General evaluator's summation—two minutes

- 8:19 Awards
- 8:21 Control of meeting to club president

A sample agenda should be prepared by the educational committee each term to coincide with members' stated needs. Members will recognize the importance of the agenda immediately and will work to establish time control. Feedback through a well-structured timer's report is essential to obtain maximum benefits from the agenda. A summary of timer's reports should be made by the educational committee and a report given to the membership once a month.

As a policeman enforces the laws of society, a Toastmasters timekeeper must enforce the agenda of the meeting. As we equip the policeman with the necessary equipment to perform his function, so must a timekeeper be equipped with a buzzer, bell, etc., to perform his function. Let's organize that hour and a half each week to eliminate time spendthrifts, thieves, "leaks" and "drips." □

## Impromptu Night

*When members of the North Shore Toastmasters Club 928-30, Wilmette, Illinois, wanted to try something new in club programming, they hit upon the idea of an impromptu night. Robert McFall gives the details of this delightful evening.*

When was the last time your club had a meeting that was a challenge to everyone... one that excited members and put them on their toes? If you haven't had such a meeting recently, our club suggests that you schedule an impromptu night.

North Shore Toastmasters Club recently had an impromptu night in which everything was unknown until we were called to order. The Educational VP and the President had made up assignments and then put all the assignments in envelopes. Each member drew an envelope at random. When the meeting was called to order, we were told to open the envelopes; it was only then that we even found out it was to be an impromptu night. Each member had a separate duty, some with five to seven minute talks, some table topics, some evaluations and so on. We were given fifteen minutes or so, during the evening meal, to prepare.

As the evening unfolded, so did the work of the Toastmasters. The speeches and table topics were up to regular meeting standards, maybe even better. Everything at the meeting, including the

business portion, was done on the spur of the moment. It was a memorable evening for all who attended.

This impromptu night greatly added to our understanding of some of the personal benefits from Toastmasters membership. We saw four good impromptu speeches, averaging six minutes each. The table topics chairman and evaluators did excellent jobs. All of this told us something of how we can and do learn from regular Toastmasters experience.

Allow me to give a few words of caution on such an evening. Make sure it is a surprise, or else you will have some faint-hearted no-shows. Secondly, do not assign the program participants, but let the assignments be done randomly (such as by drawing lots). Third, be prepared for anything from the participants. Finally, don't make impromptu meetings a habit; once or twice a year is enough.

Our club's impromptu night was great. If you are looking for a different and challenging program, we strongly recommend an impromptu night for your club. □

# The Toastmasters Toast

*Paul Frinsthal, AVP of The Downtowners Toastmasters Club 2944-11, Indianapolis, Indiana, sent us a letter explaining how the club honors its distinguished members by holding a Toastmasters Toast. Here is the letter, presented to help your club develop similar programs.*

You have undoubtedly heard of the Friars' Roast or have watched the Dean Martin Roast on television. Our club has adapted this type of format into what we call a Toastmasters Toast.

On April 10, 1974, we held our first Toast. The entire meeting was directed toward, and in honor of, our first toastee, Carl Huffman, DTM. Carl was the co-founder of 2944 and also its first President. What better choice could we have made for our first Toast?

The meeting was structured according to the guidelines provided by International. We had two prepared speakers, who each gave Carl a five-to-seven-minute ribbing, while Table Topics, changed to Toaster Topics, directed four two-minute extemporaneous talks on some attribute of Carl. The evaluators were looking for clean, well-constructed humor as well as proper grammar, voice, gestures, etc.

Carl was brought formally into the banquet room, where he received a standing ovation as he was seated in a rather large chair at the head of the table. At the conclusion of the meeting, Carl was given an opportunity to give his rebuttal remarks. At this time, he also

presented the travelling trophies of the day to the Toaster Topics winner and, of course, to the best Toaster of the day.

Although Carl took a bit of jabbing from his fellow members, it was really his day of honor. A cassette tape made of the entire meeting was presented to Carl and another copy of it was kept by the club. Carl also received a complimentary certificate acknowledging the fine work he has done for Toastmasters and especially for club #2944. This certificate was signed by every member of the club. A letter was also sent to Carl's employer, explaining why we had a Carl Huffman Day.

In summary, we felt the day was most worthwhile, and our members are enthusiastic about continuing these Toasts. Our schedule is now set to have one Toastmasters Toast every two months. The Toasts will be first directed toward our charter members, and then we hope to have Toasts as each new member reaches his first year's anniversary with the club.

The Downtowners are very proud of their innovative membership and I am sure that the unanimous decision to repeat this type of activity is indicative of how well it was received. ■



# 1974-75 TOP TEN BULLETIN COMPETITION

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All club and district bulletin editors are invited to enter the International Top Ten Bulletin competition and to receive an evaluation of strong and weak points in their bulletins by the publications staff of World Headquarters. The procedures and guidelines are listed below.

## CLUB BULLETINS

1. A bulletin is not merely a meeting schedule, but a balanced publication including educational material, club and district news, personality profiles, etc. For further details, see the TI publication "Your Club Bulletin" (Code No. 1156).
2. World Headquarters should be on your bulletin mailing list and should receive a copy of each bulletin you publish. Many clubs make monthly mailings to World Headquarters, including several issues in one envelope.
3. In addition, sometime before June 1, 1975, you must send copies of three separate issues of your bulletin, along with a request for bulletin evaluation, to the publications department at World Headquarters. This will serve as your "letter of intent" to enter the Top Ten Bulletin Competition.

**PLEASE NOTE:** We encourage you to send your bulletins in for evaluation as early as possible, so we have time to give your bulletin careful consideration. This will also give you time to incorporate changes in your bulletin during the publication year; these changes will be included with your original evaluation when final judging is done

on the Top Ten. **NO BULLETINS WILL BE ACCEPTED FOR EVALUATION AFTER JUNE 1, 1975.**

4. Immediately upon receipt of your evaluation request, your bulletin will be assigned an evaluation sequence number (based upon date of receipt) and an acknowledgement will be sent to you. Our goal is to send the bulletin evaluation back to you within thirty days.

## DISTRICT BULLETINS

Send a copy of each bulletin you publish to the publications department at World Headquarters and you will automatically be considered in the Top Ten District Bulletin competition. If, in addition, you would like an evaluation on your district bulletin, please ask for one as outlined above.

## EVALUATION STANDARDS

All bulletins, both club and district, are evaluated on the same standards. They are as follows:

1. **CONTENT (50%):**
  - A. Is content balanced among educational articles, recognition of member and club achievement and progress, and encouragement to attend and participate in Toastmasters activities?
  - B. Does the bulletin promote understanding of TI's programs, policies, and organization?
  - C. Does the bulletin contain personality profiles and business reports?
  - D. Does the bulletin prominently feature the editor's name, address, and telephone number on each issue?
  - E. Does the bulletin clearly indicate club name, club and district number, place and time of meeting?
2. **READABILITY (25%):**
  - A. Does the writing meet acceptable standards for sentence structure, spelling, punctuation and grammar?
  - B. Is the bulletin interesting to read and clearly written?
3. **LAYOUT AND PRESENTATION (25%):**
  - A. Does the overall appearance of the bulletin stimulate readership?
  - B. Does the bulletin's layout indicate careful attention to page balance, color, and effective use of borders, white space, and artwork?

**REMEMBER:** Send in your evaluation request as early as possible. No club bulletin will be considered for the Top Ten without an evaluation this year (based on bulletins published between July 1, 1974 and the closing date of June 1, 1975). No bulletin will be re-evaluated during the same publication year, but changes you make during the year will be considered in the final judging. ■



## ***The Return to Santa Ana...***

More than a thousand people from all over the world made their way to the Disneyland Hotel in Anaheim, California, for what was to be the biggest and most successful convention in the history of Toastmasters International.

As the delegates arrived, talk of the 50th Anniversary, the upcoming elections, educational sessions and idea exchanges began to fill the lobby of the hotel. By the time of Tuesday evening's Proxy Prowl, the anticipation and excitement of the four days that were to come had peaked. The people were ready for their 50th Anniversary Convention.

Wednesday morning opening ceremonies began with the traditional Parade of Flags by the Smedley Chapter #1 Club of Santa Ana, California. After a message of welcome delivered by the Honorable Jerry Patterson, mayor of Santa Ana, the convention delegates were treated to a rare piece of film footage of Dr. Ralph C. Smedley explaining the



SEVENTEEN PAST PRESIDENTS OF TOASTMASTERS INTERNATIONAL WERE HONORED DURING THE WEDNESDAY MORNING OPENING CEREMONIES AT THE GOLDEN ANNIVERSARY CONVENTION. PICTURED FROM LEFT TO RIGHT (BOTTOM ROW): J. CLARK CHAMBERLAIN, WILLIAM A. DUNLAP, SHELDON M. HAYDEN, JOSEPH P. RINNERT, GEORGE W. BENSON, NICK JORGENSEN, JOHN W. HAYNES, PAUL W. HAEBERLIN; (TOP ROW): GEORGE J. MUCEY, FRANK I. SPANGLER, ALEX P. SMEKTA, CHARLES C. MOHR, JOHN B. MILLER, EARL M. POTTER, RALPH E. HOWLAND, ARTHUR M. DIAMOND, AND DR. RUSSELL G. HERRON. PRESIDENT DAVID COREY ALSO PRESENTED DR. SMEDLEY'S DAUGHTER, MRS. JAMES STEPHENSON (BELOW). TO THE DELEGATES THAT PACKED THE GRAND BALLROOM OF THE DISNEYLAND HOTEL.

concepts and ideals on which Toastmasters was founded.

In one of the more moving moments of the opening ceremonies, President David Corey presented Mrs. James Stephenson, Dr. Smedley's daughter, to the audience. As the founder's daughter made her way up to the stage, she was given a standing ovation from the delegates in homage to her late father and the fine work he had done through the Toastmasters program.

#### Past Presidents

A record number of 19 past international presidents attended the opening ceremonies and were presented with a Presidential Medallion by President Corey. Those presidents attending were J. Clark Chamberlain, William A. Dunlap, Sheldon M. Hayden, Franklin McCrillis, Joseph P. Rinnert, George W. Benson, Nick Jorgensen, John W. Haynes, Paul W. Haerberlin, George J. Mucey, Frank I. Spangler, Alex P. Smekta, Paris S. Jackson, Charles C. Mohr, John B. Miller, Earl M. Potter, Ralph E. Howland, Arthur M. Diamond

and Dr. Russell G. Herron. "These men," said President Corey, "were men who gave unselfishly of their time and personal resources—men who set new standards of excellence and new goals for Toastmasters International!"

Dr. William J. Teague, assistant to the president of the Purex Corporation, concluded the morning session with a humorous presentation entitled "When All Else Fails... Think." During his opening remarks, Dr. Teague alluded to the thick notebooks of instructions that the TI staff carried and reminded the audience that "the D-Day invasion plans were only eight pages long!"

#### Golden Gavel

At the District Governors' Luncheon later that afternoon, Toastmasters International presented its Golden Gavel Award to former New York Yankee great Bobby Richardson for his effective communication and leadership in working with young people.

Richardson, now the head baseball coach at the University of South Carolina, serves on the Advisory Council for







(ABOVE) INTERNATIONAL DIRECTOR R. BERNARD SEARLE (WITH MUSTACHE) AND MRS. SEARLE (ALSO WITH MUSTACHE) JOIN IN THE FUN OF THE ROARING 20'S COSTUME PARTY. (BELOW) TOASTMASTERS INTERNATIONAL PRESIDENT DAVID A. COREY PRESENTS THE GOLDEN GAVEL AWARD TO FORMER YANKEE GREAT BOBBY RICHARDSON. CITED FOR HIS WORK WITH YOUNG PEOPLE, RICHARDSON THOROUGHLY ENTHRALLED THE CAPACITY AUDIENCE AT THE DISTRICT GOVERNORS' LUNCHEON WITH HUMOROUS ANECDOTES TAKEN FROM HIS BASEBALL CAREER AND AN APPEAL FOR SINCERE EXAMPLES FOR YOUTH TO FOLLOW.

the Fellowship of Christian Athletes and has often accompanied Dr. Billy Graham on the evangelist's crusades.

In his address following the presentation, Richardson moved from humorous stories taken from his baseball career into an appeal for sincere examples for youth to follow.

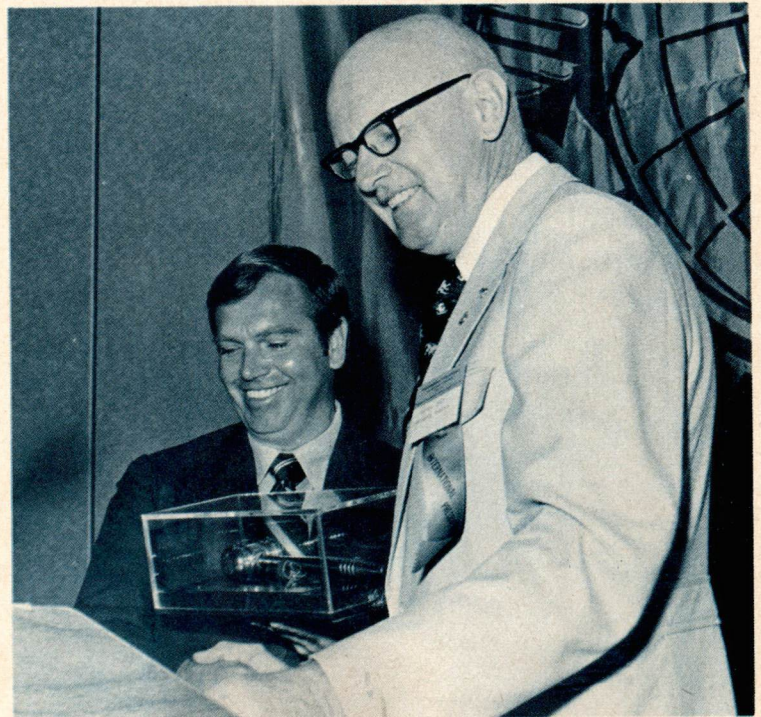
"They never give an athlete more than one line," he said in describing his first experience in doing a commercial. "What I was supposed to say was: 'You can hardly tell there's a blade in the razor,' after I shook the can of shaving cream and went through the motions of shaving.

"First of all, I forgot to shake the can. In the retake, I shook the can but missed my hand. Finally, when we reached the point where the athlete speaks, I said: 'You can hardly tell there's a raid in the blazer.'"

#### A Principled Life

Richardson skillfully led into his call for a life of principle—one which could serve as an example to the young people. He deplored "the drunkenness and looseness which is destroying our society" and urged the building up of character, "not just a front."

Wednesday afternoon continued with a Toastmasters Forum—a panel discussion with International officers and



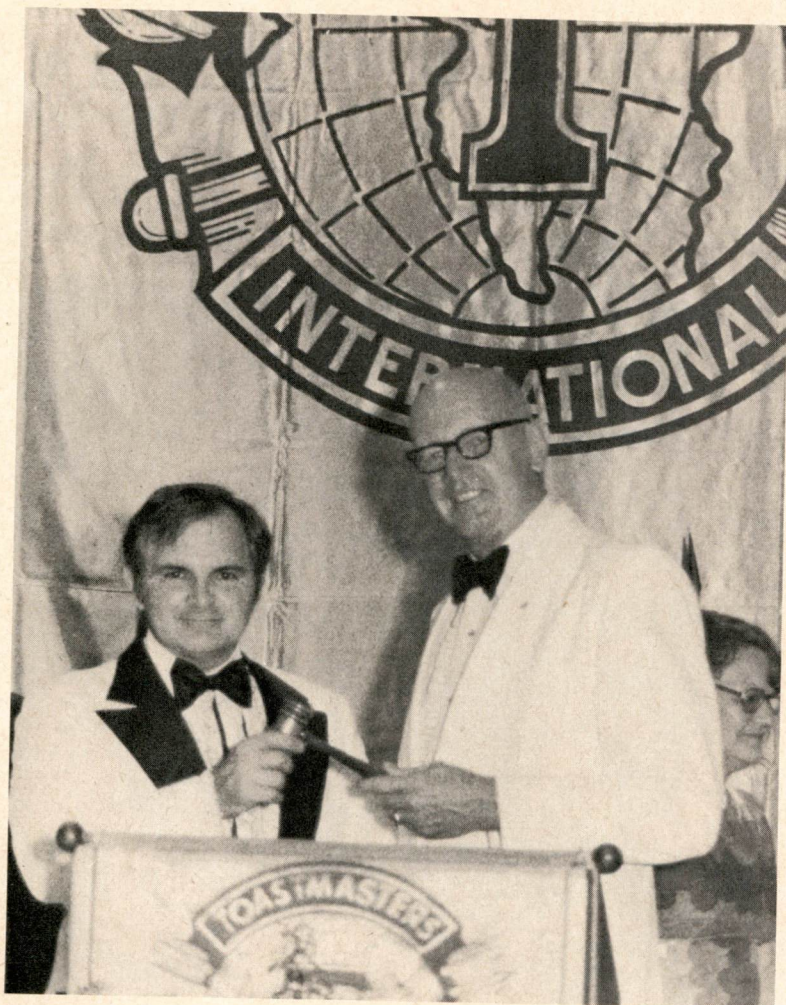
directors—and concluded with the evening of caucuses and international candidates.

Thursday was election day as Toastmasters validated their proxies and participated in the excitement of the annual business meeting. John F. Diaz, DTM, of Melbourne, Florida, was unanimously elected 1974-75 International President. Also elected to international office were George C. Scott, DTM, of Portland, Oregon, senior vice president; Robert W. Blakeley, ATM, of Alexandria, Virginia, second vice president; and Durwood E. English, DTM, of San Diego, California, third vice president.

Eight Toastmasters were elected for two-year terms on the Board of Directors: Charles S. Allen, DTM, of Huntsville, Alabama; Guy V. Ferry, DTM, of Moffett Field, California; Norman R. Maier, ATM, of Milwaukee, Wisconsin; Robert A. Owen, DTM, of Chevy Chase, Maryland; Don A. Plaskett, DTM, of Thunder Bay, Ontario; War-



RETIRING EXECUTIVE DIRECTOR ROBERT T. BUCK ENGLE AND WIFE, ESTHER, INSPECT ONE OF THE MANY MEMENTOS PRESENTED HIM AT THE FRIDAY LUNCHEON HELD IN HIS HONOR. SEATED ALONGSIDE THE ENGLS ARE GENERAL MANAGER AND MRS. J. WILLIAM VENABLE. LATER THAT SAME EVENING (BELOW), PRESIDENT DAVID COREY PASSES THE GAVEL OF OFFICE TO THE NEWLY ELECTED INTERNATIONAL PRESIDENT, JOHN F. DIAZ.



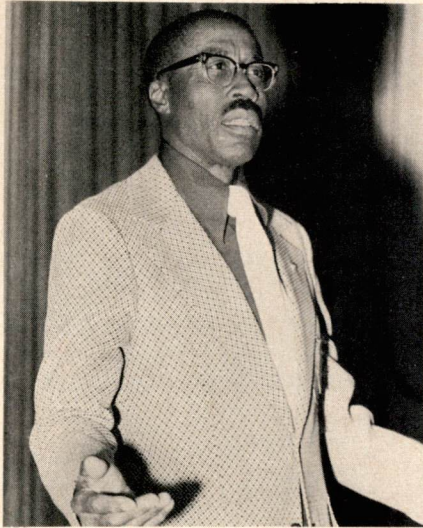
ren C. Reeves, ATM, of Ogden, Utah; Phillip B. Richards, ATM, of Toledo, Ohio; and John A. Shults of Houston, Texas.

Two important proposals were also voted upon by the delegates. In this casting of votes by the delegates, the Dues Increase Proposal was adopted by a vote of 3431 to 1265, thus raising the annual dues from \$12 to \$18 per member. The other proposal—the Board Reorganization Proposal—was defeated by a vote of 4169 to 533.

#### Bus Tour

Later that afternoon, many Toastmasters took advantage of the opportunity to tour World Headquarters on buses provided by the organization. The tours were met at the door by Executive Director Buck Engle, who gave a brief introduction about the building and its operations. The guests were then divided into small groups and led on guided tours by members of the Toastmasters International staff.

Hundreds of Toastmasters and their guests attended the Thursday night Roaring 20's Party. Dressed as mobsters and flappers, the Toastmasters danced to the music of the Dixie Ramblers and were later entertained by the Golden City Chorus. Hosted by Founder's District, the party was a highlight of convention week and added the touch



BENNIE POWELL  
1ST PLACE



DAVID L. JOHNSON  
2ND PLACE



JOEL WELDON  
3RD PLACE

of nostalgia that has become an important part of this 50th Anniversary Convention.

The general education sessions began on Friday morning with a "New Club Development" presentation in which Gary Crawford, William O. Miller, DTM, and Eugene E. Keller, DTM, offered and exchanged club development ideas with people in the audience. David Schmidt followed with his multimedia presentation titled "Situation Leadership," which also featured participation by the audience. Schmidt, a longtime convention favorite, delighted the audience with his timely humor, proudly saying, "I am a Republican... again!"

The afternoon sessions continued the educational programs and featured two panel discussions concentrating on the "Area Staff in Action" and "Your Club Resources." "Members in Action" was the subject of the presentation made by Francis "Bud" Rebedeau to conclude the session.

#### Executive "Roast"

Mr. Rebedeau also played an important part in the noon Luncheon honoring retiring Executive Director Robert T. Buck Engle. Acting as Toastmaster, Rebedeau presided over the "roast" of the executive director and presented a humorous account of Mr. Engle's life as executive director.

A highlight of the event came when Bill Venable, general manager of Toastmasters International, described the cir-

cumstances under which he was first hired.

"I had just flown in," Mr. Venable told the audience, "and Buck was there to meet me. Knowing that he was a retired Air Force Colonel, I snapped to attention. Buck said 'you've got the job!'"

Mr. Venable later explained that he had "passed the hat" at World Headquarters to present Mr. Engle with some sort of gift from his staff. "Now," he said, reaching into his pocket and pulling out some loose change, "I'm happy to present you with ninety-nine cents from your staff at World Headquarters."

The formal President's Dinner Dance concluded the day as the officers and directors of Toastmasters International were led into the Grand Ballroom by a team of Scottish Pipers and Drummers. In an impressive ceremony, the new Board of Directors was installed and the gavel was officially passed from President Corey to the new international president, John Diaz. Manny Harmon and His Orchestra provided the dinner music, playing the different state songs and, for this very special occasion, playing "Happy Birthday" to Toastmasters International, as the capacity house raised their voices in song.

The popular Hall of Fame Breakfast and International Speech Contest concluded the convention on Saturday morning. At the contest, finalists from the eight regions in North America

competed for the honor of best speaker of the year.


Bennie Powell, ATM, of Los Angeles, California (Region 2), won first place in the International Speech Contest with "Who Am I? Where Am I Going? Why?"; second place was won by David L. Johnson of Washington, Pennsylvania (Region 6), with his speech "The Soup of Success"; and Joel Weldon of Scottsdale, Arizona (Region 3), took third place with his speech, titled "Man Under Construction."

#### Taped Speech

Winner of the International Taped Speech Contest was Brian David Buchanan of Alexandra, New Zealand, with "A Blessing and A Curse"; second place was won by Roosevelt Johnson, Jr., presently stationed in Germany, with his speech, "The Importance of the Sender and Receiver in Communications"; and third place honors went to Roy Exley of Addis Ababa, Ethiopia, for his speech, "The Multi-Nationals in Our Time."

Representatives from Australia, the Bahamas, Bahrain, Barbados, Canada, Ethiopia, Great Britain, Mexico, New Zealand, the Philippines, and South Africa all became a part of this 50th Anniversary Convention.

The next meeting of the Board of Directors will be November 14-16, 1974, at World Headquarters, Santa Ana, California. ■



*“As evaluator, you provide the speaker your reaction to his presentation. The speaker then makes his own evaluation.”*

*This is the basic concept behind the revised Effective Speech Evaluation Manual that was introduced at the 43rd Annual Convention in August.*

*The updated manual, which will be included in the New Member Kit, introduces new and expanded concepts of evaluation that should be of interest to every Toastmaster.*

*Additional copies of the Effective Speech Evaluation Manual (No. 202) are available from World Headquarters for 65 cents each, plus 15% postage and handling.*

Since the beginning of time, man has constantly been evaluating the people and things around him, hoping to improve the environment in which he lives.

Anyone who has spoken before an audience—whether it be one person or a thousand—is familiar with some of the basic forms of immediate evaluation. Smiles, laughter, frowns, whispers, or yawns provide the speaker with an evaluation that is simple and direct. For example, if you see your audience yawning, there is good reason to believe that your presentation does not especially interest them. But do you know why? Is the material repetitious; its content dull and insignificant? Were you speaking in a monotone? Your listeners may have acted as if you failed to communicate, but probably offered no suggestions on how you could improve.

# effective speech evaluation

That is not the case in the Toastmasters program. As an evaluator, your goal is to provide honest reaction to the speaker's presentation, in a constructive manner, using prescribed guides. When doing this, you must recognize the fact that you are not a professional authority, but capable of giving your own reaction to the material presented—its content, organization and delivery—and offering suggestions on how the speaker might improve his method of getting the message to the audience.

After receiving this reaction, the speaker can consult with other club members and obtain their individual reactions to the presentation. Finally, after obtaining all the feedback possible from the evaluator and the other members, the speaker makes a decision on which evaluations he will use as a guide in improving his communicative ability.

## Evaluation Dialogue

In the Communication and Leadership Manual there are references to the evaluation dialogue technique. Evaluation dialogue is the process of a speaker making his presentation and the evaluator presenting his reaction for the speaker's consideration. In some instances, there may be more than one evaluation requested and, in several projects, the speaker is asked to indicate whether he felt he accomplished his purpose before the evaluation is given. It is not intended that the speaker and evaluator have a discussion concerning the evaluator's comments for every project, although it is occasionally helpful. It should be stressed that each speaker should first make every effort to obtain feedback concerning the effectiveness of the presentation from his fellow members before he decides what to use as the basis for modifying and improving his communication ability.

The project criteria and suggestions listed in the revised Evaluation Manual—introduced at the Golden Anniversary Convention—reflect the descriptive feedback procedure. They are based upon propositions derived from a review of the literature, both theoretical and empirical, related to the effects of evaluation upon human behavior. The presentations are consistent with prevailing Toastmasters

International practices and emphasize the value of feedback based on the effects of speaker behavior on a listener. These criteria, if followed, will help each member accomplish established goals.

While performing your evaluation, it is important to remember not to get caught in the trap of merely watching for small inadequacies of delivery and presentation. Good eye contact, meaningful gestures, and good grammar contribute to the overall effect of a presentation, but must not be given emphasis to the point that they detract from the basic purpose of the evaluation effort. Some of the better speakers in history have had obvious variations in their delivery techniques and have still managed to obtain maximum effectiveness.

Besides helping his fellow Toastmasters with constructive suggestions designed to improve his ability to communicate, the evaluator benefits by receiving reinforcement or a learning experience in the art and skill in judging a speech, experience in the art of analytical listening, and listening skill in interpersonal relations.

Each club program includes a general evaluator, whose duty is to contact the scheduled evaluator the week before the meeting and then present the evaluation program during the meeting.

Before the meeting, he instructs the individual evaluators to use the evaluation guides which accompany each project in the manual, or he will provide a suitable form for special speeches. He will have coached them well ahead of time, making sure that they understand the requirements of being an evaluator.

## The Evaluator is Evaluated

At the close of the evaluation session, the general evaluator comments very briefly on the presentation of each of the individual evaluators, pointing out how they, too, can improve. He also evaluates the standard of excellence of the meeting, the officers, other program participants (except the speakers), and any other aspects of the program that were particularly good or needed improvement. He accompanies his comments with suggestions of how each participant can reach a higher standard of excellence.

Just as the general evaluator should be familiar with the standard of excellence for a Toastmasters club and the functions of the club officers, the members of the club should become familiar with the different types of evaluation and how to effectively use them.

In the *horizontal evaluation*, each evaluator is assigned part of the presentation (content of opening, body, close, or delivery), and is asked to give constructive reaction to the effectiveness of the speaker's effort, using the points outlined beginning on page 5 of the Evaluation Manual.

*Evaluation by panel discussions* can be an interesting program variation that will bring out various opinions on each presentation. The general evaluator prepares a list of leading evaluation questions and gives each evaluator a copy of this list. As the presentations are made, all evaluators make notes on items which they feel need emphasis and discussion. The general evaluator then leads a discussion of the presentations, raising important questions about each one. If there is sufficient time, the general evaluator can then invite comments from the audience.

*Written evaluation* is provided for the Evaluation Guides in each of the Communication and Leadership Program projects. The evaluator should be specific and constructive in his notes because the speaker will need to refer to them when he prepares future presentations.

*Immediate evaluation* of each presentation offers the advantage of a clearer recollection of material by the individual evaluators. Immediately following each presentation, the general evaluator presents a two-minute reaction. At the end of the speaking portion of the meeting, the general evaluator then gives his overall views.

*Videotape evaluation* is becoming an increasingly popular technique among Toastmasters clubs, allowing members

to see themselves as others see them. In addition to equipment that is often available on a loan basis from business organizations and schools, clubs can rent easily-operated units for under \$50 for the meeting. The entire program is recorded on videotape and played back over closed-circuit television.

*Tape recorded evaluation* has many advantages, such as giving the speaker the opportunity to study the organization of his material, voice modulation, and proper use of words and grammar. It is particularly helpful if the speaker is able to take his tape home for private study.

*Stop-the-speaker evaluation* is used to great advantage with experienced members who have been prepared well ahead of time. This method calls for the evaluator to stop the speaker and give immediate reaction to the presentation, using such phrases as "relax," "slow down," "speak louder," "use gestures"—anything that is making the speech less effective to the evaluator than it could be. A variation of this technique involves the use of show cards with various admonitions on them. The cards are held up at the rear of the room so that the speaker can see them. However, the speaker should be informed of this procedure in advance.

*Pre-evaluation* allows the individual evaluator to tell the experienced speaker how he expects him to perform, based on previous presentations. It puts the speaker on his guard against his more common faults.

The evaluation portion of your club's meetings is just as important and should be given the same careful attention given to the speaking portion. Ask your club's educational vice-president to schedule the talk which is outlined in the Effective Speech Evaluation Manual. The revised manual provides you with specific "How to" ideas on upgrading your club's evaluation program—resulting in a better evaluation through better feedback. ■

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## CONVENTION TAPE

**The highlights of the Anaheim Convention, including the top three speeches from the International Speech Contest, President Diaz's address, and the speeches of Dr. Teague and Bobby Richardson, will be made available after October 10. This 90-minute cassette can be yours for only \$3.50, including shipping and handling.**

## **CLUB SECRETARY**

# **The Leadership Process**

Of all the officers on the club level, the club secretary probably works the hardest at keeping the communication line open between World Headquarters and his particular club.

As the newly installed secretary, one of the first duties undertaken will be to promptly notify World Headquarters of the names and addresses of the new club officers. This duty is accomplished by completing the form that is sent to the outgoing president before the new officers are installed. Any changes in the club officer structure must be reported to World Headquarters, including data concerning club meeting place and time. This information should also be provided to the local chamber of commerce.

As a member of the executive committee, the club secretary must see to it that the club's semiannual membership report (1248), along with per capita fees, are sent to World Headquarters within 10 days after receipt of the forms. While maintaining an accurate club membership roster, the secretary must also report all new, transferred, or reinstated members promptly to World Headquarters, using an application for membership (400) for each member.

Besides this constant contact with World Headquarters, the club secretary also assumes certain responsibilities to his fellow members and officers.

While maintaining the Executive Committee (Secretarial) section of the Distinguished Club Plan, the alert secretary can help the president by supplying him with a list of actions to be taken, unfinished business, announcements and letters to be read, and participants on the program.

Naturally, all duties that would be classified as "secretarial" must be performed. Accurate records of all club meetings and executive committee meetings must be kept; all club correspondence must be handled and an orderly file of copies maintained, to be available to all club members and transferred to the next secretary; and orders must be prepared and mailed to World Headquarters for Toastmasters International educational materials, supplies, trophies, or jewelry.

As a service to the club, the secretary will be expected to maintain attendance records of members present, supply newly-initiated members with their membership cards, and cooperate with the membership and attendance committee in encouraging regular attendance by all members. Club bylaws state that the secretary shall inform the member that his membership is in jeopardy when he has been absent without prior notification for two consecutive meetings. A third absence without prior notification automatically places the member on the inactive roster. Records should also be made available regularly to the membership and attendance committee, which in turn will make periodic attendance reports to the club.

Above all, the club secretary has the responsibility of seeing that the daily business transactions of the club are carried out as efficiently as possible. Through his enthusiasm and dedication, the club that he serves will have no trouble achieving its standard of excellence — making the Toastmasters experience one that everyone can appreciate and benefit from. ■



## the action people

People in the Vanderburgh County Court are seldom neutral about **Judge William H. Miller**, a member of the Evansville #1 Club 337-11 in Evansville, Indiana.

Called a tough judge by those who disapprove of his methods, he has more requests for changes of venue than any other judge in the area. On the other hand, he has won the praise of people who believe in rehabilitation, with his work release program carried on in conjunction with students at the University of Evansville.

Judge Miller, a prelaw graduate at the University of Evansville, has proven that even severe punishment can be turned into a tool for rehabilitation. He has sentenced men to long terms in prison, only to relieve them suddenly after a few months. These men are brought home, provided with jobs, offered intensive counseling and given the chance to clear their records after five years if they manage to stay out of trouble.

In order to do this, Miller has taken advantage of a 1963 Indiana law that permits judges to run work-release programs at county jails, permitting some inmates to continue to work during the day while they serve their jail sentences at night and on weekends.

The incentive for the program came when Judge Miller learned that the local jail was only thirty percent occupied. "I thought to myself that it would be better if I would sentence some of those convicted of felonies to the local jail. We spent over \$2,000,000 on it and many services are available there. Besides, I thought that a person could be rehabilitated better here in his own community than he could be in a penitentiary."

The evidence seems to indicate that Judge Miller is right. Under the program, most of the inmates have a job and a bank account when they leave the jail.

Judge William H. Miller is a man of action . . . and a Toastmaster. ■



Members of the **Hellfire Toastmasters Club 3599-71** in Dublin, Ireland, were recently given quite an honor when they received an invitation from Irish President Erskine Childers to visit him.

Hellfire President Martin Cowley and thirteen other members of the club were received at the presidential residence, Arus an Uachtarain, situated in Dublin's magnificent Phoenix Park.

According to Rodney Devitt, past president of the Hellfire Club, President Childers was most interested in the work of Toastmasters International and the local clubs in particular. An eminent public speaker himself and a parliamentary debater of renown during his years in government, the President was able to fully appreciate the program of training offered by Toastmasters clubs.

At the end of the hour-long visit, President Childers was presented with a complete Toastmasters International Membership Kit. The blue folder, which contains the kit, is displayed on President Childers' table which contains, among other gifts, a portion of lunar rock and the Irish flag which had been taken to the moon by the American astronauts. ■

1. In conjunction with the 50th Anniversary of Toastmasters International, the Chinook Toastmasters Club 40-9, Yakima, Washington, recently celebrated its 25th Anniversary. Sixty-eight members, former members and guests attended the celebration, featuring Past International President Franklin McCrillis (second from left) as the guest speaker.

2. The Rainbow Toastmasters Club 488-17, Great Falls, Montana, recently moved their meeting place to the Deaconess Hospital to accommodate Jim Hanson, a former member. Hanson, who was burned and suffered a broken leg in an automobile accident, acted as Table Topics Chairman during the meeting. Also shown is Rainbow President Marvin Bruch.

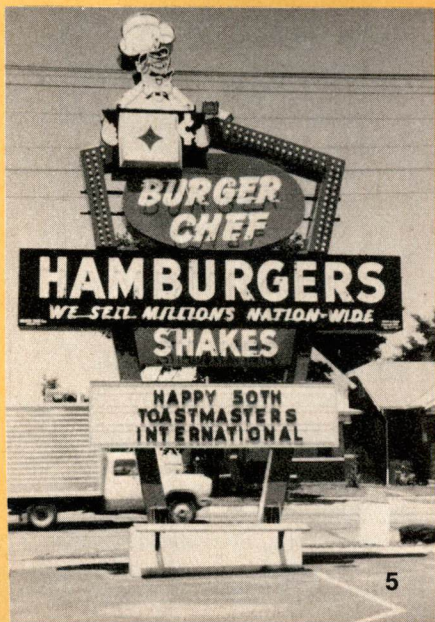
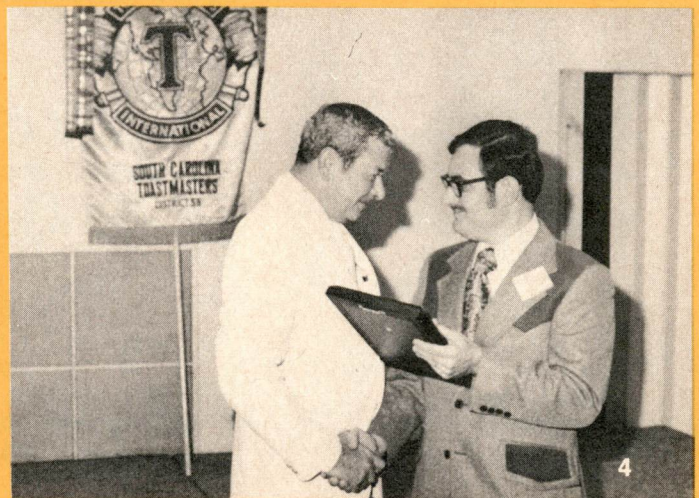
3. Colonel Robert Russell, commander of the Kwajalein Missile Range in the Marshall Islands, congratulates Raymond Floyd on his effort put forth in establishing the Rikonono Toastmasters Club 1687-U. Floyd, the president of the Rikonono Toastmasters, is shown holding the charter he received from World Headquarters.

4. Immediate Past District 58 Governor Bill Loeble, ATM (right), presents his district's Communication and Leadership Award to nationally known newscaster Frank Blair. A native of Yemassee, South Carolina, Mr. Blair was presented with the award at District 58's recent Spring Conference.

5. The "Burger Chef" marquee was only one of four to salute Toastmasters and its 50th Anniversary during a recent publicity campaign conducted by the Lincoln Trails Toastmasters 1354-8, Mattoon, Illinois. During that week, the Lincoln Trails Toastmasters also managed to receive an anniversary proclamation, two newspaper interviews, 11 merchant-sponsored ads, one radio interview, and 12 thirty-second radio spots.

6. Ruth Lawhorn takes her turn in roasting Captain John Prehn (third from the right), a member of the Naval Supply Center Toastmasters Club 2544-66, Norfolk, Virginia. Captain Prehn, the Executive Officer at the Supply Center, was honored upon his retirement from the Navy.





# hall of fame

## DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

- |  |  |
|--|--|
| <b>Robert A. Buerki</b><br>Schlitz Club 1989-35          | <b>Eldon Phillips</b><br>Marion Club 2020-10             |
| <b>Roland L. Cullifer</b><br>Jackson County Club 1871-29 | <b>Donald L. Sarbacher</b><br>The Real-Time Club 3922-28 |
| <b>John E. Grauman</b><br>Billings Club 319-17           | <b>John V. Slyker</b><br>Pop Up Club 3165-44             |
| <b>Jessie Herbert Paulk</b><br>Aerospace Club 3368-14    | <b>H. Edwin Tackaberry</b><br>Skyliners Club 831-64      |

## ABLE TOASTMASTERS (ATM)

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

- |   |   |   |
|---|---|---|
| <b>David L. Alberts</b><br>Yawn Patrol Club 1187-41     | <b>Edward J. Doyle</b><br>Customs Club 3793-36          | <b>Jack M. Large</b><br>Early Bird Club 3659-47             |
| <b>Alan A. Alexander</b><br>Paul Revere Club 602-F      | <b>Zebedee Ducre</b><br>Uptown Club 1458-56             | <b>Joe LaSpina</b><br>Desiderata Club 2667-19               |
| <b>Walter C. Anderson</b><br>YMBC Club 842-68           | <b>Kermit Roy Ekegren</b><br>Business Mens Club 100-F   | <b>Kenneth P. Lee</b><br>NAPA Club 2024-57                  |
| <b>Cecil A. Baumgartner</b><br>Foothill Club 116-F      | <b>Roy Exley</b><br>Blue Nile Club 2192-U               | <b>Charles E. Legrand</b><br>Stevens Point Club 570-35      |
| <b>Fred L. Benthall, Jr.</b><br>Daybreakers Club 839-56 | <b>Raymond H. Fairbank</b><br>Ottumwa Club 663-19       | <b>Graeme Lowe</b><br>Auckland Club 3593-72                 |
| <b>Charles Black</b><br>Santa Rosa Club 182-57          | <b>B. Gerald Fanjoy</b><br>Mare Island Club 2893-57     | <b>Quentin Ludgin</b><br>Suitland Federal Club 3349-36      |
| <b>C. Dan Booth</b><br>Mentors Club 1974-29             | <b>Tom H. Faulkner</b><br>Ponca City Club 1846-16       | <b>Joseph P. Manno</b><br>SSA Club 2884-18                  |
| <b>Pierce "Red" Britt</b><br>Kit Carson Club 2299-39    | <b>Ralph Fowler</b><br>Downtowners Club 3801-26         | <b>Robert E. Michelet</b><br>Glendale 1 Club 8-52           |
| <b>George Burda</b><br>Aquatennial City Club 534-6      | <b>Carl H. Franzen</b><br>Calioppe Club 2821-47         | <b>Ray Mickelson</b><br>Ada Club 2970-15                    |
| <b>James R. Carson</b><br>Greenville Club 964-58        | <b>Jeanne S. Gessay</b><br>Revenoers Club 3653-36       | <b>John D. Millar</b><br>Hercules Rocket Ctr. Club 2481-13  |
| <b>Thomas Chavers</b><br>Reddy Talkers Club 1987-48     | <b>Darwin M. Grigg</b><br>William E. Borah Club 2701-15 | <b>M. H. Navabi</b><br>Tehran Club 2367-U                   |
| <b>James L. Coates</b><br>Auckland Club 3593-72         | <b>Vern E. Grimshaw</b><br>Sunset Hills Club 3818-F     | <b>Donald F. Newman</b><br>Forty Liners Club 2419-4         |
| <b>Herbert E. Crowder</b><br>Tacoma Club 13-32          | <b>Donald J. Grzezinski</b><br>Sheboygan Club 2121-35   | <b>Lynn H. Pafford</b><br>Sunrise Club 3035-43              |
| <b>Lloyd E. Darland</b><br>Susquehanna Club 3898-18     | <b>Harold T. Henson</b><br>A OK Club 1359-43            | <b>John R. Parce</b><br>N O L Club 3637-36                  |
| <b>James S. Dart</b><br>Bootstraps Club 2863-22         | <b>Paul C. Hicks</b><br>Sarnia Club 3700-62             | <b>Michael L. Pelensky</b><br>Arsenal Club 2264-38          |
| <b>James G. Davies</b><br>Auckland Club 3593-72         | <b>Charles E. House</b><br>Greysolon Club 217-6         | <b>Max Platt</b><br>Borger Club 218-44                      |
| <b>Perry M. Davis</b><br>Del Rey Club 2665-11           | <b>Darvin Hudgens</b><br>Downtowners Club 3663-25       | <b>Robert G. Ramsey</b><br>Gulf Coast Club 2095-29          |
| <b>Tommy DeGough</b><br>The Big D Club 713-25           | <b>George B. Krockner</b><br>Sunrise Club 3035-43       | <b>William L. Richardson, Jr.</b><br>Northeast Club 3412-14 |
| <b>Conrad P. Dietz</b><br>Grand Forks Club 273-20       | <b>Richard E. Lane</b><br>Albany Club 1827-14           | <b>Harlan C. Rimmerman</b><br>Salina Club 2025-22           |

**Charles E. Rucker**

Jamestown Club 1073-20

**Thomas M. Seale, Jr.**

East Memphis Club 2233-43

**Jack Shepherd**

Sunrise Club 3035-43

**M. Joe Sherkat**

Will Rogers Club 645-16

**Dr. Anil Kumer Sircar**

Borger Club 218-44

**A. Dale Smedley**

St. Petersburg Club 2284-47

**Jack Stockton**

Downtowners Club 3663-25

**Frederick S. Street**

Lakenheath-Mildenhall Club 2352-U

**Frank Swords**

Sunrise Club 3035-43

**Kenneth Tipps**

Myrtlewood Hootowls Club 158-7

**Andrew Tokmakoff**

Civic Center Club 3567-52

**Frank W. Tolhurst**

Mt. Ogden Club 1614-15

**William R. Wallingford**

Suburban Club 1009-22

**George F. Wambold**

Fort Lewis Club 690-32

**Bruce L. Warburton**

Richardson Evening Club 2690-25

**Bernard R. Warren**

Hercules Rocket Ctr. Club 2481-13

**W. Bruce Weber**

Beloit Club 2147-35

**Albert J. Wells, Jr.**

Westfield Club 3187-46

**Gaylord "Jay" Wood**

Early Bird Club 3659-47

**Theodore C. Wood**

Kritikos Club 1686-18

**John F. Zaulig**

Pali Club 3699-49

# anniversaries

**50 YEARS****Smedley No. One Club 1-F**

Santa Ana, California

**30 YEARS****Illini Club 282-8**

Wood River, Illinois

**Mid-Town Club 283-8**

St. Louis, Missouri

**25 YEARS****West Seattle Club 650-2**

Seattle, Washington

**Middletown Club 723-40**

Middletown, Ohio

**20 YEARS****Buckhead Club 1520-14**

Atlanta, Georgia

**Mount Ogden Club 1614-15**

Ogden, Utah

**South Denver Club 1588-26**

Denver, Colorado

**Motor City Speak Easy Club 1660-28**

Plymouth, Michigan

**Leaning Tower YMCA Club 1608-30**

Niles, Illinois

**Kenosha Club 1558-35**

Kenosha, Wisconsin

**Challenger Club 1642-36**

Arlington, Virginia

**Civic Club 1564-48**

Montgomery, Alabama

**Lockheed Club 1653-52**

Burbank, California

**15 YEARS****West Fullerton Club 3060-F**

Fullerton, California

**Tele-Talk Club 3016-3**

Phoenix, Arizona

**Wintergarden Club 78-5**

Brawley, California

**Dunes Club 3028-11**

Gary, Indiana

**Tama-Toledo Club 1263-19**

Tama-Toledo, Iowa

**Cape Cod Club 1088-31**

Otis AFB, Massachusetts

**Conestoga Club 1090-38**

Lancaster, Pennsylvania

**South Side Club 2917-39**

Sacramento, California

**CPA Club 2354-46**

New York, New York

**Titusville Club 3018-47**

Titusville, Florida

**Gainesville Club 3019-47**

Gainesville, Florida

**Purchasors Club 3021-61**

Montreal, Quebec, Canada

**Sky-Hi Club 3005-64**

Brandon, Manitoba, Canada

**First London Club 3068-71**

London, England

**10 YEARS****Sunset Hills Club 3818-F**

Hacienda Heights, California

**International City Club 1377-1**

Long Beach, California

**Vista Club 276-5**

Vista, California

**Capital City Club 3813-16**

Oklahoma City, Oklahoma

**Moab Club 3789-26**

Moab, Utah

**Pioneer Nooners Club 3053-42**

Calgary, Alta., Canada

**Weco Club 3812-65**

Buffalo, New York

**New Plymouth Club 2833-72**

New Plymouth, New Zealand

# IS YOUR PROGRAM REALLY WORKING?

We've seen it happen all too often.

A person joins a Toastmasters club, completes a few projects in the Communication and Leadership Program and, just as quickly, discards it.

Sound familiar?

This problem—one that is international in scope—exists simply because there is a general lack of knowledge of how to use your Toastmasters manuals to their fullest extent, thus receiving all the benefits they have to offer.

With ten years of classroom experience behind me, I feel that we might gain new insight into the program if we study it from an educator's point of view.

Teaching, at one time, was considered an art—not subject to the harsh analysis of science. It was thought that good teachers were born—not made. Today, however, this theory has all changed, coming about through a branch of knowledge known as educational psychology.

The psychologists studied learning in order to answer two questions: How do people learn and how can a teacher facilitate the learning process? Out of these studies came a body of principles which a teacher can apply scientifically to aid learning. The Toastmasters Communication and Leadership Program represents good application of these principles.

Here are some of the principles, as they are used in the Communication and Leadership manuals, and ways they can help you increase your communication skill.

*Principle 1 — Separation of a complex topic into simpler tasks.*

In giving a speech, a person must be concerned about the opening, closing, organization, delivery, and gestures. It is impossible to learn all of these things at once, so each speech in the Communication and Leadership manual concentrates on one aspect of effective communication.

*Principle 2 — Gradual progression from simple tasks to complex tasks.*

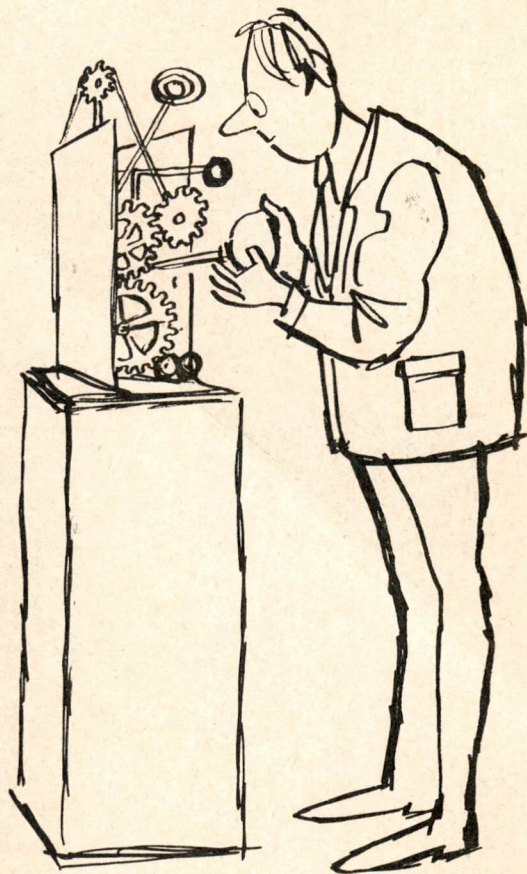
In learning, a person must learn the simple before the complex tasks. For example, a baby learns to say single words, then simple sentences, and so on. In the first of the two manuals, "The Ice Breaker" allows a person the opportunity to speak in front of a group of people for, in most cases, the first time. As the person progresses, the speeches become increasingly more difficult, with the most complex speeches appearing at the end.

*Principle 3 — Immediate feedback.*

Psychologists have found that people can learn from their mistakes and the sooner these mistakes are pointed out, the better able that person is to correct them. The same is true of the Toastmasters evaluation program.

The club meeting provides an excellent opportunity for the speaker to receive constructive feedback from his listeners. The manuals provide for both a written and an oral evaluation. Although the speaker may forget several parts of the

**by Allan G. Bluman**



oral evaluation, he has a permanent record of the written evaluation in his manuals.

Psychologists have found that if a person receives positive reinforcement, he learns faster and retains the information for a longer period of time. Here again, the manuals provide a space for a written record of the listener's reaction to the speaker's presentation.

Principles 3 and 4 indicate that, in every evaluation, it is necessary to indicate both the positive and negative aspects of the person's presentation.

*Principle 5 — Use of advanced organizers.*

An advanced organizer is a heading or statement which indicates what is going to happen in a paragraph or a small unit. The Communication and Leadership manuals make abundant use of advanced organizers. Look at Speech One — "The Ice Breaker." On page six of the revised manual, the advanced organizers are clearly indicated — Preparing Yourself to Speak, After-Effects, "How To" Prepare Your Talk, etc. You know what each section is about before you even read it.

*Principle 6 — Summaries throughout the text.*

At the beginning of each project is a summary of the purpose of the speech, containing the main ideas the speaker is to convey. By reading each summary, the speaker will know exactly what his purpose is.

Your manuals also contain sections dedicated to improv-

ing you as a total communicator. You will find self evaluation guides, programming ideas designed to help your club achieve its standard of excellence, and a record of projects and of your progress, along with "How To's" designed to improve you as a Toastmaster of a meeting, a Topicmaster and as an effective evaluator.

The Toastmaster who is determined to improve his communication and leadership ability must use his manuals and use them to their fullest extent. He should underline the important principles, complete the self-evaluations, and keep a record of progress. Before preparing his next speech, he should review all preceding speeches in the manual and apply what he has already learned to his new material.

Your Toastmasters manuals, if used correctly, can prove an invaluable resource to aid your progress on the road to becoming a self-confident, poised, and successful communicator. ■

Allan G. Bluman is a past president of the McKeesport Toastmasters Club 901-13, McKeesport, Pennsylvania. Mr. Bluman is presently employed as an Associate Professor of Mathematics at the South Campus of the Community College of Allegheny County in West Mifflin, Pennsylvania.

# new clubs

## **2841-10 AKRON FEDERAL CLUB**

Akron, Ohio—Fri., 11:55 a.m., University of Akron (375-5400). Sponsored by Tri-County Club 1917-10.

## **3894-14 SOUTHSIDE CLUB**

Robins Air Force Base, Georgia—Mon., 11:00 a.m., Electronics Building (926-4514). Sponsored by Aerospace Club 3368-14.

## **269-17 NORTHERN CHEYENNE INDIAN CLUB**

Lame Deer, Montana—Wed., 11:00 a.m., Community Rec. Center. Sponsored by Billings Club 319-17.

## **3406-21 FERNIE CLUB**

Fernie, B.C., Canada—Mon., 7:00 p.m., King Edward Hotel, 602-2nd Ave. (423-7100). Sponsored by Cranbrook Club 3532-21.

## **3539-26 HEWLETT-PACKARD SPOKESTERS CLUB**

Colorado Springs, Colorado—Tues., 7:00 a.m., Hewlett-Packard Company, 1900 Garden of the Gods Road (598-1900).

## **3326-31 HONEYWELL-WELLESLEY CLUB**

Wellesley, Mass.—Tues., 12:00 noon, Honeywell, 65 Walnut St., (237-4100). Sponsored by Honeywell Club 2725-31.

## **3188-46 GRUMMAN CLUB**

Bethpage, New York—Wed., 5:00 p.m., Grumman Aerospace Corp. (575-2931). Sponsored by Northern Brookhaven Club 2413-46.

## **845-47 TELEPHONE PIONEER CLUB**

Miami, Florida—Mon., 5:30 p.m., Holiday Inn, 1170 N.W. 11th Street (652-2670).

## **2208-56 SPEAKEASY CLUB**

Houston, Texas—Wed., 12:00 noon, Exxon Production Research, 3120 Buffalo Speedway (622-4222). Sponsored by Daybreakers Club 839-56.

## **2263-62 AMWAY CLUB**

Ada, Michigan—Wed., 5:15 p.m., Amway Conference Room, 7575 E. Fullerton (676-6776).

## **1471-66 LITTLE CREEK CLUB**

Norfolk, Virginia—Wed., 11:45 a.m., The Meeting House, Naval Amphib. Base. Sponsored by Virginia Beach Club 3267-66.

## **1568-70 ESSENDON CLUB**

Essendon, Victoria, Australia—Tues., 7:45 p.m., International Hotel, Mathews Ave., Airport West. (03 372666). Sponsored by Melbourne Club 3362-70.

## **2618-70 MANLY CIVIC CLUB**

Manly, N.S.W., Australia—Tues., 7:00 p.m., Manly Civic Club, 2 West Promanade (Sydney 977 3335). Sponsored by Sea Eagles Club 2951-70.

## **749-72 WAITAKERE CLUB**

Auckland, New Zealand—Mon., 6:30 p.m., Kelson School for the Deaf (Henderson 64-944). Sponsored by Auckland Club 3593-72.

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## **DUES INCREASE**

**The membership dues increase was adopted at the Golden Anniversary Convention in August. Effective October 1, 1974, Toastmasters dues are \$9.00 semiannually.**

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# your 1974-75 district governors

- F. Arthur W. Hofner, ATM, 1281 Mauna Loa Rd., Tustin, Calif. 92680
1. George Kuehne, DTM, 351 E. 231st St., Carson, Calif. 90745
2. Jack D. Howard, DTM, 1811 N.W. 198th St., Seattle, Wash. 98177
3. Milt Laffen, ATM, 8521 E. Desert Cove, Scottsdale, Ariz. 85254
4. Philip E. Lellman, 1188 Elmsford Dr., Cupertino, Calif. 95014
5. Norman L. Hartell, ATM, 8672 Harjoan Ave., San Diego, Calif. 92123
6. Ewald E. Koepsell, DTM, 2335 - 16th Ave., N.W., Rochester, Minn. 55901
7. Donald J. Wessels, ATM, 101 S.E. 205th Pl., Troutdale, Ore. 97060
8. Tom Dillon, ATM, 835 Madison Ave., Edwardsville, Ill. 62025
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10. Robert Beavers, ATM, 4852 Scenic Dr., Ravenna, Ohio 44266
11. Floyd O. Kreider, ATM, 2504 Oakwood Ave., Muncie, Ind. 47304
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18. C. Eugene Stewart, ATM, 1303 Monona St., Boone, Iowa 50036
19. Ronald G. Fraase, ATM, 2215 Hoover Ave., Bismarck, No. Dak. 58501
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27. Kenneth W. Smith, 146 Live Oak Lane, Milton, Fla. 32570
28. W. S. (Bill) Downing, 6950 North Olcott Ave., Chicago, Ill. 60631
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30. Rolland E. Jones, 1002 Parkwood Dr., Port Orchard, Wash. 98366
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33. John F. Belin, DTM, 4313 Haverford Dr., Rockville, Md. 20853
34. James D. McCauley, ATM, P.O. Box 351, Burlington, No. Car. 27215
35. Alfred T. Rehm, Jr., DTM, P.O. Box 15306, Philadelphia, Penn. 19111
36. Ken Thiemann, 2501 Polk St., Reno, Nev. 89503
37. Guy H. Peden, ATM, 176 Oberlin Court No., Gahanna, Ohio 43230
38. Dr. George McDonald, Box 297, Luverne, Minn. 56156
39. John A. Koyko, DTM, 10721 - 159th St., Edmonton, Alta., Canada T5P 3B5
40. George B. Krockner, ATM, 1255 Ryanwood, Memphis, Tenn. 38117
41. Robert E. Dowden, ATM, 4017 E. 30th St., Odessa, Tex. 79762
42. George D. Fullerton, ATM, 7 Lorraine St., Dartmouth, N.S., Canada B3A 2B9
43. Leroy F. Schellhardt, ATM, 64 Amelia Ave., Livingston, N.J. 07039
44. Carleton J. Smith, DTM, 8100 - 14th St., No., St. Petersburg, Fla. 33702
45. Charles Bendall, ATM, 12010 Chickamauga Trail, S.E., Huntsville, Ala. 35803
46. John Zaulig, ATM, 850 - 19th Ave., Honolulu, Hawaii 96816
47. Ed Morris, ATM, 5130 Finehill Ave., La Crescenta, Calif. 91214
48. Richard A. Hazel, 2 Ivy Court, Elnora, New York 12065
49. Ronald W. Fandrick, 807 S. 4th St., St. Charles, Ill. 60174
50. Joe Robinson, 530 Seaway Dr., Seabrook, Tex. 77586
51. Charles Butler, ATM, 3260 Park Lane, Lafayette, Calif. 94549
52. John D. Combes, Rt. 1, Box 252, Chapin, So. Car. 29036
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55. Raymond F. Trappen, 233 Academy, Portland, Mich. 48875
56. Loyle P. Shaw, 2924 McCampbell Rd., Nashville, Tenn. 37214
57. James W. Tomko, DTM, STE. 202 - 411 Cumberland Ave., Winnipeg, Man., Canada
58. William E. Jones, Jr., 93 Lettington Ave., Rochester, N.Y. 14624
59. Darrell E. Rolison, ATM, 1411 Crestview Dr., Blacksburg, Va. 24060
60. Westmoreland Harris, 321 E. Livingston Pl., Metairie, La. 70005
61. Peter McCarthy, 21 Devona St., Aspley, 4034, Qld., Australia
62. George Bondzio, 30 Valaud Cres., Highfields 2289, N.S.W., Australia
63. Michael H. Murdoch, Twintrees, Water Lane, Ardley, Nr. Bicester, Oxon OX6 9NX, England
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## MOVING?

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

Club No. \_\_\_\_\_

District No. \_\_\_\_\_

Paste current address label here OR complete the following:

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# Got the FUMBLES?

When someone asks about TI programs and literature, do you fumble around, asking members if they've ever seen a particular manual or information flyer? Your problems will be solved if your club has a Club Reference File. It contains samples of essential information, including manuals, handbooks and program descriptions. Here is a list of contents:

## EDUCATION

Debate Handbook  
Mr. Chairman  
Effective Speech Evaluation  
C & L Manual  
Advanced C & L Manual  
Membership Sales Program  
Humor Handbook  
Audiovisual Handbook  
Recognition in Focus  
Listening to Learn  
Patterns in Programming  
Your Club Bulletin  
Table Topics  
They're All Around Us  
Introducing the Speaker

## ADMINISTRATION

Speechcraft Action  
Youth Leadership Program  
C & L Program  
Introducing the Action People  
Communication For Your Organization  
Prospect to Guest to Member  
Reading Program  
How to Organize a TM Club  
Club Constitution  
Membership Application Form  
Sample Proclamation  
Community Contact Team  
Member Interest Survey  
Supply Catalog  
Club Directory

**Purchased separately, these materials would cost over \$15.00. Your club can have this complete Toastmasters library for only \$10.00. Order catalog number 1550.**

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