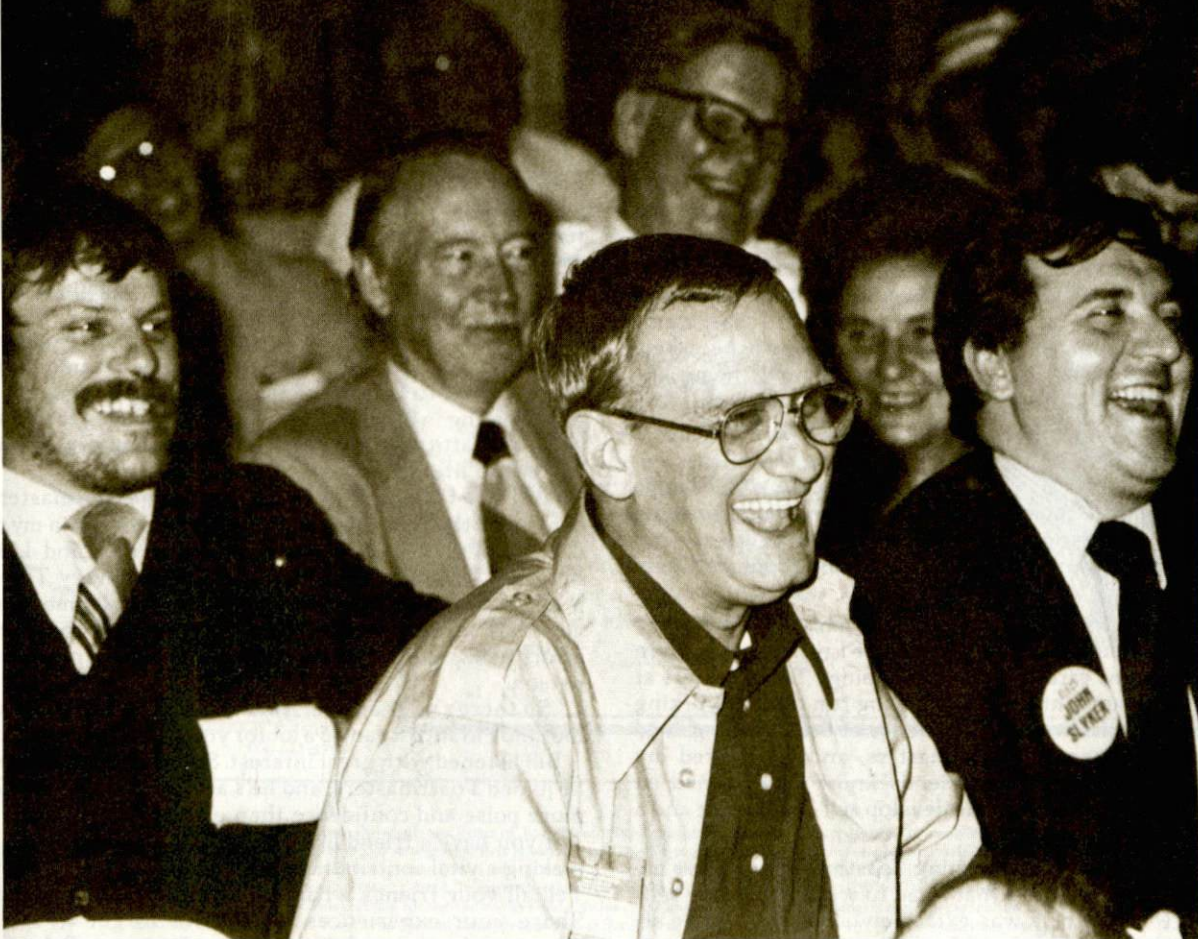




1979 CONVENTION HIGHLIGHTS *A Special Report from Minneapolis, see page 16*



IP

nt

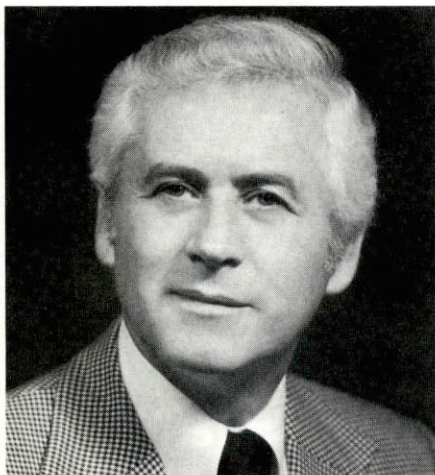


l love
ill in-
l
eeded is
nd

How to
rs)
rs)
or \$2.50
lifornia

ount of

Eric K. Stuhmueller



“BELONG... PARTICIPATE... SUCCEED”

Several months ago, I had lunch with a good friend of mine. I always enjoy getting together with Bill because he is a dynamic individual and a vivid talker. Bill seems interested in everything, and his fresh, exciting ideas always capture my imagination. But there's one thing about Bill that puzzles me. Although he's the most fascinating conversationalist I know, he's also one of the worst public speakers I've ever met. He just doesn't have any confidence in his ability to hold the attention of a large audience.

Bill's job requires him to speak before groups frequently and I've tried to help him by urging him to join Toastmasters. Since he knows little about our organization, Bill has many questions. For instance, during our recent lunch he asked: "What on earth made you choose a presidential theme like 'Your Opportunity . . . Belong . . . Participate . . . Succeed?' And why does Toastmasters play such an important role in your life?"

This is what I told him: "My presidential theme, which I hope will be meaningful to every member of our organization, reflects a deep personal conviction that our educational programs can help anyone become self-confident and successful.

"Sixteen years ago, I realized I would have to develop my communication and leadership abilities if I was to advance in my public relations career. But when I joined Toastmasters at that time, I was more interested in having fun than in working to achieve my goals. I enjoyed the sense of belonging I gained from my involvement in Toastmasters, and I bolstered my aching ego by letting all my friends know I had joined an organization that would help me develop self-confidence and a positive self-image.

"But you see, Bill, I was expecting Toastmasters to solve my problems without realizing that I had to work to acquire self-confidence. My progress was extremely slow. It took me six and a half years to complete the basic Communication and Leadership Manual.

"Then one day, an experienced Toastmaster in my club took me aside and said: 'It's great to have you as a member of our club. You have the potential to become a good speaker and you can make a great contribution to our organization. But you are not accomplishing your goals simply because you are not taking full advantage of the training Toastmasters offers. You just belong — you are not participating.'

"I resented that criticism at first, but finally admitted my fellow Toastmaster was right. I realized then that participation in every aspect of Toastmasters' educational program was the key to my future success. Suddenly, I began to experience success. I learned how to prepare and deliver a speech effectively, and I became a strong leader. My job opportunities improved, my relationships with others became more open, and I started to care more for other people. Only by actively participating in Toastmasters have I developed the knowledge, skills and attitudes necessary to lead a more meaningful and successful life.

"Bill, as I trace my own career in Toastmasters, I am convinced that the single most influential factor in my personal development has been the Communication and Leadership Program. I believe this program can help every Toastmaster lead a richer and more meaningful life. But let me also remind you that success doesn't come easy. It takes motivation and effort to discover your potential and become a more successful person.

"So there's your answer, Bill. Toastmasters has been good to me, and I'm sure it can do a lot for you if you're willing to work."

Bill listened with great interest. Soon after our conversation, he joined Toastmasters, and he's already facing audiences with more poise and confidence than ever before.

If you have a friend like Bill, you can help just as I did while making a vital contribution to the growth of our organization. Tell all your friends what you've gained from Toastmasters. Share your experiences. And don't forget to explain the meaning of our theme: "Your Opportunity . . . Belong . . . Participate . . . Succeed."

The Toastmaster

Founder
Dr. Ralph C. Smedley (1878-1965)

Officers, Toastmasters International
President
Eric K. Stuhlmueller, DTM
32 Sweetwater Bay, Winnipeg, Man., Can R2J 3G5

Senior Vice-President
Patrick A. Panfile, DTM
78 Stoneleigh Court, Rochester, NY 14618

Second Vice-President
William D. Hamilton, DTM
2323 N. 7th Street, Phoenix, AZ 85006

Past President
William O. Miller, DTM
12101 Hunters Lane, Rockville, MD 20852

Past President
Hubert E. Dobson, DTM
1205 Henry Road, South, Charleston, WV 25303

Executive Director
Terrence J. McCann
2200 N. Grand Avenue, Santa Ana, CA 92711

Secretary-Treasurer
J. William Venable
2200 N. Grand Avenue, Santa Ana, CA 92711

Directors
Helen M. Blanchard, DTM
430 San Antonio Avenue, #2, San Diego, CA 92106

Hugh T. Burgay, DTM
1583 Waterwitch Drive, Orlando, FL 32806

Vincent V. DeGeorge, DTM
375 Grace Street, Pittsburgh, PA 15236

Dr. Carl A. Johnson, DTM
P.O. Box 415, Granville, OH 43023

Oscar L. Olive, DTM
111 Spring Circle, Smyrna, TN 37167

George J. Ott, DTM
2302 Strader Terrace, St. Joseph, MO 64503

Mario G. Pedercini, DTM
4243 York Avenue North, Robbinsdale, MN 55422

H. Al Richardson, DTM
901 Wigwam Avenue, Arcadia, CA 91006

Tom Seale, DTM
7180 Baker, Millington, TN 38053

Larry C. Selby, DTM
1800 E. Mulberry Circle, Edmond, OK 73034

Sid M. Smith, DTM
3336 Louise Avenue, Salt Lake City, UT 84109

Floyd O. Swathwood, DTM
2521-2 Abbey Drive, Ft. Wayne, IN 46815

Ronald I. Wallace, ATM
281 Paraiso Drive, Danville, CA 94526

Telesphore Ted Wilga, DTM
14 Elmbrook Circle, Bedford, MA 01730

Neil R. Wilkinson, DTM
12608-39 Avenue, Edmonton, Alberta, Can T6J 0N2

Theodore C. Wood, DTM
908 Cox Avenue, Hyattsville, MD 20783

Magazine Staff

Editor
Sherry Angel

Editorial Assistant **Art Director**
Diana Spurgeon Judy Turk

To Place Advertising, Contact:
Toastmasters International
Publications Department
2200 N. Grand Ave., P.O. Box 10400
Santa Ana, CA 92711
(714) 542-6793

OCTOBER 1979

Vol. 45, No. 10

FEATURES

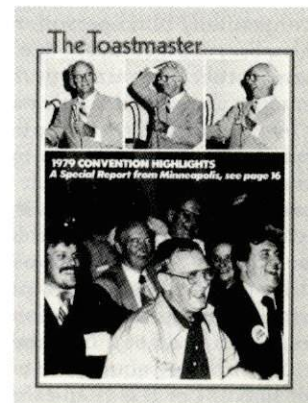
- 5 **The Evolution of a New Idea**
by Dorrine Anderson Turecamo
- 10 **Tantalizing Speech Titles**
by Thomas Montalbo, DTM
- 13 **Charting Your Path to Success**
by Gregory Barrette
- 16 **1979 Convention Highlights**
- 22 **Contests Are Worth the Effort**
by Robert F. Hever
- 24 **Conversation — From Icebreakers to Exit Lines**
by Ellen Hajek

DEPARTMENTS

- 4 **Letters**
- 8 **The Idea Corner**
- 26 **How To . . .**
- 27 **Update**
- 28 **Hall of Fame**

COVER

Toastmasters' International Convention — the world's greatest speaking event — gets more spectacular every year. Dynamic speakers, stimulating educational sessions, exciting ceremonies and special entertainment made the August convention in Minneapolis a once-in-a-lifetime experience for those who attended. That doesn't mean they won't be participating in future conventions, just that each one is unique — and too good to be missed. (Cover photos by Martin Jeremy Lancaster)



Blind Toastmaster Wants No Special Treatment

I'd like to add my perspective to your August article, "Toastmasters ... A Bright World for the Blind":

"I want no special accommodations or concessions because of my blindness. If you have criticism that will improve my speaking talents, please give it to me without hesitation."

In effect, that was what I said when I joined the Oak Park Club 614-30 in Oak Park, Illinois, in 1965. The members took me at my word, and the result was 14 years of enjoyable, constructive participation in all phases of Toastmastering. I served as secretary, administrative vice president and president. If the fact that I had no sight made any difference to other Toastmasters, I was never aware of it.

I was not the first and will not be the last visually impaired person to take an active part in Toastmasters, but I wonder how many clubs can accept handicapped persons as well as the Oak Park Club did. I wonder, too, how many blind persons will reject special privileges and make the effort to participate fully in all activities of the club.

A congenitally blind person, never having observed gestures, eye contact and other physical but silent movements, may require extra work. The blind person must not be exempted from using these movements.

Some may feel this is unfair, but how else can one learn? Isn't this one of the reasons a blind person joins Toastmasters — to learn how others perform while speaking before an audience? To exempt a blind person from any of these requirements is to render him or her less than effective as a speaker.

Persons, handicapped or not, who put their full effort into membership in Toastmasters will gain far more than those who do not. It's enjoyable to be in the mainstream of activity — to be part of the total movement. It can only be done if nonhandicapped persons accept those with impairments as peers in the full sense, and if the handicapped — and I don't like that term in this context — refuse to

use their impairment as a crutch (no pun intended). The greatest compliment is when a member says, "I never think of you as handicapped." When that happens, you have it made.

*Don Nold
Berwyn, Illinois*

Becoming Word Conscious

As Toastmasters, we've all encountered those times when our best ideas failed to materialize into effective speeches. Undoubtedly, part of the problem can be attributed to a lack of word consciousness.

To be word conscious is to be cognizant of the way we relate words to ideas and vice versa. In order to effectively communicate our ideas to an audience, we must carefully select words that accurately express our ideas. To do this, the Toastmaster must understand the relationship between words and ideas.

One method I use to clarify my ideas for speeches is to think about word-idea themes that relate to my subjects. For example, if part of my talk deals with someone's speech habits, I list several words — laconic, cogent, voluble, vociferous, loquacious — to enable me to select just the right one to express my thought or idea.

Toastmasters are bound to be more effective both as thinkers and speakers if they choose the words that best communicate their ideas. Ambiguous thoughts and words can't be made into effective speeches. But by increasing your word consciousness, you can bring out the true meaning of the idea you wish to express.

*Barrie D. Rowe
Suitland, Maryland*

Giving Thanks for Toastmasters' Blessings

My husband and I are both ministerial students about to enter our third year of full-time study at the seminary we attend in Los Angeles. As future ministers, we have taken a number of speech courses at school, but we both feel it's our Toastmasters training that has done it for us. We recently listened to the recording we made of our icebreaker speeches nearly two years ago. How times —

how we have changed!

The number of people to whom we've recommended Toastmasters over the past two years must run into the hundreds. I don't believe I've ever met anyone who couldn't improve himself or herself through Toastmasters. We feel really blessed to have found our club, with its warm, helpful, supportive membership. We have missed only one meeting in two years — it's a great way to pick up the middle of the week! We plan to initiate a group in whatever church we find our ministry takes us, and we'll make participation a virtual requirement for those of our people who will read or speak before the congregation in any capacity.

Thanks to everyone who has made it possible.

*Lynne Carol Lowe
Huntington Beach, California*

Convention Fever

We have just returned from Convention — not just any old convention, but Toastmasters International's Convention and the very best one yet. Each year the affair keeps topping itself, making us look forward for 12 long months of anticipation to the next one.

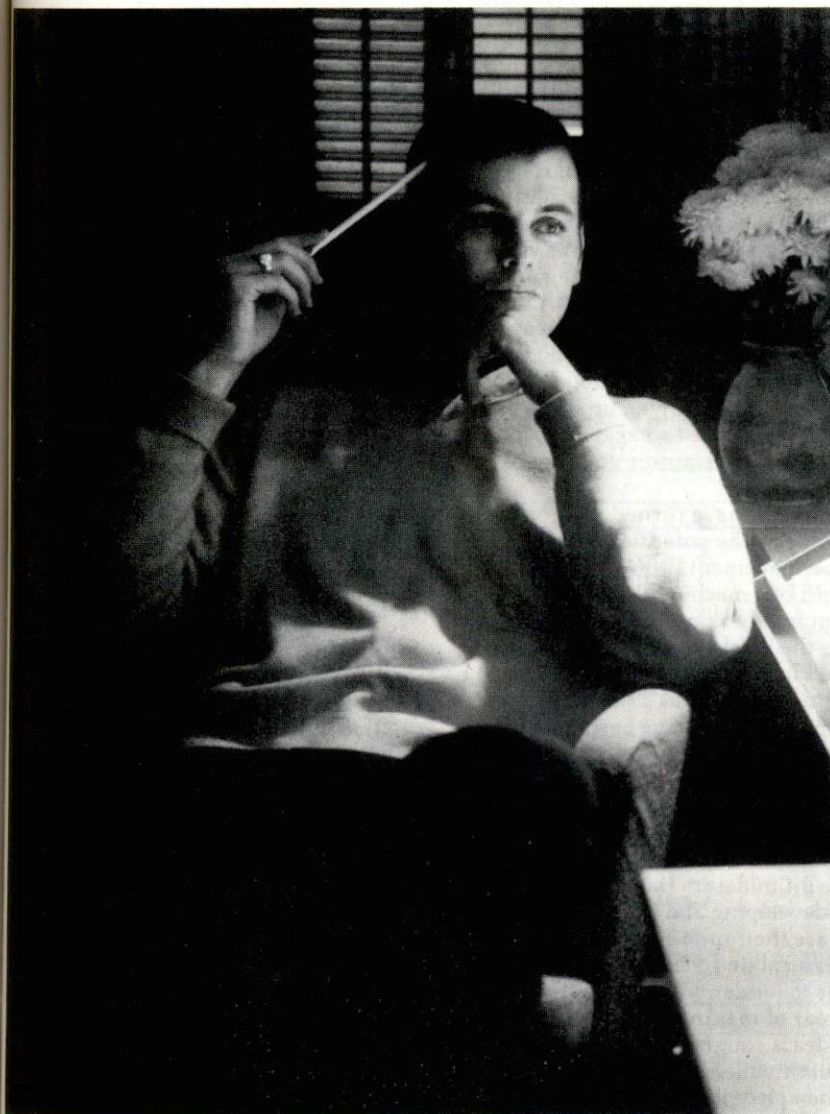
Conventions of a thousand-plus people don't just happen. They are planned well in advance (in the case of our organization, some four years in advance). We already know where we are going next year and the two years after that, and all that planning is the reason for my letter.

Far too few Toastmasters really appreciate what goes into a meeting once a year where some 1200 people are housed, fed and entertained, not to mention educated and trained.

My hat is off to the entire staff. No detail, no matter how insignificant it might have seemed at the time, was overlooked at this year's Convention in Minneapolis.

Many thanks to Executive Director Terry McCann and The Gang for making Toastmasters a memorable experience in my life. May God grant you all health and strength to give us ever better conventions and programs for lots of years to come.

See you next year in Milwaukee.
*Gene S. Selig, DTM
Irvine, California*



THE EVOLUTION OF A NEW IDEA

Tips to help you
create and sell
sensational ideas.

by Dorrine Anderson Turecamo

"I thought of that, but I never did anything about it," lamented a musician friend when we were discussing the disco craze. If he had acted on his inspiration, he could now be riding the crest of a multi-million dollar business venture.

It's a great idea, but it'll never work," the originator of package baking mixes was told. "Women want to make their own cakes. It's a matter of pride." Nevertheless, the innovator was able to convince a cautious Fortune 500 corporation to take a chance on his idea. The rest is history.

Decorators, artists, salesmen, business managers, musicians, architects, speakers — these people and those in many other fields make their livings by creating and selling ideas. What makes some people consistently more creative than others? How do you distinguish a great idea from a mediocre one? And

The fear of rejection keeps many people from promoting their ideas.

how can you convince others to be as enthused about your ideas as you are?

Following Creative Instincts

Most of us have been listening since childhood to an inner voice that's ready to stamp out any creative spark. "Forget that silly idea!" The inner voice says in response to a sudden insight that challenges us. So we stifle it.

A sensational idea that occurs to you at 3 a.m. may seem less than reasonable at 9 a.m. When you first look at it — unpolished, raw, newborn — logic tells you the voice is right. But as you reexamine this flash of inspiration, the fear of rejection begins to cloud your thoughts and you kill the idea before it has a chance to be tested or even heard.

Rule One in giving birth to an idea is that it must be explored as soon as it strikes you or while your enthusiasm is still high. Write it down, quickly. Then examine it critically, analyzing it from all angles. Forget all your preconceptions and open up your mind. Let your imagination spill over into every adjoining area. (Most original ideas are very simple. You have to be able to see the unusual in it.) Most of us have to struggle to abandon our biases because we are all prisoners of our own backgrounds, captives of our own viewpoints, and it's the exceptional person who can see events from any angle other than his or her own.

Look at your ideas critically, and put your analysis in writing. Ask yourself:

- Why is the idea useful, necessary or desirable?

GO
DOWN-UNDER
IN 1980



Discover the beauty of Australia. Let the most hospitable Toastmasters in the world teach you the Australian way of communicating. Down-Under 1980, a convention of districts from Australia and New Zealand, will feature special events for international delegates, enlightening and inspiring educational sessions, opportunities to meet people from all over the world.

Don't miss the Down-Under 1980 Convention Sidney, Australia May 15-18

For registration information, contact Phil Cohen, "Down-Under 1980," P.O. Box 649, Potts Point, N.S.W. 2011, Australia.

club, sales and political meetings
SURE NEED HUMOR!



IF YOU'RE INVOLVED, SEND FOR THIS BOOK

"UNACCUSTOMED AS I AM"

... gives you 238 pages of good, current humor. Indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor.

Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use and just now published.

- Send check for \$5.95 plus 75¢ mailing or your Amer/Visa number. Indiana residents add 4% tax.

THE LORU COMPANY

P.O. BOX 300-D, NORTH WEBSTER, IN 46555

- What is it going to accomplish?
- How can it be put into effect?
- Who will develop it?
- Who are the persons directly affected by the idea?

Suppose you answered all these questions and submitted a proposal for your supervisor, who dismissed the idea with one of the following stock phrases: "Well, it won't work here," "We've never done that before," "It's against our policy" or "It costs too much."

Of course, you accepted those excuses without argument, feeling foolish for even introducing the subject. But you wouldn't have given up so easily if you had anticipated a negative response and prepared to counter your opposition.

You might have turned your back on an idea with the potential to become a great achievement. What if you had thought of a machine that could sew, a system for speaking to another person across the world, a method that would enable blind people to read? Each of those ideas started as a flash of inspiration and may well have been dismissed as "totally ridiculous" at first. What if the Wright Brothers or Thomas Edison or Henry Ford had listened to those who rejected their ideas?

Emotional Barriers

The intimidators that keep people from developing and expressing their ideas are their own emotional barriers. Have you allowed the following obstacles to hinder your creativity?

- **Fear of making a fool of yourself.** Any idea is rough at first. If you think it's worthwhile, work on it, explore it, and then piece it together properly. All relevant facts must be verified so you can use them to help you sell your idea. Of course, this takes time, but your efforts will be worthwhile even if your idea is rejected because you are sure to learn from your explorations. It's exciting and daring to challenge established procedures with new ideas. It's also risky because you may not succeed, but the greatest failure is not to attempt at all.
- **Jumping to conclusions.** It's tempting to grab the first solution that comes along, even if it's not likely to work. But if you believe your idea is worth considering at all, then it's worth exploring from every direction and dimension. A Broadway director says that when an actor tells him, "I've got it! I've finally got the character down pat!" — he is fired on the spot. "When he feels he knows all there is to know about the character, then he has ceased to grow and he will no longer be effective," says the director.
- **Failure to keep an open mind.** When the basic idea is great, but it still seems to have too many flaws, don't

give up. Keep probing. The answer is often so obvious we overlook it. Reduce the concept to its simplest form and put it under an imaginary microscope. Look at everything as though you had just been born and had never seen or heard of it before. You'll feel like you just put on your first pair of glasses; the world is suddenly so bright that things seem to be jumping up at you from everywhere.

- **Impatience.** Take one step at a time. Most of us expect to realize success too quickly. You can't force the creative process. With patience, it happens. Relax and enjoy the process of discovery. Tension suffocates insight. The great psychoanalyst, Rollo May, tells us that reason works better when emotions are present — but tension blocks true emotions.
- **Too timid to gamble.** The more chances you take, the more confidence you'll gain. Don't let your desire for security overwhelm you. Keep asking yourself, "What is the worst thing that can possibly happen?" (It seldom does.) The very fact that you're showing initiative is in your favor, so don't allow criticism or anything else to inhibit you.
- **Fear of personalities.** If you never propose your idea, you can't win or lose.

Relax . . . Enjoy the process of discovery. Tension suffocates insight.

You're sold on your idea and have explored it thoroughly, so why should you hesitate to present it to those in authority? The most effective way is to present it publicly at a meeting, making certain everyone it will affect is there. This, of course, will require your finest preparation, but the world will witness that the idea is yours. Then, follow it up with a written memo to all who were present. This gives your idea more impact and exposure.

- **Lack of drive in carrying an idea through completion.** When you lose interest, you risk losing your idea to someone else. If you aren't going to follow through, why shouldn't they? Unless you intend to finish what you start, don't begin — or don't complain about stolen property.
- **Inability to relax and let your imagination take over.** Nietzsche said that creativity is a blending of vitality and abandon with form and rational order. When a problem seems to be boxing you in with no clear solutions, start again. Let your mind run free and explore every possible connection, no matter how impractical or silly it seems.

Be w
awa
and
thro
leav
diffe
to be
Whe
WIL
(Wh
scio
cons
•
goal
tease
(Like
and
Keep
expl
seem
Man
man
cut o
grap
W
idea
club
othe
all, it
for p
espec
to th
ques
lister
me?"
each
while
ing th
how
life ea
Keep
imme
Long
ceive
And b
to the
Wh
simpl
work
publis
to app
in-chi
had re
10:30
and fr
proble
attem
after
client
impat
We
the m
work
when
As a g
new p
day or
want
which
OCTO

wer is
Reduce
and put
pe. Look
d just
r heard
ust put
world is
eem to
ywhere.
at a
e
rce the
it hap-
s of
sight.
May,
when
ion

ore
dence
for
sking
g that
does.)
g ini-
llow
pit you.
never
or lose.

ould
in
y is to
aking
ere.
finest
tness
v it up
ere
e
lea
so
?
ou
ain

aid
ty
l
s,
and
no
ems.
STER

Be willing to let yourself be carried away in an exhilaration of new ideas and let your whimsical nature come through. Then, when you're exhausted, leave the problem and do something different for a few days. This is the time to be still, turn off the drums and listen. When you least expect it — THERE IT WILL BE — the most ingenious answer. (While you've been resting your conscious thoughts, your well-stocked subconscious has been working overtime.)

• **Refusal to take a detour to reach a goal.** Your original idea might just be a teaser in discovering the *real* prize. (Like Columbus starting out for India and bumping into America on the way.) Keep your mind open to variations and explore the periphery. If a side track seems promising enough, follow it. Many writers begin their first draft of a manuscript knowing they'll probably cut out the first three or four paragraphs and start with the fifth.

Selling Your Ideas

When you're ready to propose your idea to your supervisor at work, to your club or to your family, don't expect others to be as excited as you are. After all, it is *your* idea. Also, it's only natural for people to feel threatened by change, especially if the idea relates to them or to their area of responsibility. The question that will be foremost in your listener's mind is, "How does it apply to me?" This is why you must consider each of the people who will be affected while you're in the process of developing the idea. You should be able to show how it will make his or her individual life easier, happier or more successful. Keep the primary emphasis on the immediate advantages and benefits. Long-term, indirect benefits should receive secondary attention at this point. And be sure you're presenting your idea to the right person or persons.

What is often referred to as "luck" is simply proper timing. Everyone who worked in a now-demised New York publishing company knew better than to approach the temperamental editor-in-chief before 10:30 a.m. or after he had returned from a long lunch. Before 10:30, he would be feeling disconnected and frustrated as he settled minor problems from the previous day and attempted to plan the current day. And after an especially long lunch with a client, he tended to become moody and impatient.

We all learn to anticipate and respect the moods of those with whom we work or live. Consider this carefully when you're planning your approach. As a general rule, it's best to present new proposals on a Tuesday, Wednesday or Thursday. Most people don't want to be bothered on Mondays, which are usually crowded with urgent

JOKES for SPEAKERS!

For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.

An up-to-the-minute topical Joke-Bulletin with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$5.95. Send check or M.O. to:

JOKES UN-LTD.

1357 Miller Drive, Dept. 0-8, Hollywood, CA 90069

THINK
AND
GROW
RICH

by Napoleon Hill

LISTEN AND SUCCEED!

Psycho-Cybernetics
by Maxwell Maltz

The Art of Public Speaking
by Millard Bennett

How I Raised Myself from Failure to Success in Selling
by Frank Bettger

The Magic of Believing
by Claude Bristol

Magic of Thinking Big
by David Schwartz

The Greatest Salesman in The World
by Og Mandino

Make checks payable to: **SUCCESS TAPES**
Dept. 110
70 E. Howard
Eugene, OR 97404

Cassettes

Enclosed is my check or money order for _____ tapes (checked above) @ \$8.95.

Total \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Only **8.95**
Postage Included

details, and Fridays are poor because their minds are drifting toward the coming weekend. The 4 p.m. slump is almost universal, so for the most welcome reception, choose a time between 10 a.m. and noon or between 2 p.m. and 3:30 p.m.

Once you have your audience (whether it's one person or 20), approach with caution. Your eagerness itself can kill the idea. Enthusiasm is vital to any presentation, but never make a claim you can't support. It's better to understate than to oversell. If you've done your homework well, your listeners will use the superlatives for you.

Begin by pinpointing the problem. Can you define it simply, in one sentence? Get to the point quickly and be sure of your facts. You have given much time and research to this, but since others might not have even realized the problem exists, it's both courteous and necessary to tell them your story from the beginning. Lead your listeners through your thinking process, step by step, as simply, briefly, but thoroughly as possible. You must show *why* the idea is needed and *how* it

can be implemented.

One of the most remarkable characteristics of all successful people is their ability to maintain confidence and enthusiasm no matter how many times they're disappointed. Thomas Edison, probably the epitome of patience and perseverance, conducted more than 10,000 experiments to perfect the electric storage battery.

Any plan will have drawbacks — even Edison's did — so anticipate objections. Tell your listeners what the weaknesses are. You might have an idea for integrating certain job responsibilities that could cause another person to feel his or her position with the company would be threatened. Reassure that individual by showing early in the presentation how the change will be to his or her advantage.

Common Errors

No matter how fine your idea might be, a bad presentation can kill it. Three common mistakes are:

• **Semantics.** Never underestimate the importance of words. Choose them carefully. Certain words mean different things to different people, depending on their backgrounds and experiences.

What seems "sensible" to you can be seen as a sign of "weakness" by another person. "Dignified" can be interpreted as "pompous" or "flexible" as "wishy washy."

- **Assumptions.** What seems perfectly obvious to you may never have occurred to others. Be explicit. Explain the project thoroughly.

- **Inflexibility.** You have given the idea all you can offer, but someone else may add the twist that will make it successful. If arguments begin, remain calm and welcome them. Now you know they're interested and it's beginning to be a group idea. However, if you see that someone is laboring a point just to be negative, try to understand the message behind his or her words. If you can't, let the person finish and then resume your presentation.

Most people die before they are fully born, according to Erich Fromm . . . and most ideas are killed before they are heard. If you have made what you feel is an effective presentation and you still can't convince your boss that your idea is worth trying, don't despair. You can always start a brush fire. Tell others about your idea. Word will spread and if it is worthy, you'll be amazed at how soon you'll begin to see action.

Variety Sparks Creativity

In *East of Eden*, John Steinbeck states, "The free, exploring mind of the individual human is the most valuable thing in the world." Only the human species has the gift of creativity. However, creative abilities must be used constantly or they become stagnant. How are you feeding your creative instincts? What are you reading? What courses have you taken this year? Consider sailboating or ballroom dancing or batik painting. Try a different restaurant every time you eat out, a different supermarket each shopping trip. Cultivate friends with unusual interests and varying backgrounds. Learn another language and absorb the culture of a foreign country. Find new ways of expressing yourself. Continue to search for ways to add variety to your life and watch your creativity quotient rise!

Whether your ideas bring you prosperity, fame, simple recognition, or just help make life more pleasant for you, they're worth following through. Explore your next inspiration — don't kill it at birth. Who knows, you might be the next Marconi! 🎤



Dorrine Anderson Turecamo is a New York management consultant and freelance writer.

The Idea Corner

Special Award Program Promotes Club Membership Retention

When Toastmasters talk about organizational growth, the conversation usually focuses on ways to attract new members. But it's just as important to give current members incentives to stay involved, and clubs that work for high retention rates while campaigning for new members are most likely to reach their goals for expansion.

Recognizing the need for programs to sustain the interest of current members, District 11's Club Extension and Retention Committee has developed a system of rewarding first-year Toastmasters for their accomplishments.

A First-Year Toastmaster Award is presented to everyone who earns 100 points in the first 12 months of membership. Members accumulate points by attending meetings regularly, giving manual speeches, accepting committee assignments, bringing prospective new members to meetings, participating in the Speechcraft and Youth Leadership Programs, entering speech contests and joining the club's speakers bureau.

Larry G. Casebere, DTM, says this unique awards program was started not only to increase membership retention, but also to encourage use of the Distinguished Club Plan by all clubs. The awards program is designed to complement and reinforce the DCP and any other award program individual clubs may be using, explains Casebere, chairman of District 11's Club Extension and Retention Committee.

How do special award programs such as this help individual members?

"The First Year Toastmaster Award Program will accelerate the progress of new Toastmasters and strengthen their confidence," Casebere says.

He's confident that clubs will prosper as enthusiasm is generated by the award program. And, Casebere adds, once clubs start experiencing high retention rates along with steady membership increases, they'll be well on their way to reaching their maximum potential.

Euphoria Starts Cycle of Success

You've no doubt experienced that euphoric feeling speakers often get after delivering a good speech before an appreciative audience. On those occasions, you may feel like you could rule the world — at least for a day or two. But as you return to your daily routine, you probably start to feel deflated. And by the time you're scheduled to give your next speech, you need to somehow regenerate the excitement that made your last talk so exhilarating.

If you have trouble maintaining a high level of energy from one speech to the next, Douglas C. Seay, a member of Mason-Dixon Club 2186-48 in Huntsville, Alabama, may have the solution you need.

"I often find it difficult to go to sleep on those euphoric evenings after a speech, so I start writing my next speech the same night," Seay explains. "It doesn't really matter if I finish that night. The important thing is that I get my ideas down on paper while my enthusiasm is still high."

Seay calls his presentations "hip pocket" speeches because he's always ready to give his talk on short notice.

"The feeling of accomplishment I get when I suddenly jump ahead in my manual speeches makes me want to start the cycle all over again," Seay says. "This cycle of enthusiasm has helped me speed up my progress in the basic manual by several months. At this rate, I'll finish the first 15 projects in little more than nine months!"

Start yourself on a lifetime of **WINNING!**

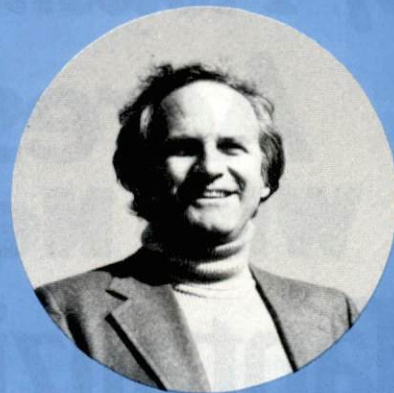
Becoming a Total Winner

Introduced by the world-famous Earl Nightingale and presented by Denis Waitley, this program contains all the simple yet profound psychology that can free you from losing habits . . . show you how to use certain time-tested principles for winning. And get them working for you immediately!

In ten stimulating sessions you'll discover hundreds of ideas you can apply now. Tips on goals, planning, confidence, talent, rewards, and more. Profitable ideas you can acquire as you listen; hear again and again, as you travel and at your leisure.

In the first two sessions Earl Nightingale and Denis Waitley introduce this success-building program. Then Denis Waitley presents these ten key sessions:

1. Positive Self-Expectancy
2. Positive Self-Motivation
3. Positive Self-Image
4. Positive Self-Direction
5. Positive Self-Control
6. Positive Self-Discipline
7. Positive Self-Esteem
8. Positive Self-Dimension
9. Positive Self-Awareness
10. Positive Self-Projection



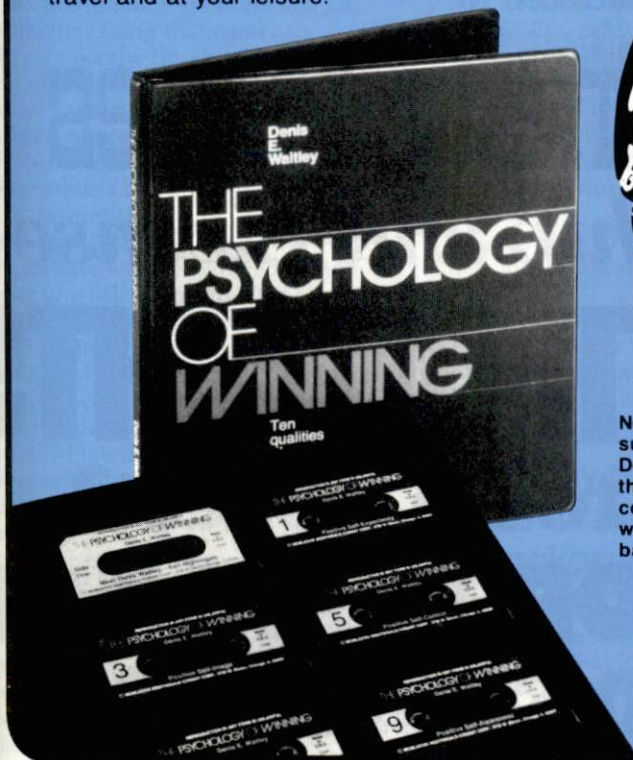
Denis Waitley

No-Risk 15-Day Trial

There is often only a small difference between the top leaders in every field and those who merely "do well." In "The Psychology of Winning," author-narrator Denis Waitley offers simple, yet profound principles shared by the great achievers of our day. Principles of thought and behavior that guide men and women to the top in every field of endeavor. Principles that give you a winning edge in every situation.

During your 15-day trial audition, you'll become aware of the wide-ranging studies that went into creating this dynamic audio-cassette program. In-depth research into every phase of human behavior. From Sigmund Freud's early exploration of the subconscious to Abraham Maslow's "Third Force" psychology to today's T.M. and electronic biofeedback. From the first attempt to clearly define personality traits and the hierarchy of human needs to the latest findings of modern science.

Denis Waitley presents the essence of this research in ten basic principles, Ten Qualities of a Total Winner. All in straightforward, easily understood audio sessions for immediate use in your career and personal life.



CALL TOLL-FREE ANYTIME
 using any credit card shown below
(800) 621-5809
 Except Alaska & Hawaii
 Illinois residents call
(800) 972-5858
 24 Hours a Day—
 7 Days a Week

Newly produced! The proven success system created by Denis E. Waitley — now for the first time offered in a complete audio program . . . with a no-risk Full Money-back Guarantee.

SEND ONLY **\$10**

At the completion of my 15-day free trial, I agree to pay the balance of \$39.95 or return program for full refund.

FREE

Bonus Album of two cassettes by Earl Nightingale — "What Makes Successful People Tick?" and "The Common Denominator of Success." Free when you order today!



NIGHTINGALE-CONANT CORPORATION • The Human Resources Company®
 3730 West Devon Avenue • Chicago, Illinois 60659

O.K.! Send me THE PSYCHOLOGY OF WINNING six-cassette album with the Ten Qualities of a Total Winner (\$49.95 value) . . . plus my free bonus album, EARL NIGHTINGALE ON WINNING (\$19.95 value). If not completely satisfied, I may return THE PSYCHOLOGY OF WINNING and Bonus Album within 15 days and my payment will be refunded promptly.

- Enclosed is \$10 (or charge to credit card below). Bill me for the balance of \$39.95 plus \$2.50 for handling and shipping . . . **\$10.00**
- Enclosed is \$49.95 (or charge to credit card below). I SAVE \$2.50 for handling and shipping . . . **\$49.95**
- Charge Credit Card: Master Charge VISA American Express Diners Club

Account # _____ Signature _____ (must be signed to be valid) Exp. date _____
 (Please Print or Type)

Name _____ Title _____

Company _____

Street Address (not P.O. Box) _____

City _____ State _____ Zip _____ T89

The title may be the most crucial part of your speech.

Of Plowshares and Pruninghooks
Acres of Diamonds
Who Needs the Biggies?
Tantalizing Speech Titles

by Thomas Montalbo, DTM

Bring on the Empty Horses
Liberty, Leadership and License

WHERE DEATH DELIGHTS

Can We Afford to be Honest?

COMMUNICATE OR SUFFOCATE
QUALITY AND EQUALITY

Our Gold-Plated Democracy

Which Future for Tomorrow?

From Pariah to Messiah

How Much Is Enough?

Pardon Me-Your Knee is on My Chest

Y
need
man.
At
down
mind
wort
speed
cruci
good
audie
with
lot of
Or
porta
speed
lacion
Knee
speak
politi
"Our
speak
titled
Bigg
No
self-
logic
each
curic
Sp
ways
W
a titl
and
geth
drift
over
orga
ple,
Are
duct
seve
He c
tion
driv
help
men
an a
forg
both
OCT

You've worked long and hard to research and write a good speech. Then you realize you need a title to give the program chairman. What do you do?

At this point, many speakers just jot down the first thing that comes to mind. Few take the time to create titles worthy of their carefully prepared speeches. Yet the title may be the most crucial part of your presentation. A good title can attract a large, attentive audience while a bad one can leave you with an unreceptive audience — and a lot of empty seats.

One speaker who recognized the importance of a title used this label for a speech on excessive government regulation of business: "Pardon Me — Your Knee Is On My Chest." Another speaker, criticizing the high cost of political campaigns, called his speech "Our Gold-Plated Democracy." A third speaker, defending large corporations, titled his speech "Who Needs the Biggies?"

None of these titles is conventional or self-explanatory. Yet each implies a logical connection with the subject. And each arouses the audience's interest and curiosity.

Speech titles are useful in many ways.

When you're preparing your speech, a title can help you focus your thoughts and guide you in pulling material together. The title tends to keep you from drifting away from your topic. Moreover, the title is a superb tool for organizing the speech itself. For example, one speaker used his title "What Are We Trying to Do?" in his introduction and then repeated the question several times in the body of his speech. He closed his talk by posing the question again, letting it summarize and drive home his point. This technique helps listeners follow your theme. Remember, no one listens all the time. But an audience will be hard pressed to forget your title or theme if you repeat both throughout your speech.

Creating Powerful Titles

Shakespeare's Juliet is wide of the mark when she says to Romeo, "What's in a name? That which we call a rose by any other name would smell as sweet." Poet Thomas Moore was more on track. He said, "Oh, call it by some better name for friendship sounds too cold."

That's the trouble with too many speech titles. They're as cold and unexciting as package labels. They lack the power to grab attention, awaken interest, arouse curiosity or stimulate feelings.

What makes a title attractive? If it's short, intriguing and relevant — that's attractive!

No rule exists, however, for the length of a speech title. When Lincoln was asked how long a man's legs should be, he replied, "A man's lower limbs, in

Too many speech titles are as unexciting as package labels.

order to preserve harmony of proportion, should be at least long enough to reach from his body to the ground." So it is with a title — it should be long enough to do the job.

If *Life Is a Bowl of Cherries — What Am I Doing in the Pits?* wasn't too long a book title to prevent it from becoming number one on the best-seller list. In *Vital Speeches*, which twice a month prints current speeches, you'll find long titles such as "Trade Union Power Brings Britain to the Brink," "After You Get Where You're Going, Where Will You Be?" and "If They Pay the Fiddler, Should They Get to Call the Tune?"

Here are some long titles from *Representative American Speeches*, collections published each year: "Cowboys, Indians and the Land of Promise: The World Image of the American Frontier," "Global Interdependence: Life, Liberty, and the Pursuit of Happiness in Today's

World" and "In Pursuit of Equality in Academe: New Themes and Dissonant Chords."

Although those headings are certainly gripping, most effective titles are short, so it's safe to assume that short titles attract attention better than long ones. Surely it's easier to remember short titles.

To be intriguing, a title should be vivid, imaginative, stimulating. Rarely is a subject so fascinating that it doesn't need a compelling title. The title should stir your audience to sit up and listen.

Where Death Delights is such a title. So is *Bring on the Empty Horses*. Both are book titles. The first refers to courtroom medicine and how autopsies can exonerate the falsely accused or smoke out likely suspects. The second is a title for an actor's memoirs. It's taken from an anecdote involving a movie director who started a scene involving 100 riderless horses by shouting, "Okay, bring on the empty horses!"

Intriguing titles should not be achieved by sacrificing relevancy. A title must relate to your subject. Nobody wants to be misled. If your title purposely confuses people or seems absurd to them, they may stop listening.

Nevertheless, you don't have to give your entire speech in the title. Nor does your title have to describe the speech. Some inkling, suggestion, clue — no matter how slight or remote — may be enough to convey your main idea indirectly.

One speaker's subject was the public debt, yet he titled his talk "The Greatest Danger To Be Feared." The relevancy of the title was made clear when the speaker began his speech by saying, "The title of this talk is taken from a letter by Thomas Jefferson . . . Here's the opening line: 'I place economy among the first and most important virtues, and public debt as the greatest of dangers to be feared.'"

The title of Russell Conwell's classic speech "Acres of Diamonds" only in-

directly explains his theme. Conwell told the story of a man who sold his farm to travel all over the world searching for a diamond mine but didn't find it. Later, one was found underneath his farm. Had he stayed home he could have had acres of diamonds. All he had to do was dig for them in his own backyard.

Experimenting With Words

How do you come up with an exciting title? Sometimes it will just come to you, emerging suddenly from your subconscious mind. Most of the time, however, you have to think, track down some sources and experiment with words.

Start your speech the easy way — with an ordinary title that describes your subject in a few plain words. Then work on improving it.

You might try rhyming. Here are examples of actual speech titles: "Communicate or Suffocate," "Quality and Equality," "From Pariah to Messiah."

Use key words such as "How to . . ." "Power," "Magic," "Secret." These words strike a responsive chord in people. We all want to be more successful and to get more out of life. Look at book covers and you'll see such titles as *How to Get Control of Your Time and Your Life*, *Power With People*, *The Magic of Thinking Big*, *The Secrets of Success*. Authors and editors know a title begins the process of selling a book. Their titles can give you ideas that may help you create your own speech titles.

Perhaps the best way to improve a conventional title is to apply one of three popular methods: Ask a question; choose a quotation; or use alliteration.

Glance through *Vital Speeches* and *Representative American Speeches* and you'll find that speech titles are often questions. Here are some examples from both publications:

- "Why Exercise?"
- "Can We Afford to Be Honest?"
- "Which Future for Tomorrow?"
- "What Makes America?"
- "Is Higher Education Doing the Job?"
- "Can Our Democratic Government Survive?"
- "How Much Is Enough?"
- "Whose Ox Is Being Gored?"
- "Why Foreign Aid?"
- "Can Free Enterprise Survive Success?"

Why do speakers frequently use a question as a speech title? Well, it's easy to change a label title into a question. For example, instead of labeling your speech "Noise Pollution," you could ask "Who Needs Noise?"

But there's another explanation. Coincidence or not, the question mark looks like an inverted hook. That hook in a speech title catches and holds the

attention of listeners, pulling them into the speech. That's because a question is almost impossible to brush aside. Listeners instinctively find themselves thinking of an answer. Meanwhile they're drawn to the speaker to hear his or her answer.

Using Quotations

Good quotations also make first-rate titles. When appropriately selected and used, quotations add both charm and substance to your message. French essayist Michel de Montaigne put it this way, "I quote others only in order (to better) express myself."

Even familiar quotations are usable again and again because, as German philosopher Friedrich Nietzsche said, "A good aphorism is too hard for the tooth of time, and is not worn away by all the centuries, although it serves as food for every epoch."

But you might well ask, "Isn't a quotation too long for a title?" Yes, so use only key words. For example, one speaker used this Biblical quotation in his speech: "And they shall beat their swords into pruninghooks: nation shall not lift up a sword against nation; neither shall they learn war anymore."

From that quotation the speaker

Good questions make great titles — they're impossible to ignore.

pulled out two key words for the title — "Of Plowshares and Pruninghooks." Besides the Bible, quotable phrases for speech titles are available from many sources, including anthologies of quotations, fairy tales, songs and slogans.

Shakespeare's writings contain a gold mine of phrases that make great speech titles. A lot of his quotations are familiar and widely used, of course, but hundreds of other less popular quotes are perfectly suitable for titles.

For example, in Hamlet's death scene, Horatio says, "Now cracks a noble heart. Good night, sweet prince, and flights of angels sing thee to thy rest!" *Good Night, Sweet Prince* became the title of a biography of actor John Barrymore, famous for his portrayal of Hamlet.

For title purposes, quotations can be altered to fit your subject. In a speech based on the theme that only companies telling the truth will reap the benefits of consumer patronage and loyalty, a speaker said, "Today's public is much too sophisticated (or suspicious) and far too fed up with verbal shenanigans to fall for those clever ploys that used to work so well."

In keeping with his theme, the speaker titled his speech, "You Can't

Fool *Any* of the People *Any* of the Time *Any* More." The speaker had changed the actual works of Lincoln, who said, ". . . you can't fool all of the people all the time."

Linking Words Rhythmically

The third way to liven up a conventional title is through alliteration, which occurs when the same sound starts successive words, as in this sentence itself. One of language's oldest rhetorical devices, alliteration is still popular today.

So alluring is alliteration that people continue to relish many trite expressions. Here are some examples: pretty as a picture, bold as brass, brain and brawn, hale and hearty, part and parcel, dead as a doornail, right as rain, fit as a fiddle.

Good As Gold is the title of a novel on the best-seller list as of this writing. *The Power of Positive Thinking* is an all-time best selling nonfiction book and "Bewitched, Bothered and Bewildered" is an all-time song hit.

Why is alliteration so appealing? What are its delights that can make even nonsense sound wise? Remember, language is primarily a system of sounds. That's why alliteration, though a simple technique, tends to attract attention and strengthen the power of speech.

As alliteration harmoniously links suitable words together, it produces a sound pattern with a rhythmic swing and a lilting tune. This sound pattern is effective because it emphasizes the words and makes them memorable.

For these reasons, many speakers like to use alliteration in speech titles. A speaker discussing environmental problems titled his speech "Progress, Pollution and Parallel Technologies." Another speaker, dealing with the dangers of mass media, called his talk "Liberty, Leadership and License" instead of using a humdrum title such as "The Mass Media." Browse through *Vital Speeches* and *Representative American Speeches* and you'll see plenty of other alliterative titles.

Considering the many advantages of an attractive title, why not dress up your next speech with one? Try to create a title worthy of your speech — one that will please you and your audience. 🗣️



Thomas Montalbo, DTM, is currently a member of Sparkling Toastmasters Club 3602-47 in St. Petersburg, Florida. A former financial manager for the U.S. Treasury Department, he is a freelance writer and a frequent contributor to *The Toastmaster*.

the Time
anged
o said,
ole all

ally
onven-
n, which
arts
ence
rhetori-
pular

people
pres-
pretty
and
d parcel,
fit as a

vel on
ing. The
ime
"Be-
ed" is

g?
ake
ember,
f
though
act
ver of

nks
ces a
wing
tern is
he
le.

ers like
. A
al prob-
Pollu-
An-
angers
erty,
of
he
tal
peeches,
era-

ges of
up
o
ch —

,
y a
ng

ters-
ormer
for the
part-
nt

ASTER

OCTOBER 1979

It's much easier to reach
success when you follow a
step-by-step plan of action.

Charting Your Path to Success

by Gregory Barrette

Why is it important to set a realistic goal? Think of your life as a cargo ship and you as the captain of that vessel. If the U.S.S. Life is launched without having a port of destination, you will be sailing at the mercy of currents, tides and winds — and you may not end up at a place where you want to be. How can you make sure your voyage will be successful? By establishing a goal or port of destination *before* you set sail.

Have you ever met people who seem to naturally accomplish whatever they set out to do? These people are most

toward a goal and then give up when you reach the first obstacle. What you need to get going and stay on course is a goal plan based on seven key questions.

Answer each of the following questions honestly and specifically — in writing — and review your intentions weekly or even daily. It's extremely important to be specific. The first few times you use this goal plan, your answers probably will be abstract. But the more you give in to the impulse to generalize, the greater will be the haze that surrounds your goal and the path to that goal. With the first question, you begin the chain of events in your goal plan:

• **What goal(s) do I want to accomplish and why?**

Are those dreams you've always had really the goals you could be working toward? Goals come in all different shapes and sizes. Your goal might be buying a \$200,000 home or winning a speech contest. Your goals can be short or long-term. For instance, a salesman's short-term goal might be to make four sales by lunch. His long-term goal might be a retirement cottage or a trip to the homeland of his ancestors.

Your dreams and goals don't just pop into your mind. Behind each dream or goal is a motive — perhaps vanity, greed, security or a desire to help people. Your motive is the "why" of this first question. Why do you want to make four sales by noon? Why do you want a retirement home?

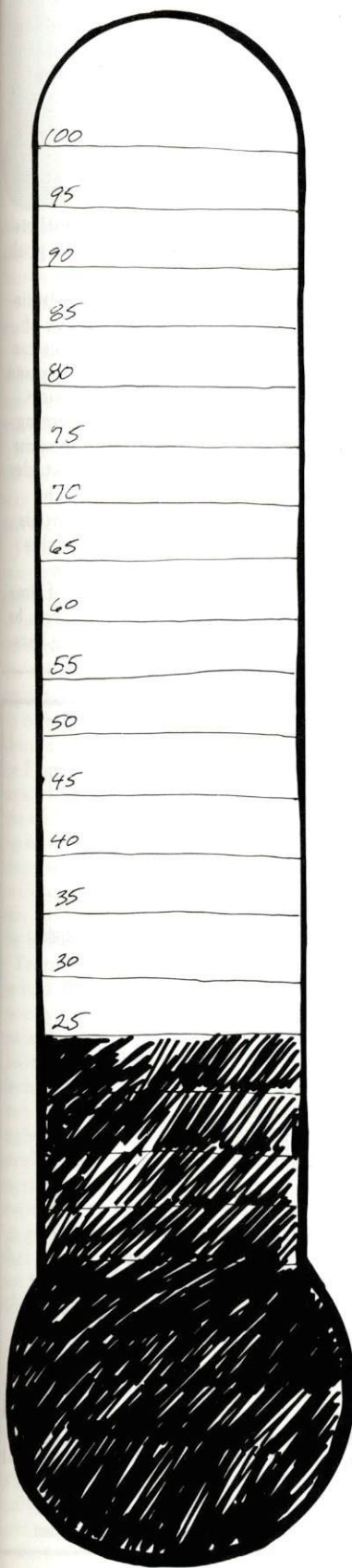
"Why?" is often the most difficult question to answer. You must put some

**You can overcome
any obstacle if you
use your imagination.**

likely goal-setters. They know exactly what they want to achieve, what they must do to reach their goals and when their objectives will be accomplished.

We all know people who have goals they never really pursue — dreamers who think big but do little because they unrealistically believe that success will just happen to them if they wait long enough.

Most of us are on a continuum somewhere between the two extremes represented by goal-setters and dreamers. You may set a goal but then dream of results instead of plunging into work. Or you may start working





of your deepest secrets in writing. You may have to admit to yourself that you're insecure and need an ego boost or want to make up for a deficiency in your childhood. Being truthful with yourself will put you one giant step closer to your goal.

Frank, a 40-year-old husband and father of three, decided it was time to give his life some direction.

With this motivation, he began to identify the dreams that were most important to him. As a high school and college student, Frank had always wanted to be a proficient tennis player, but he was so busy meeting immediate demands that he never learned to play. He didn't find time for lessons after finishing school either, but he never abandoned that dream.

Frank also wanted to become an ATM and had dreamed of earning that distinction ever since joining Toastmasters.

Furthermore, he wanted to be a good provider for his children. The father of three pre-teens, he felt his children would soon need a place to entertain friends, so the remodeling of his base-

ment into a family room became one of Frank's goals.

Frank had 15 years experience with the accounting department of a national corporation. Although he earned an adequate salary, he yearned for the self-respect and prestige he would gain from a promotion. He also longed to be his own boss. With that motivation, Frank set two more goals — a promotion and the establishment of his own accounting firm.

After Frank identified his goals, he had to examine each as it related to the others. This brought Frank to the second question of the goal plan:

• **Does this goal conflict with any of my other goals?**

It's possible to strive for two or more goals at the same time but not if the goals are in conflict with each other. When goals conflict, it's hard to accomplish anything. The result is frustration and unhappiness. By taking a more realistic look at your goals, you can eliminate the conflicts and establish harmony.

When Frank began to examine his goals he found a conflict between his desire for a promotion and his dream of having his own accounting firm. Obviously, he couldn't have both. Frank eliminated this conflict by postponing

the start of his own business until he had several years experience in a better position within his own company or another accounting firm. Frank now had to turn his attention to any problems that might prevent him from reaching his goals of earning an ATM badge, learning to play tennis, building a basement family room and advancing his career. Frank now turned to the third question:

• **If it is necessary to overcome any obstacles, how would I do this?**

An obstacle is something that stands between you and the attainment of your goal. The elimination of conflicts may give you a harmonious set of goals, but obstacles can still exist.

It's often necessary to conduct brainstorming sessions to explore ways of eliminating obstacles. All obstacles can be overcome, but it takes creativity and imagination to find the best solution.

It took Frank several brainstorming sessions with his wife to develop some creative ways to overcome his obstacles. One obstacle to all his goals was the additional demands they placed on his time. Realizing the immediacy of this obstacle, Frank went to the public library and researched the topic of time management. Through his research, he learned the importance of making lists

JUST LISTENING CAN IMPROVE YOUR SPEAKING.

It's true. Listening to a great speaker is still the best way to become a great speaker yourself, especially when the speaker you listen to is Nido Qubein.

NIDO QUBEIN SHARES HIS FORMULA FOR SUCCESS.

Nido, one of America's top professionals, speaks at an average of 200 meetings a year; is a director of the NSA and recipient of their CPAE certificate; and is heard daily on his own syndicated radio show.

Now, in "How to Speak Your Way to Success," a 6-cassette audio album from General Cassette, Nido shares his formula for speaking success.

HOW TO PREPARE AND DELIVER MORE EFFECTIVE SPEECHES.

For instance, Nido describes how to prepare, evaluate and deliver your speech. How to use humor effectively. How to hold audience attention. And how to lead productive meetings.

HOW TO SPEAK YOUR WAY TO SUCCESS #362
6 CASSETTE ALBUM ONLY — \$59.50



To make his points, Nido often uses recorded excerpts from some of his own speaking engagements. Plus he offers tips for coping with the little things which, if ignored, can wreck the greatest of speeches.

START LISTENING NOW!

In fact, "How to Speak Your Way to Success" is packed with so much valuable information, you'll want to listen to it again and again. And, of course, the nice thing about audio cassettes is that you can listen to them whenever and wherever you like.

Order yours today and start listening your way to better speaking.

These other programs by Nido Qubein are also available in 6-cassette albums at only \$59.50 each.

- SUCCESSFUL MAIL ORDER TECHNIQUES #361
- EFFECTIVE SALES TECHNIQUES FOR TOMORROW #363
- THE MAGIC POWER OF SUCCESSFUL LIVING #364

To order, please send check, money order or purchase order to:



1324 NORTH 22ND AVENUE / BOX 6940
PHOENIX, ARIZONA 85005 / (602) 257-1880

FOR QUICK SHIPMENT,
CALL TOLL FREE 800/528-5341
AND USE YOUR BANK CARD NO.

Arizona residents add 5% sales tax.
Dealer information and new catalog sent on request.



overco
goal. T
fourth

• W
make
Now
willin
not? A
more

If y
the sa
way y
sacrif

Fra
to sac
goals
of tim
the id
day e
appoi
his ne
Mon
for Fr
ings.
one o
ing o
nings
writi
Satur
the b
Fra
he ha
mon
mate
costs
decid
free
nigh
week
sacri
step
his g
that
not b
fifth

to at
Fr
tion
wou
sacr
it's s
cally
atta
T

OCT



and following schedules.

Another obstacle was the money needed to remodel the basement, buy tennis equipment and pay for lessons.

Frank decided to overcome this obstacle by remodeling the basement himself and accepting his neighbor's offer to give him free tennis lessons at a public court.

The third obstacle Frank had to deal with was the self-sacrifice required to overcome an obstacle or work toward a goal. This realization led Frank to the fourth question:

• **What sacrifices am I willing to make to achieve my goals?**

Now is the time to ask yourself: Am I willing to make sacrifices? If not, why not? Are the sacrifices I must make more important than my goal?

If you don't want to, or can't make the sacrifices, admit it. Maybe there's a way you can avoid the most difficult sacrifices and still reach your goal.

Frank realized it would be necessary to sacrifice time and energy to attain his goals. From his readings on the subject of time management, Frank developed the idea of protected time. Every Tuesday evening Frank had a standing appointment for a tennis lesson with his neighbor. The second and fourth Mondays of the month were reserved for Frank's Toastmasters club meetings. He arranged to be scheduled as one of the speakers for the first meeting of every month. Wednesday evenings were to be set aside for the writing and practicing of speeches. Saturday was devoted to remodeling the basement.

Frank was sacrificing not only time he had spent in other ways but also the money he needed to pay for building materials, tennis court fees and the costs of looking for a new job. Frank decided to obtain the money and extra free time by giving up his bowling night, his poker night and his golf weekends. Frank had confronted the sacrifices and identified some of the steps that would be necessary to reach his goals. It's important to keep in mind that goals are achieved through action not by dreaming. This brings us to the fifth question:

• **What specific tasks must I perform to attain my goals?**

Frank started answering this question when he decided what obstacles he would have to overcome and what sacrifices he would have to make. Now it's time for Frank to identify, as specifically as possible, what he must do to attain his goals.

To learn to play tennis, Frank had

already decided he would play one evening a week with his neighbor. He also decided to watch professional tennis matches on television so he could learn as much as possible from the pros. In addition, he planned to review any instructional material the public library might have.

All Frank had to do to obtain his ATM was complete his advanced manual. Frank decided to accelerate this pace by committing himself to one speech a month.

His tasks for building a family room included searching through building magazines for ideas, drawing plans, purchasing materials and obtaining equipment.

To reach his goals for career advancement, Frank decided to apply for a promotion in his own firm and to register with an employment agency. He also started checking job ads in his local paper and professional journals.

When deciding on tasks it's necessary to be as specific as possible. The sixth question helps bring the list of tasks into sharper focus:

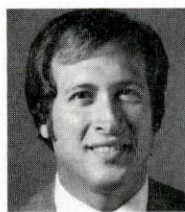
• **In what order and when will I accomplish these tasks and goals?**

By following the natural order of the

Are you willing to make sacrifices to achieve your goals?

seven questions, we have been able to transform the goals, the obstacles and the sacrifices into tasks. Now it's necessary to list the tasks in the order they must be accomplished. We must examine each task to determine how long it will take for completion. By listing the tasks and setting completion dates, you can monitor your progress.

For his ATM badge, Frank identified all the assignments he had to complete and the date he would give each speech. He also set deadlines for the remodeling of his basement. Frank analyzed his tennis game and picked a set of dates by which he would master his backhand and serve. To get a better job Frank realized he would have to look for openings in other companies. He committed himself to sending out a certain



Gregory A. Barrette is administrative vice president of Metro Speakers Club 945-35 in Milwaukee, Wisconsin. He also is a sales representative for SHADE Information Systems, a manufacturer of data processing forms.

number of resumes each week, no matter how much work it took to find that many openings. Then he confided in friends who would alert him when they discovered job opportunities. These friends became members of Frank's "goal group." And this brings us to the seventh question:

• **With whom can I form a "goal group?"**

A "goal group" is a circle of people who can help you reach your objectives. These people should know what your goals are, but they don't have to know your motivations if you want to keep them private. Your "goal group" can assist you in many ways. Members of this group may provide material help such as the loan of tools or emotional help such as the uplift you'll need when a goal still seems beyond your reach. You may also benefit from the collective creativity of this group. While planning for a goal you may find yourself in a mental rut, unable to overcome an obstacle. By brainstorming with this group, you may discover ideas no one would have thought of individually.

This was one of the results Frank hoped to obtain from his "goal groups." He formed several groups — one for each goal. Because he felt his wife and children were a central part of everything he did, they were included in all of the groups.

His tennis group included the neighbor who provided lessons and four other friends with varying levels of tennis skill. Frank felt these people could help him with whatever tennis difficulties and frustrations he might encounter.

For the goal of earning an ATM badge, Frank chose Toastmasters who could offer encouragement, speech topic ideas and detailed speech evaluations.

For help in building the family room, he decided to consult with a neighbor who works in the construction industry, a work colleague who recently remodeled his family room and his brother-in-law, who offered to help with some of the actual work.

Frank's support group for the goal of advancing his career included another accountant from a different firm, a representative from an employment agency and a friend in the personnel department of a national accounting firm.

Frank is an ambitious man who pursued several difficult goals. He learned that whether you set one goal or 100, it's much easier to reach success when you follow a well-charted path. Remember, dreams remain elusive; goals become realities. By answering these seven questions, you can transform any dream into a realistic goal. ♣

After 48 years, Toastmasters' International Convention still holds a reputation as one of the most unique communication gatherings in the world.

1979 CONVENTION HIGHLIGHTS

A Special Report from Minneapolis

Toastmasters' 48th Annual Convention had just ended and the staff of the Radisson Downtown Hotel in Minneapolis was already setting up for the next group of conventioners. But 80-year-old Bruce Norman, a member of three Oklahoma Toastmasters clubs, wasn't ready to leave. As hundreds of other Toastmasters milled around him, exchanging addresses and goodbyes, Norman stood quietly with his wife, Ruth, scanning the scene.

It was Norman's 31st International Convention (his wife's 28th), and he wanted one last chance to talk to the long-time friends he sees only once a year — when Toastmasters from around the world meet to celebrate their achievements and plan new strategies for success in the coming year.

Norman was one of more than 1000 Toastmasters who went to this year's August convention seeking fellowship as well as new ideas, educational enrichment — and fun! They found it all at the Radisson, where the excitement was so intense that no one seemed to be able to settle down for a full night's sleep.

The convention culminated one of the most successful years in Toastmasters' history, and that success generated a high level of enthusiasm among the delegates. Their optimism was reflected in the inspiring speeches given by Toastmasters' leaders.

"This has been one of the greatest growth years in our history," President Hubert Dobson told a standing-room-only crowd during the opening ceremony. "Together we can proudly say, 'We made it happen.' Many before us set the stage, but this year's team picked up the tempo and kept the momentum rolling, picking up speed as we traveled."

Executive Director Terry McCann added: "The Toastmasters movement is surging ahead with new vitality . . . Toastmasters International is more than just a professional educational

"Your success in life depends on your ability to communicate."

organization. It is people . . . It is life . . . It is a force in our times. People throughout the world are turning to this force for the tools and knowledge to confront and effectively negotiate the problems of today.

"As Toastmasters, you are a select group of people. You are chosen in the sense that you have made a choice — a commitment to understanding. Don't ever underestimate the significance of what you are doing for yourselves and for others. You are the crusaders of communication."

The significance of effective communication became a dominant theme of the convention as some of the finest speakers in the world discussed the theories and techniques that made them successful.

"Your success in life depends on your ability to communicate," Dr. Charles Jarvis, a popular humorist, said in his keynote address.

Olympic champion Bob Richards, this year's Golden Gavel recipient, told his audience: "Don't ever doubt the power of a good speech. One sentence can change the life of a human being."

The convention featured many other eminent public speakers and communication experts, including LilyB Moskal, David L. Schmidt, Robert L. Montgomery and Larry Wilson. Also in the lineup were Toastmasters who provided valuable tips on speechmaking and club development. They included Joe Garmeson, Bob Leiman, R. Dik Buntrock, DTM, Nate A. Parries, ATM, Evelyn-Jane Davis, Richard Ward, DTM, Jack High, DTM, and Keith Frost.

While these speakers were the main attraction of the convention for many participants, the official delegates were also there to conduct business. The key item on the agenda at the annual business meeting was the election of leaders for the coming year, an event that climaxed a week of vigorous campaigning.



RECOGNIZING GREATNESS — Olympic champion Bob Richards, this year's Golden Gavel recipient, demonstrates techniques of powerful inspirational speaking, then accepts his award from Past International President Hubert E. Dobson, DTM (below)



Photos by Martin Jeremy Lancaster



WELCOMING NEW LEADERS — The election of new officers is always the main item on the agenda of the Annual Business Meeting. Once the ballots are turned in and counted, the handshaking begins. Accepting congratulations are International President Eric K. Stuhlmuehler, DTM (below left), and Third Vice President William O. Miller, DTM (right)



CONVENTION '79

With many delegates still wearing hats and buttons promoting their favorites, the voters elected Eric K. Stuhlmuehler, DTM, as Toastmasters' 1979-80 International President; Patrick A. Panfile, DTM, as Senior Vice-President; William D. Hamilton, DTM, as Second Vice-President; and William O. Miller, DTM, as Third Vice-President.

The delegates also elected eight Toastmasters to two-year terms on TI's Board of Directors. They are: Ronald I. Wallace, ATM, Danville, California (Region I); H. Al Richardson, DTM, Arcadia, California (Region II); George J. Ott, DTM, St. Joseph, Missouri (Region III); Mario G. Pedercini, DTM, Robbinsdale, Minnesota (Region IV); Tom Seale, DTM, Millington, Tennessee (Region V); Vincent V. DeGeorge, DTM, Pittsburgh, Pennsylvania (Region VI); Theodore C. Wood, DTM, Hyattsville, Maryland (Region VII); and Hugh T. Burgay, DTM, Orlando, Florida (Region VIII).

Also on the business meeting agenda were two proposed by-laws amend-

ments. A proposal to reduce the minimum age required for membership in a Toastmasters club from 18 to 16 was defeated, but delegates approved a change in requirements for International Director candidates. According to the amendment adopted at the convention, a director candidate must have been an active member of a club in the district from which he or she is nomi-

**"What we need now
is a will to grow,
a will to reach out. . ."**

nated during the entire 12-month period immediately preceding the nomination.

New President Welcomed

Having made those important decisions, the delegates were ready for an evening of fun, and they created a lively atmosphere at the "Theater of Seasons" costume dance that followed the annual business meeting. They returned to the

Radisson's elegant ballroom the following night for another evening of music and entertainment at the President's Dinner Dance. The delegates traded in their zany costumes from the previous night for tuxedos and evening gowns to make the new president's celebration a regal affair. The highlight of the evening came when Eric Stuhlmuehler delivered his moving inaugural address after being welcomed with a standing ovation.

"Let me say without hesitation but at the same time with sincerity and directness that I accept the great honor of being your president with pride and gratitude and above all with a full heart," Stuhlmuehler said. "While it is difficult to put my gratitude into words today, it is my desire to translate my appreciation into deeds and dedication tomorrow.

"We all know that there is no government agency, corporation or social organization that teaches effective communication or that develops the leaders we so desperately need in today's unstable world," Stuhlmuehler



Bob Richards: 1979 Golden Gavel Recipient — "The greatest experience a human being can go through is the moment of motivation. The more motivated you become, the more you want motivation and the more you look for it. In every speech, say these things, 'You can do it. Don't quit. Your dream can come true. God will help you — the universe is on your side.' Don't ever doubt the power of a good speech. It will live on long after you are gone."



LilyB Moskal: "Gotta Believe" — "You gotta believe in yourself. . . You gotta believe in your profession. . . And you gotta believe in your ability to become successful. You can win — you can succeed — if you set reasonable, reachable, logical goals."



Evelyn-Jane Davis: "Speech Clinic" — "Enthusiasm is contagious. It establishes a positive mind set that is conducive to learning."



Dr. Charles Jarvis: Keynote Speaker — "There are those who say funny things and those who say things funny. But the people who will last as speakers are those who can think funny. . . A sense of humor is measured by the ability to laugh at yourself. You ought to be able to laugh as easily at yourself as you do at other people."



Robert Montgomery: "Listening Your Way to Success" — "Most of us fail to concentrate on the other person's idea, joke or point of view. We listen passively, thinking ahead to how we're going to respond. Here's my six-point program for better listening: Look at the person who's talking to you. Ask questions. Don't interrupt. Don't change the subject. Check your emotions. And be a responsive listener."



David L. Schmidt: "Flow System for Speaker Power" — "You're going to make mistakes. When you admit your errors, you give your audience a chance to help you. When you try to hide your mistakes, the audience pulls against you."

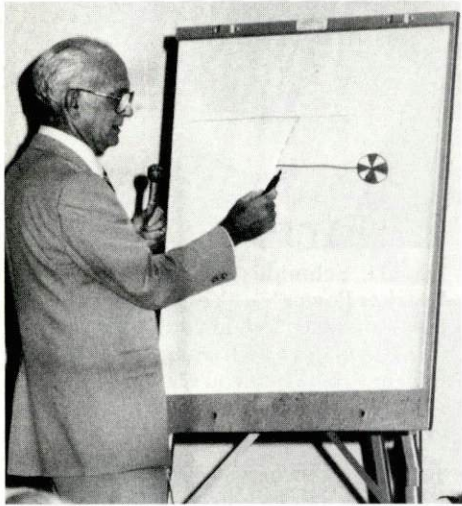


Larry Wilson: "We are most creative when we are most relaxed, when our energies aren't being resisted or diverted. Our most creative, powerful, best performances will come when we are most at peace."



B.E.J. Garmeson: "Club Programming" — "Nothing can defeat a club that consistently has good meetings. A good meeting is one that gives satisfaction to all who are present. A good meeting is one that takes everyone present a step along his or her chosen road to progress. No club meeting is fully successful unless everyone takes part."

SPECIAL MOMENTS — Education, fun, fellowship — you find it all at Toastmasters' International Convention. It happens every year, but the people make each convention a unique — and unforgettable — experience.



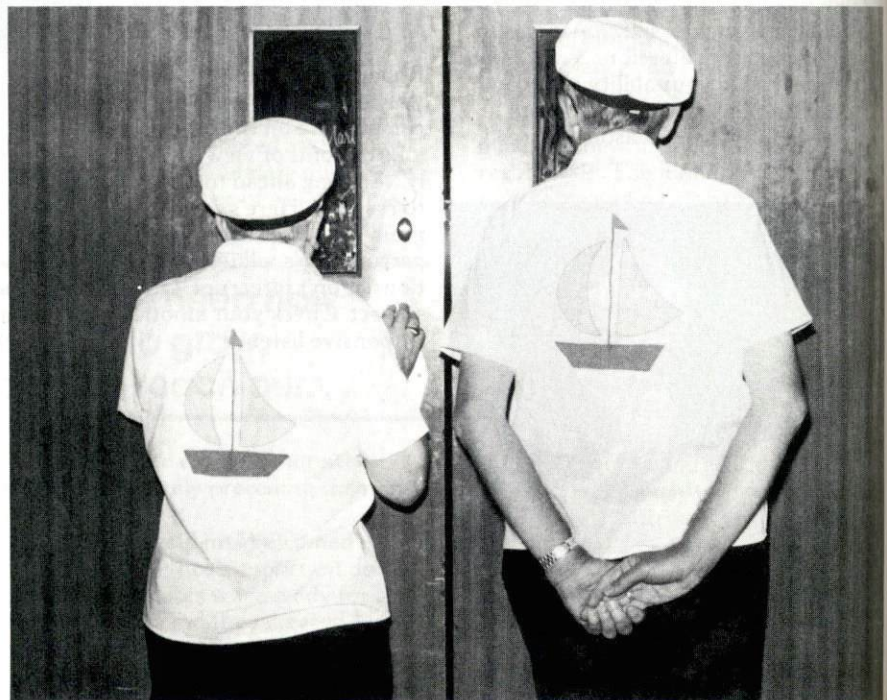
Dr. Charles Jarvis



Helen Dobson, DTM, wife of Past International President Hubert E. Dobson, DTM.

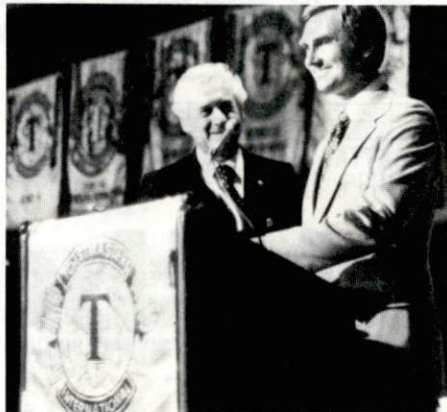


FUN NIGHT FESTIVITIES — The annual costume ball is a highlight of every International Convention. If a prize had been given for the best costume at this year's event, it surely would have gone to Joseph P. Rinnert, Toastmasters' legal counsel and Past International President (left).



C
add
— t
ma
"
mas
tin
rich
nes
tal
enn
"
stro
rea
mir
wh
bee
An
res
cati
A
see
dra
eve
Co
N
gue
larg
Ch
OC

Photos by Gene Selig, DTM



WORLD SPEAKING CHAMPIONS — Dick Caldwell (left) delivers the exciting motivational speech that earned him top honors in this year's "World Championship of Public Speaking." Second-place winner Malcolm Lumby, ATM (above center), accepts his award from International President Eric K. Stuhlmuehler, DTM. And Ted Mathew (above right) presents the speech that won him a third-place trophy. Taking one last look at the entry forms just before the contest begins is a member of the panel of judges, District 44 Governor John Will Nichols, DTM, of Tulia, Texas (above).

CONVENTION '79

added. "But you and I know the secret — there is an organization — Toastmasters is the teacher.

"Let us never forget that Toastmasters has members from every continent. This gives our organization a richness that we must cherish, a richness we must develop to its full potential because we offer a program that can enrich every person's life.

"What we need now is a will to be strong . . . a will to grow . . . a will to reach out. . . There is no doubt in my mind that we have the men and women who will put it all together. We have been doing it for more than 55 years. And we've been doing it with a sense of responsibility, enthusiasm and dedication."

Champion Speakers

Although the president's speech seemed to bring the convention to a dramatic closing, the most exciting event of all — the International Speech Contest — was still to come.

Nearly 1200 Toastmasters and their guests crowded into the Radisson's largest banquet hall for the "World Championship of Public Speaking." The

event was sold out even before the convention started and some who couldn't get tickets sat outside the auditorium and watched on closed-circuit television.

This year's winner was Dick Caldwell, of Bow Valley Club 1494-42 in Calgary, Alta., Canada. Using dramatic gestures to emphasize his motivational theme, Caldwell won the top honor with a speech called "Dream Your Dream." Second place went to Malcolm Lumby, ATM, of Auto Club 2681-1 in Century City, California. And Ted Mathew, of Centre Club 2404-69 in Brisbane, Qld., Australia, took third.

As soon as the winners were announced, a brief closing ceremony brought Toastmasters' 48th Annual International Convention to an official end. For many of those who attended, it was an unforgettable experience, and the delegates were already looking forward to next year's convention in Milwaukee as they prepared to leave Minneapolis.

"I wouldn't miss an International Convention if I had to come on crutches," Ruth Kraft, past governor of

District 24, said just after the closing ceremony. "I didn't think anything could be greater than last year's convention. But each one gets better and better."

Lonnie Stauffer, a 26-year-old Toastmaster from Omaha, Nebraska, said he was "extremely impressed" with his first International Convention.

"I wish everyone in my club could experience it," he said. "The greatest thing I learned was to set goals and don't give up on them. I gained confidence in my ability to succeed — plus an immense desire to come back next year."

Perhaps no one could show more enthusiasm than Bruce Norman does by returning to the convention year after year. But there may be one exception — the man who brought his bride to Minneapolis to spend his honeymoon with more than 1000 Toastmasters. As long as members continue to show that kind of dedication, the International Convention is sure to hold onto its reputation as one of the most unique communication gatherings in the world. 🍷

annual
International
for the best
ould have
s' legal
nt (left).

There are no losers in a speech contest.
Everyone who enters gains invaluable experience.

Contests are Worth the Effort

by Robert F. Hever

Some people might say my credentials as a speaker are rather shaky. I'm not an ATM or DTM, and have yet to get the first year year of Toastmastering under my belt. But I do have a perfect batting average as a competitive speaker, having won both of the humorous speech contests I entered at the division and district levels.

Each contest proved to be an invaluable

The opening is the most important part of a humorous speech.

learning experience. I didn't gain the experience from winning, but from speaking. (I might have learned even more if I had not won, since failure is often a better teacher than success.)

So what did I learn? I found out that a speaker must be very selective in following advice from others; that a speech and a written story are birds of different feathers; that the opening is the most crucial part of a humorous speech; that once people are ready to laugh, they'll laugh at anything; that a funny speech is harder to time than a serious one; and last — but definitely

most important — the selection of material is critical.

Sharing Personal Stories

Let's take the last item first. I have read many times that personal experience provides the best source of material for a speech. I won the division contest with a speech based on a personal experience and the runner-up also turned to his own life for material. I told the story of the day I malfunctioned as a "housewife." While my wife taught school, I packed a month's worth of misadventures into a single day at the ironing board. The speech was a natural to give before women — they understood it all. And men could either identify with my problems or, at least, relate to my miseries.

The second-place winner described his attempt to start his car after a group picnic in the country. His description of the "help" he got from his friends — especially with jump-wiring his car to get it started — had the audience laughing heartily. Why? Because his experience was common.

One of the speakers who didn't win presented a famous comedy monologue. When the monologue was first popularized on a best-selling record, the material was fresh, alive and funny. At the contest, the speaker used country-boy dialect and did an outstanding job of delivering the monologue. But too

many people in the audience had heard the material too many times.

The division and district contests both included speakers who delivered a string of one-liners. A few of the zingers hit home and brought laughter; many did not. It's difficult to emulate Bob Hope when you don't have Bob Hope's writing staff. You end up originating a few lines and "borrowing" the rest — which means that much of the

After you get the first good laugh, the rest come like magic.

material may have been heard before by the audience. Even original lines may fall flat if the jokes are off-color. Whenever you use "blue" material, you risk offending your audience and losing the contest. Personally, I enjoy the challenge of trying to be funny without offending anyone.

One of the division contest winners showed me just how diverse the subject matter can be in a speech competition. Using a colorful con-man dialect, he told an improbable tale about how we (note the audience participation) could all make a million dollars by investing in

his fantastic scheme to raise rats and cats on side-by-side farms in Mexico. All of which proved to me that a story based on personal experience isn't the only kind of humorous speech that works. It is, however, the easiest to present and the easiest for an audience to relate to. So if anything funny happens to you, write it down *immediately* for possible use later. That way, you'll capture details that will enrich your speech and make it believable.

Advance Preparation

My experience as a "housewife" happened eight years before I gave my winning contest speech. I took notes the day of my misadventures and turned 15 pages of scribbling into an article, which was published in *Good Housekeeping* in August, 1971. When I decided to enter the division-level speech contest, I knew I had the basic material for a funny speech. When I gave the speech before my club, I knew I had a problem.

My talk was received with chuckles and a few — very few — laughs. Afterward, I asked for comments. I received about 30 suggestions from fellow club members and another dozen from my wife. All too often I heard the equivalent of a line from the old Fibber McGee and Molly radio program — "It ain't funny, McGee." Almost all the comments called for basic changes in the speech. The suggestions would have turned the speech into a skit (man phones mother for help when he runs into trouble with the ironing) or a collection of sight gags (imprint of iron scorched into a shirt).

For me, that was the low point. Discouraged, confused and unhappy, I delayed revisions to give myself time to think. I finally concluded that I shouldn't change the speech into a skit or a string of sight gags; the problem was that I had not done a good job of converting the magazine article into a speech. The article was funny when read but not when said. With the help of my club's past president and my wife, I reworked the speech and slowly hammered it into shape. I added an iron as a prop and improved the all-important beginning and ending. The hardest part was deleting good material to make room for material we judged to be better.

Of all the comments I received, I used only about ten. But those really made a difference. One veteran member of my club explained the importance of "getting them laughing quickly." He reasoned that an audience *wants* to laugh and is just waiting for an excuse to do so. He said that after the first good laugh, the rest come relatively easily.

During my contest speech, I worked hard to deliver that first laugh quickly,

THIS IS NOT A JOKE!!!

You have to read it to believe it. A monthly collection of jokes, one liners, daffy definitions, party tricks and much more. A great source of material to break the ice when giving a speech or anytime. Send check or money order for \$6.00 for a year subscription to:



Ribticklers & Kneeslappers, Att: Tom 460 E. 26 Street, Erie, Pa. 16504

MOVING?

If so, we'll need your change of address. Please give us your old address as well as your new by attaching an address label from a recent issue of THE TOASTMASTER in the space shown.

Mail this to:
Toastmasters International
2200 N. Grand Ave., P.O. Box 10400
Santa Ana, CA 92711

ATTACH YOUR ADDRESS LABEL OR
 PRINT YOUR OLD ADDRESS HERE:

(INCLUDE CLUB AND DISTRICT NUMBER)

Name (print) _____

Club No. _____ District No. _____

New Address _____

City _____

State/Province _____ Zip _____

If you are a club, area, division or district officer, indicate complete title: _____

and the rest came like magic — just as my fellow Toastmaster said they would. He also told me that an audience will laugh at anything once you get them started. True again. In my talk, they not only laughed at the parts that were intended to be funny, they also laughed at my transitions — without even caring that they weren't funny.

Most speech contests have time limits, and a humorous speaker really has to plan ahead to avoid being disqualified for speaking too long. Humorous speakers must allow time for laughter when preparing a contest speech. Those who don't will either have to cut off laughs by plowing ahead with the speech or risk running over the time limit and being disqualified.

Competition is Painless

I could offer you more advice on how to prepare for a speech contest, but that won't be much help until you've taken the first step. You must decide you *want* to compete. Then you'll be able to conquer your fears and to face defeat without giving up.

As a learning experience, speech competition is well worth the effort it requires, and it's really quite painless.

"Competing against three or four high-quality speakers in front of an audience of strangers is painless?" you

ask. Indeed — for many reasons:

- Those other contestants probably have about as much speaking experience and skill as you do. It's unlikely that the others will be far better than you.
- The best speaker doesn't always win. It's the combination of material and delivery that counts.
- The audience is likely to be receptive. Why else are they there?
- Being nervous is an advantage — it will give you a shot of adrenalin that will add energy to your presentation.
- Your speech, so carefully prepared and so often rehearsed, is very likely to be the best you've ever put together. Nothing is more reassuring than the knowledge that you have outstanding material and enough practice to present it well.

Above all, remember this: Whether or not you win the contest, you *will* gain invaluable experience. There really are no losers in a speech contest. If you learn anything that will help you become a better speaker, consider yourself a winner. 🎤

Robert F. Hever is past first vice president of the American Legion Club 637-10 in Canton, Ohio, and a sanitary engineer for Floyd Browne Associates, an Ohio-based consulting firm.

Don't let your fears stop you from enjoying the benefits of good conversation.

Conversation- From Icebreakers to

by Ellen Hajek



I n
co
m
conv
just
afrai
one
stop
of go
Co
ideas
ferer
satio
ties
tance
tion
ideas
self-
Yo
versa
four

•
tion
tion
of m
conf
and
assu
O
dres
com
your
and
will
any
cally
tryin
has
be be
near
muc
pup
with
Si
enjo
you
groo
you'
your
mag
enou
that
pate
whe
an in
Pe
tion
sign
Con
one
age
and
feel
OCTO

In today's fast-paced world of mass communications, there are still many people who shy away from conversation with the excuse that "I just don't know what to say" or "I'm afraid I'll embarrass myself." If you are one of these people, don't let your fears stop you from experiencing the benefits of good conversation.

Conversation can offer you new ideas, information and exposure to different points of view. Through conversation, you establish and strengthen ties with coworkers, business acquaintances, friends and relatives. Conversation is a method of selling products and ideas. It helps you develop poise and self-confidence.

You can greatly improve your conversational skills by following these four simple rules:

• **Be prepared mentally and emotionally.** Your success as a conversationalist often depends on your frame of mind. If you feel successful and confident, your posture, mannerisms and verbal responses will reflect self-assurance.

On the other hand, if you feel poorly dressed, uninformed and socially incompetent, your shoulders will slump, your eyes will be locked on your feet and any nervous habits you may have will surface. How difficult it is for anyone to respond to you enthusiastically when you are like this! It's like trying to make friends with a dog that has been mistreated. The dog expects to be beaten again, so it cowers under the nearest shelter or runs away. How much easier it is to approach a friendly pup with a wagging tail (or a person with a ready smile)!

Simple preparations will help you enjoy social encounters that now make you want to run for shelter. Dress and groom carefully; don't leave home until you're sure you look your best. Prepare your mind by reading newspapers and magazines and watching television enough to understand current issues that interest you. Be ready to participate in conversation at every occasion, whether it's a meeting with a friend or an important business conference.

Perhaps the most important preparation you can make is to recognize the significance of the first rule of courtesy: Consider the feelings of others. Everyone needs approval. If you can encourage others to share their experiences and feelings with you and make them feel comfortable doing so, you will be

giving them vital support. If, on the other hand, you fail to offer encouragement or avoid conversation, you may cause others to feel rejected.

Develop icebreakers. If you see someone standing alone at a large gathering,

If you shy away from conversation, others may feel rejected.

introduce yourself and say something like, "I don't know many people here. Are you a friend of the host?" If you are in a group waiting for something to happen or otherwise involved in a common dilemma, try a comment such as, "My family will soon begin to wonder what has happened to me." This remark

gives the person you're addressing an opportunity to ask about your family or to express a similar concern.

Icebreakers don't have to be profound, sassy or even particularly clever. They're merely a means of opening a conversation. A brilliant conversation opener could be more detrimental than an awkward one — it might cause people to clam up because they fear they won't be able to match your wit.

To propel a conversation beyond the icebreaker stage, you need to discover common interests and face the fact that silences will occur.

The TALK formula has helped many people out of difficult or awkward situations. The letters of TALK represent possible topics of your choice. For instance: "T" may stand for teenagers, travel or tennis; "A" for alpine skiing, art shows or auctions; "L" for licensing, liquor or love songs; and "K" for Keeshonds, kitchens or Kentucky. Any of these topics can be prefaced by questions such as "How do you feel about...?" or "What do you think of...?" or "Are your employees involved with...?"

Remember that conversational lulls don't necessarily call for more talk. People who are comfortable with each other may enjoy sharing a few moments of silence. If the conversation does appear to be at an end, however, you can exit comfortably with a comment such as, "I think I'll mingle for awhile" or "Please excuse me, I need to see about..."

• **Learn to listen and observe the other person.** American novelist Christopher Morley recognized the impor-

ance of listening with this statement: "There's so much to say, but your eyes keep interrupting me."

Too often people are so anxious to talk that they don't really hear what others are saying or notice how others are reacting to their comments. Active listening takes patience and practice. Listen to the words. Observe facial expressions, eyes and gestures. Try to understand the feelings behind words, and respond honestly from your own experience — don't just say what you think others want to hear. Sincerity is always appreciated, for it helps others to determine where you stand and how to approach you with new ideas.

• **Be willing to share your own experiences and feelings.** By letting others know who you are — what your needs and interests are — you help them learn how to carry on a conversation with you. You also make it easier for others to comfortably express their feelings. And you give them an opportunity to gain insights, ideas and approval.

If the fear that others won't be interested in what you have to say is keeping you from starting conversations, remember that you are unique as a human being. Without even realizing it, you may be able to offer someone

Silence doesn't always have to be filled with more talk.

helpful advice, moral support or a new perspective on a perplexing problem.

• **Remember the rules of common courtesy and observe them.** Some people try to cover up uneasiness by talking too much. Take your turn, but don't monopolize the conversation. Avoid topics that may be unpleasant for anyone in the conversational circle. Ask questions, but remember to offer your own observations, too.

By being prepared, learning to listen, being willing to share your own experiences and remembering to follow the rules of common courtesy, you can become richer in thoughts and ideas and more confident in social situations. Perhaps you'll even discover that you are one of those special people you've always envied — someone who has enough self-assurance and conversational skill to bring the best out of people who still prefer to remain silent rather than risk the embarrassment of an awkward conversation. 🗣️

Ellen M. Hajek is a former teacher of English, speech and mathematics. Currently a freelance writer, she also has worked as a newspaper reporter for the Greeley Daily Tribune in Greeley, Colorado.

Exit Lines

Strengthen your speaking skills and your club by taking advantage of every learning opportunity.

Don't Neglect Your Opportunities

by Dick Trice

An ancient aphorism notes that, "Four things come not back: the spoken word, the sped arrow, time past, the neglected opportunity."

Ah ... the neglected opportunity! Most Toastmasters take good advantage of the learning opportunities they gain as formal speakers by preparing conscientiously. But I'm surprised at the indifference demonstrated toward opportunities for improvement offered by the *other roles* on the Toastmasters program.

Many Toastmasters are obviously performing these other assignments as extemporaneously as the Table Topics speakers. An example is the toastmaster of the meeting who handles the part like a traffic cop, directing the participants on and off stage with only a perfunctory signal or introduction. He (or she) completely ignores the vital elements of creating anticipation and enthusiasm, adding interest and humor to each introduction, explaining the different parts of the program succinctly and concluding with a thoughtful summation. *What a wasted opportunity!*

Timekeeper's Challenge

Many clubs regularly call on the timekeeper to explain the rules at each meeting — a practice I think every club should follow. However, the challenge presented by this opportunity is seldom accepted. The rules are rarely communicated precisely. Yet you must give explanations such as these often at home and at work. We all need to be able to communicate instructions clearly.

I suggest that this Lilliputian role in the program be practiced as much as the more time-consuming speaking assignments. Use your logical thinking to write out the explanation before the meeting in the clearest possible language, and rehearse it to insure clarity and economy of words.

Avoid lazy, hackneyed phrases —

"...at which time the green light comes on." Enliven your descriptions with synonyms, alliteration, rhyme and metaphors. Remember, even a small part, performed well (or at least better than the last time), is appreciated and enjoyed by all.

Evaluator Preparation

Another opportunity Toastmasters often overlook is the chance to develop evaluation skills. Many Toastmasters want to be evaluators because they think this assignment requires no preparation. Perhaps this is true for some accomplished and experienced Toastmasters, but most of us have a great deal of room for improvement.

You can learn how to critique speeches by recording and evaluating them privately. Experiment with different evaluation formats or outlines. For instance, should you reserve the first and last remarks for praise and the middle for suggestions for improvement? Should you start with specifics and end with more general criticism — or vice versa? Try several of these arrangements until you find the one that best suits your style.

I know one Toastmaster who has, over the years, worked out a very successful formula. While listening to a speech, he lists its first and second best qualities. During his evaluation he always begins with the second item. He then makes suggestions for improvement and closes by once again praising the speech's best quality.

In addition to developing an outline, make a resolution to expand the vocabulary used in your evaluations. Avoid the overuse of such common words as "interesting," "enjoyable," "great." Instead, look for new adjectives to make each evaluation as direct and instructive as possible.

Key Roles

Two of the most important roles,

aside from the formal speakers, are toastmaster of the meeting and master evaluator. Those who are assigned to those key roles should concentrate on improving their introductions and conclusions.

A Toastmaster with either of these assignments should know the persons he or she will be introducing or evaluating, or should call well before the meeting to get biographical information. Be sure you have enough material to honor the speaker with a talk that shows evidence of advance preparation.

Once you've learned to make good, serious introductions, it's time to enliven these usually dull descriptions with exaggeration and humor. Sure it takes time to write humorous introductions, but they don't have to be long, and a little humor here can make the entire program more successful.

These are just a few ways to take advantage of learning opportunities available through Toastmasters. The rewards for acting on these opportunities are threefold: You add to your own skills; you set an example for other Toastmasters to emulate; and you contribute enormously to the quality of the overall program.

But most important, you must establish a precedent of good performance in every role at every meeting. Such performances encourage new members to do better and inspire visitors to join. If each participant shows some evidence of preparation and improvement, your meeting will become more productive and your club will become much stronger.

Are you taking advantage of every Toastmaster opportunity?

Dick Trice is a member of Mid-Cities Club 989-25 in Hurst, Texas and past Area 10 governor.

Distant Clubs Linked by Communication Satellite

Distance may make it difficult for Toastmasters in different parts of the world to communicate with each other, but it's certainly not an insurmountable obstacle. Toastmasters clubs in Washington, D.C. and California proved that recently by holding a joint meeting while still 2300 miles apart.

The historic event — Toastmasters' first transcontinental meeting — was made possible by the U.S./Canadian Communications Technology Satellite, which linked the two clubs via television monitors.

The meeting was conducted as part of a NASA experiment to evaluate the effectiveness of videoconferences as a time and travel-saving alternative for business conferences.

The participants were members of NASA Club 34-36 in Washington, D.C. and Jet Stream Club 2624-4 at Moffett Field Naval Air Station in California.

Each meeting site was equipped with two color television monitors enabling the Toastmasters to watch themselves as well as their fellow members across the country. The meeting followed the usual format, with a few variations. For instance, after the prepared speeches, the members of one club presented table topics to the other and then evaluated the impromptu speeches. Then the process was reversed to give everyone a chance to speak extemporaneously.

Toshio Hoshide, DTM, past governor of District 36 in Washington, D.C., said the experience was ex-

hilarating for all participants.

"Like all things that are successful, it took planning, preparation and coordination," Hoshide said. "The night before the meeting, representatives of each club were on the telephone, going over the order, timing, voting and making necessary arrangements."

Paul McCeney, president of the NASA Toastmasters Club, said the experience not only taught members how to use the medium of television, it also increased their enthusiasm and motivation.

"The complete change of pace seemed to renew the members' interest in learning the basics of personal communication," McCeney said.

Furthermore, the event helped both clubs gain exposure through publicity. As a result, the NASA club reports, 10 new members have joined since the joint meeting was held. And that gives members of both clubs more than enough incentive to continue looking for innovative ways to practice and further develop the communication skills they've learned through Toastmasters.



SATELLITE COMMUNICATORS — Members of NASA Club 34-36 in Washington, D.C. respond to speech being delivered by a fellow member 2300 miles away. Clubs were linked by communications satellite via television monitors.

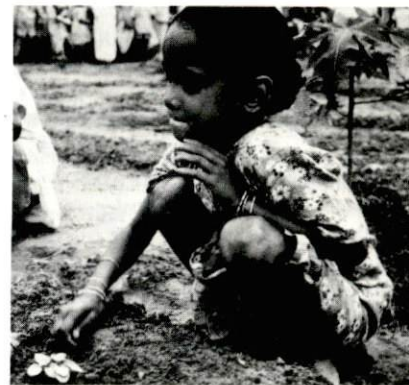
Toastmasters Helps Youths Prepare for Cultural Exchange

When you're about to spend a year with a group of strangers in a foreign country, you really start appreciating the importance of communication.

At least that's what happens to the teenagers who travel abroad to live with families participating in the Youth for Understanding Program.

Tony Jessop, DTM, past governor of District 73 in Australia, says Australian teens are turning to Toastmasters' Youth Leadership Program for training to help them become skillful and confident communicators before they enter a different culture.

"As with all Youth Leadership Programs, the improvement shown by the participants is most rewarding for the Toastmasters involved," Jessop says. "I often wonder, however, if they get as much out of it as we do."



UNICEF photo by Ling

A Time to Speak Out for Needy Children

"Children are the future; they are the seed for the hoped-for harvest of the world."

—Maurice Pate

Message to Toastmasters from the United Nations: Children throughout the world need your help. In 1979 — the International Year of the Child — speak out for the needs and rights of the young. Children are our most precious resource. Put them in their proper place — at the center of world concern.

On behalf of all children, the U.N. has made that plea to organizations throughout the world. As skillful public speakers, Toastmasters are particularly well qualified to spread the U.N.'s message. Why is it so important? U.N. representatives list many reasons, including the following:

- Because some 350 million children in developing countries remain beyond the reach of essential health, nutrition and educational services.

- Because the quality of tomorrow's world — perhaps even its survival — will be determined by the well-being, safety and development of children today.

- Because children are wholly dependent on adults — and we owe them the best we have to give.

The U.N. is asking Toastmasters to make others aware of the special needs of children. To find out how you can help, contact the IYC Secretariat, United Nations, New York, NY 10017 or the IYC Secretariat, European Office of the United Nations, Palais des Nations, CH 1211 Geneva 10, Switzerland.

Hall of Fame

DTMs

Congratulations to these Toastmasters who have received the Distinguished Toastmaster Certificate, Toastmasters International's highest member recognition.

- Charles S. Duhan**
Blue Flame 2717-F, Costa Mesa, CA
- William H. Pfender**
Convair 3745-5, San Diego, CA
- Durward E. Wright**
Oregon 424-7, Portland, OR
- Tom Foster**
Progressive 264-16, Tulsa, OK
- John G. Griffith Jr.**
Mid-Del 2257-16, Midwest City, OK
- Thomas C. Bishop**
Marshalltown 1857-19, Marshalltown, IA
- Larry L. Madlem**
After Hours 3216-19, Rock Island, IL
- Ruth Kraft**
A Rousers 2202-24, Omaha, NE
- Henry L. Donald**
Researchers 2201-31, Bedford, MA
- Telesphore "Ted" Wilga**
Waltham Federal 2566-31, Waltham, MA
- Clark R. Johnson**
Toastmasters 57 1758-35, Elkhart Lake, WI
- Lenora M. Beattie**
Tarheel 1293-37, Raleigh, NC
- Tom Seale**
East Memphis 2233-43, Memphis, TN
- George A. Snell III**
Natural Gassers 1875-44, Amarillo, TX
- Virginia Hedding**
Venetian 952-47, Ft. Lauderdale, FL
- Nick Saad**
Dothan 2804-48, Dothan, AL
- Robert L. Rivera**
Exec. TM Breakfast Club 3622-52, Glendale, CA
- Donald C. Fritz**
Tuesday Toasters 3004-63, Kingsport, TN
- Harold F. Parker**
Public Service 3174-68, New Orleans, LA
- Tony Jessop**
Whitehorse 1060-73P, Blackburn, Vict., Aust

ATMs

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

- Leslie W. Sim**
Fullerton 37-F, Fullerton, CA
- Alice C. Hollman**
Newport Center 231-F, Newport Beach, CA
- Jenny Weitzman**
Arrowhead 788-F, San Bernardino, CA
- John J. Patterson**
Riverside Breakfast 1348-F, Riverside, CA
- Herbert J. Stockinger**
Westwinds 2436-F, West Covina, CA
- Raymond G. Takai**
Westwinds 2436-F, West Covina, CA
- Kathy Ellis**
Rockwell-Anaheim Bicentennial 3798-F, Anaheim, CA
- Robert R. Jones**
Rockwell-Anaheim Bicentennial 3798-F, Anaheim, CA
- Newell Moore Jr.**
Sunset Hills 3818-F, Hacienda Heights, CA
- Robert H. Belliveau**
Inglewood 114-1, Inglewood, CA
- Robert Saxton**
Hollywood & Vine 328-1, Hollywood, CA
- Phil G. Pelland**
Narrators 1398-1, Hawthorne, CA
- William E. Depue**
Burien Breakfast 2543-2, Burien, WA
- Laird W. Van Gorder**
Superstition 73-3, Mesa, AZ
- Myles W. Duffy**
Camelback 1631-3, Phoenix, AZ
- Larry D. Jordan**
Roundup 1839-3, Phoenix, AZ
- Don Sinicco**
San Mateo 191-4, San Mateo, CA
- John P. Dolan**
Crownmasters 1133-4, San Francisco, CA
- Tony Kilroy**
Blue Monday 1242-4, San Francisco, CA
- Emanuel P. Peters**
GOP 1623-4, San Jose, CA
- Robert A. Poulos**
Telstar 1913-4, Sunnyvale, CA
- Clarence S. Johnsen**
Los Habladores 1952-4, Sunnyvale, CA
- Lawrence E. Lasher**
Los Habladores 1952-4, Sunnyvale, CA
- Robert W. Morrison**
Fundmasters 3120-4, San Francisco, CA

- Lillian G. Berg**
Courier 3476-4, Palo Alto, CA
- Paul F. Ottens**
Vista 276-5, Vista, CA
- Phil A. Miller**
Real Orators 474-5, El Cajon, CA
- John J. Lopez**
Gas & Electric Co. 545-5, San Diego, CA
- Paul C. Thompson**
Gas & Electric Co. 545-5, San Diego, CA
- Frances H. Dalton**
DPW Commentators 3537-5, San Diego, CA
- Larry E. Nelson**
RH Conwell 82-6, Minneapolis, MN
- Gordon K. Kjos**
Hiawatha Valley 205-6, Red Wing, MN
- Herm Urbashich**
Granite City 679-6, St. Cloud, MN
- Dale A. Johnson**
Daybreakers 814-6, Edina, MN
- Richard V. Bonin**
Dan Patch 1280-6, Richfield, MN
- John R. Wright**
Knights of Columbus 1943-6, Duluth, MN
- Arnold D. Swanson**
Burlington Northern 2342-6, St. Paul, MN
- William T. McLean**
Myrtlewood Hootowlers 158-7, Coos Bay, OR
- Frederick W. Miranda**
Blue Ox 1235-7, Portland, OR
- Daniel Moore Jr.**
Dawn Busters 2116-7, Portland, OR
- Christopher W. Careaga**
Alpha 1408-8, Jefferson City, MO
- Katherine B. Ensor**
South County 1957-8, St. Louis, MO
- Harry Hyman**
South Hills 847-13, Pittsburgh, PA
- Kenneth R. Siger**
Alcoa 1092-13, Pittsburgh, PA
- Carroll A. Porter**
Buckhead 1520-14, Atlanta, GA
- John C. Whitmore**
Dogwood 1901-14, Atlanta, GA
- David W. Caraway**
Columbus 2037-14, Columbus, GA
- James L. Shirah**
Columbus 2037-14, Columbus, GA
- Dorothy D. Wilks**
PAL 1422-15, Salt Lake City, UT
- John T. Roberts**
Mount Ogden 1614-15, Ogden, UT

Norma L. Simms
The Governors 3031-16, Oklahoma City, OK

Charles L. Daniel
Phillips 66 3266-16, Bartlesville, OK

Eugene L. Shaver
Westinghouse Friendship 1054-18,
Baltimore, MD

Hambleton Palmer
Towson 2707-18, Towson, MD

C. John Donovan
SSA 2884-18, Baltimore, MD

Terry R. Davis
Counters 3113-18, Baltimore, MD

Robert D. Leggett
Airport 380-19, Des Moines, IA

Dwight F. Willard
Spencer 856-19, Spencer, IA

Robert G. Hand
Esquire 2388-19, Des Moines, IA

Frank Leask
Thunderbird 396-21, Victoria, B.C., Can

David G. Shaw
Victoria Beaver 790-21, Victoria, B.C., Can

R. Goetsch
North Shore 1085-21, N. Vancouver, B.C.,
Can

John T. Ackerman
Early Bird 2534-23, Albuquerque, NM

Robert L. Knotts
Noonday 3109-23, Roswell, NM

Ronald Bertsch
Plattsmouth 3560-24, Plattsmouth, NE

John D. Jones
Greater Tyler 393-25, Tyler, TX

Robert C. McRae
Greater Tyler 393-25, Tyler, TX

D.D. Adair
Beville 2971-25, Ft. Worth, TX

Paul A. Lipscomb
Downtowners 3663-25, Dallas, TX

Anton Brandstetter Jr.
Grand Junction 1671-26, Grand Junction, CO

Patrick Walsh
Daybreak 2228-26, Denver, CO

Dot Waldon
Plaza 954-29, Pensacola, FL

Walter E. Pomper
Pioneer 2011-30, Chicago, IL

Fred J. Ravens Jr.
Waltham Federal 2566-31, Waltham, MA

Nixon Handy
Capitol 422-32, Olympia, WA

Harold M. Platzek
China Lake 853-33, China Lake, CA

Mollie Barber
Eye Opener 1675-33, Lancaster, CA

William V. Lloyd
Early Bird 2326-33, Oxnard, CA

James W. Eggenberger
CBC 2858-33, Port Hueneme, CA

Chester J. Kawiecki
Woodland 3051-33, Santa Barbara, CA

Douglas Traastad
Viroqua 1559-35, Viroqua, WI

Donald H. Wiesen
Janesville 1983-35, Janesville, WI

Francis J. Renz
Cuna Mutual/Cumis 2023-35, Madison, WI

Marion W. Hazel
HEW 651-36, Washington, D.C.

Joseph L. Sarisky
Commerce 693-36, Washington, D.C.

Ernest R. Clifton
Calvary 1253-36, Washington, D.C.

C. Douglas Couto
Pentaf 2014-36, Washington, D.C.

Margaret M. Becker
Mount Vernon 3336-36, Alexandria, VA

James T. Rekas
NAVFAC 3396-36, Alexandria, VA

Joseph E. Copestakes
Willingboro 2382-38, Willingboro, NJ

Richard A. Halstead
Sperry New Holland 3155-38, New Holland,
PA

Rich Carpenter
Redding 197-39, Redding, CA

Dickalyn J. Boyce
Chico 558-39, Chico, CA

James M. Parsons
State Board 2370-39, Sacramento, CA

John A. Borge
SAAD SACS 2591-39, Sacramento, CA

Charles Maroon
Elm City 1430-45, Waterville, ME

Warren S. Jacobus
Wayne 2099-46, Wayne, NJ

Rudi Reis
CPA 2354-46, New York, NY

Patrick L. Pepe
Pacers 2608-46, New York, NY

William D. Rodney
Clifton 2664-46, Clifton, NJ

Donald E. Cameron
Pan Am Management 1652-47, Miami, FL

Joseph J. Whigham
Imperial Polk 3101-47, Winterhaven, FL

Joseph A. Rosier
Winter Park 3674-47, Winter Park, FL

Ed Trent
North Miami Beach 3840-47, Miami, FL

Robert F. Akin
Prop & Rotor 1683-48, Ft. Rucker, AL

Eileen Millar
Ala Moana 3701-49, Honolulu, HI

Ernest L. Caruthers
Los Angeles 3-52, Los Angeles, CA

Jeff C. Young
Glendale 1 8-52, Glendale, CA

Sitaram M. Bhattad
Newington 3509-53, Newington, CT

Harry G. Lawrence
Alzafar Shrine 2180-56, San Antonio, TX

Joe D. Passmore
Fluor Houston 2963-56, Houston, TX

Lewis A. Weddle
Northwest Houston 3373-56, Houston, TX

Tony L. Jimenez
Diablo 598-57, Walnut Creek, CA

Wojciech Gasiewicz
Sky West 3137-57, Hayward, CA

Regina McDonald
Alameda 3904-57, Alameda, CA

Lynn C. Brown
Aiken 1355-58, Aiken, SC

Donald A. Norton
Aiken 1355-58, Aiken, SC

William P. Chadwick
Towns of York 1609-60, Aurora-Newmarket
Ont., Can

Al Greifenberger
Ontario Hydro 1651-60, Toronto, Ont., Can

Henry J. O'Shea
Forest City 2729-60, London, Ont., Can

William C. MacGillivray
Algoma 2648-62, Sault St. Marie, Ont., Can

Alden R. Brown
Greenville 2673-63, Greenville, TN

Robert W. Armbrister
Tuesday Toasters 3004-63, Kingsport, TN

S.M. McMurray
Vital Words 2375-64, Winnipeg, Man., Can

Felix Tesarski
The Henjum TM Club 2994-64, Winnipeg,
Man., Can

Joseph A. Fredette
Louis Riel 3207-64, St. Boniface, Man., Can

Arthur G. Bragg Jr.
Rochester 476-65, Rochester, NY

Norman J. Hasman
Turners 1264-65, Rochester, NY

Walter H. Rettig
ESB 1747-65, Buffalo, NY

David H. Treichler
Morning Knights 2875-65, Endicott, NY

A. Curtis Graham
Dublin 2870-66, Dublin, VA

Michael O. Beck
Armed Forces Staff College 2865-66, Norfolk, VA

Hassell F. Boothe
RAAP 3633-66, Radford, VA

Jane D. Christian
Downtown 2455-68, Baton Rouge, LA

James J. McCloskey Jr.
Metairie 2940-68, Metairie, LA

Ruth Cowern
MDI 2764-69, Brisbane, Qld., Aust

J.E. Burton
DC 3761-69, Brisbane, Qld., Aust

Brian Rowley
Newcastle 1121-70, Newcastle, N.S.E., Aust

Ronald W. Marks
Yarra Valley 26-73, Croydon, Vict., Aust

Maurice M. Moore
Yarra Valley 26-73, Croydon, Vict., Aust

John R. Muller
Johannesburg 113-74P, Johannesburg, South Africa

M.N.K. Rana
Manama 2916-U, Manama, Bahrain

Frank B. Haldane
Great Land 3069-U, Anchorage, AK

Pauline M. Peters
Yellowknife 3829-U, Yellow Knife, NWT., Can

New Clubs

1462-F Lloyds Speakeasys
Santa Ana, CA — Wed., 7 p.m., Dimitris Restaurant, 907 S. Beach, Anaheim (835-3161 x 219). Sponsored by Downey Space 513-F.

1601-F New Horizons
San Bernardino, CA — Thurs., 7 a.m., Public Enterprise Cntr., 1505 W. Highland (887-6406).

1612-F EBASCO West
Newport Beach, CA — Tues., noon, EBASCO Services, Inc., 130 Newport Center Dr., (759-7100). Sponsored by Harbor Lites 1927-F.

1912-F Science of Mind
Huntington Beach, CA — Wed., 6:30 a.m., Church of Religious Science, 609 Eleventh St. (536-5150). Sponsored by Helmsmen 770-F.

4039-F Enthusiastic Embarkers
Corona, CA — Tues., 7 p.m., Container Corp., 185 N. Smith St. (735-9035). Sponsored by Corona 1976-F.

4012-2 Northgate Bon
Seattle, WA — Tues., 8 a.m., Bon Marche, Northgate Mall (361-2211). Sponsored by Lake City 748-2.

4029-3 Electric Toasters
Phoenix, AZ — Tues., 7 a.m., Arizona Public Service, 2121 W. Cheryl, Conference Rm. "Y" (271-7249). Sponsored by Reddys 1820-3.

4004-4 Circle Bar W
Sunnyvale, CA — Tues., 11:30 a.m., Westinghouse Electric Corp., Hedy Ave. (735-2400). Sponsored by Saratoga 3573-4.

4018-4 Hibernia Bank
San Francisco, CA — Tues., 7:45 a.m., Hibernia Bank, 290 Sutter St. (565-7076). Sponsored by Crownmasters 1133-4.

4014-4 The Chosen Many
Palo Alto, CA — Mon., 5 p.m., Palo Alto Veterans Hospital, 3801 Miranda (493-5000 x 5821). Sponsored by Lee Emerson Bassett 33-4.

4026-6 Satires
Edina, MN — Thurs., 6:15 p.m., Colonial Church of Edina, 6200 Colonial Way (935-5149). Sponsored by AC Earlyrisers 3646-6.

220-11 Indy Bell Talkers
Indianapolis, IN — Wed., noon, Indy Bell Telephone Co., 240 N. Meridian St. (257-6287). Sponsored by Northwest 30-11.

4007-11 Kokomo
Kokomo, IN — Mon., 6:30 p.m., Big Wheel Restaurant, 3820 S. La Fountain (453-7151). Sponsored by Logansport 621-11.

4021-13 Greensburg
Greensburg, PA — Mon., 5:45 p.m., Westmoreland Hospital, 532 W. Pittsburg St. (837-0100 x 261). Sponsored by McKeesport 901-13.

4024-13 Gulf Oil
Pittsburgh, PA — Thurs., noon, Gulf Bldg., 7th & Grant Sts. (263-6023). Sponsored by Alcoa 1092-13.

4001-14 MARTA
Atlanta, GA — Tues., noon, MARTA, 23rd Fl., Conference Rm., 401 W. Peachtree St., N.E. (586-5341). Sponsored by Peachtree Center 2261-14.

4034-14 Atlanta Gas Light Company
Atlanta, GA — Tues., 7:15 a.m., Atlanta Gas Light Co., 1219 Carolina St., N.E. (572-0569). Sponsored by Gwinnett 833-14.

4010-20 Cass County
West Fargo, ND — Wed., 6 p.m., M&J Steakhouse, W. Main Ave. (282-5276). Sponsored by Top O The Morning 3786-20.

4020-20 Garrison
Garrison, ND — Mon., 6:30 a.m., Ottertail Power Meeting Rm. (463-2262). Sponsored by Magic City 585-20.

4013-23 Kirtland MCs
Albuquerque, NM — Thurs., noon, Kirtland Enlisted Open Mess, Kirtland AFB (268-9189). Sponsored by Beta Aloosters 2524-23.

4006-24 Florence
Omaha, NE — Fri., 7 a.m., Harvest Moon Pancake House, 3434 McKinley (455-2200).

4015-24 On Que
Lincoln, NE — Fri., noon, Union Insurance Co., 304 N. 14th St. (432-7688).

4005-25 Cowtown
Fort Worth, TX — Mon., 6:30 a.m., Rodeway Inn, 1111 W. Lancaster (332-8189). Sponsored by Reveille 2971-25.

4033-25 Five Hills
Copperas Cove, TX — Tues., 7:30 p.m., First Presbyterian Church, 2100 Highway Dr. (526-3955). Sponsored by Lonestar 1286-25.

4031-31 Chelmsford
Chelmsford, MA — Tues., Chelmsford Village Assoc. Clubhouse, 255 North Rd. (256-3103). Sponsored by Merrimack 508-31.

4003-33 Madera Moderators
Madera, CA — Wed., 7 p.m., Weavers Smorgette, 900 S. Gateway (674-9682). Sponsored by Clovis Pioneers 2378-33.

4023-33 Tuesday Mourners
Las Vegas, NV — Tues., 7 a.m., Sambo's Restaurant, Bonanza Rd. (736-4427). Sponsored by I'll Drink to That 3254-33.

4038-35 River Side
Milwaukee, WI — Wed., noon, Milwaukee Water Pollution Abatement Program Office, 743 N. Water St. (276-0300). Sponsored by Waukesha 1173-35.

4036-36 CFTC
Washington, D.C. — Mon., noon, Commodity Futures Trading Commission, 2033 "K" St., N.W. (254-3275). Sponsored by Challenger 1642-36.

4008-38 Bell Telephone
Philadelphia, PA — Wed., 5 p.m., Bell Telephone Co., One Parkway (466-3436).

4009-39 Anderson
Anderson, CA — Tues., 7:15 p.m., Anderson Library, N. Center St. (347-3745). Sponsored by Redding 197-39.

4041-
Chilli
Inn. 1
4035-
Belle
Belle
4002-
Slave
Potpo
Spons
4016-
New
Bldg.
by Va
4017-
Orlan
Co., c
sored
2821-
4028-
Tamp
Telep
Spon
4025-
Hous
Towe
(961-
1458-
4037-
Hous
Petro
Spon
4027-
Pleas
Resta
(687-
4019-
Flore
Resta
sored
4011-
Morr
Shor
Hwy
3796-
4022-
Midd
dlesb
(248-
2725-
4032-
Winn
wood
(668-
4036-
Riya
Khoz
x 54
4040-
St. T
p.m.
Ama
OCTO

EMPLOYMENT OPPORTUNITIES

Conduct world famous ADVENTURES IN ATTITUDES personal growth seminars. Profitable full/part-time opportunities. No franchise, no inventory, complete training. Free information: Attitudes, Box 141, Monroeville, PA 15146.

SEMINARS-WORKSHOPS

Become a pro! Let Bob Orben, America's #1 comedy expert, Lou Hampton, "the pro who makes pros better," E-J Davis, international contest winner, and nine other professionals show you how November 16-18 at historic Harpers Ferry near D.C. \$225 includes hotel and meals! For details write HB&A, 1303 Wexford, Herndon, VA 22070 or call (703) 243-4597 collect.

Training Seminars written to meet YOUR requirements. Creative goal setting, problem solving and decision making; Communication techniques; Career maturity skills; many more. Contact: Bruce Van Bronkhorst, I AM Associates, 2531-1 52nd Lane NE, Ham Lake, MN 55303; (612) 434-6854.

SERVICES

KEEP VISIBLE. Put your ideas in print. Professional ghost writer will write, edit, research your ideas for books, magazine and newsletter articles, press releases. Confidential. Prompt. Also latest researched information and anecdotes for speeches. Complete Communications, 210 E. 68th St., #61, New York, NY 10021.

SPEAKING RESOURCES

"Quotations from the Unusual Henry Ford." A book of quotable observations by America's genius of management and production. 10-day money-back guarantee. Send \$4.95 plus 25¢ handling to Quotamus Press, Box 86, Redondo Beach, CA 90277.

"COUPLE MET IN GASLINE, GOT MARRIED AND PROMISED TO LOVE, HONOR AND OBEY UNTIL THE PRICE OF GAS IS 50 CENTS!" TOPICAL ONE-LINERS FOR BUSINESS MEETINGS WORK BREAKS! 1 Year \$20 — Current Issue \$3 — Will roast anyone to your order — Fee \$25 — Tiger Lyons, P.O. Box 303, Dept. T-9, Franklin Park, IL 60131.

Send your classified ad with check or money order to Toastmasters International, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, CA 92711. Rates: \$25 minimum for 25 words, 80 cents for each word over minimum. Box numbers and phone numbers count as two words; zip codes and abbreviations count as one word each. Copy subject to editor's approval. Deadline: 10th of the second month preceding publication. Phone orders not accepted.

Anniversaries

55 Years

Smedley No. One 1-F, Santa Ana, CA

35 Years

Midtown 283-8, St. Louis, MO

30 Years

West Seattle Central 650-2, Seattle, WA
Middletown 723-40, Middletown, OH
Plainview 763-44, Plainview, TX

25 Years

Buckhead 1520-14, Atlanta, GA
Mount Ogden 1614-15, Ogden, UT
South Denver 1588-26, Denver, CO
Motor City Speak Easy 1660-28, Plymouth, MI

Leaning Tower YMCA 1608-30, Skokie, IL
Kenosha 1558-35, Kenosha, WI
Challenger 1642-36, Arlington, VA
Wright Brothers 1564-48, Maxwell AFB, AL
Lockheed 1653-52, Burbank, CA

20 Years

West Fullerton 3060-F, Fullerton, CA
Tele-Talk 3016-3, Phoenix, AZ
Wintergarden 78-5, Brawley, CA
Tama-Toledo 1263-19, Tama & Toledo, IA
Conestoga 1090-38, Lancaster, PA
CPA 2354-46, New York, NY
Titusville 3018-47, Titusville, FL
Gainesville 3019-47, Gainesville, FL
Purchasors 3021-61, Montreal, Que., Can
Sky-Hi 3005-64, Brandon, Man., Can

15 Years

Sunset Hills 3818-F, Hacienda Heights, CA
International City 1377-1, Long Beach, CA
Vista 276-5, Vista, CA
Statesmans 3813-16, Oklahoma City, OK
Pioneer Nooners 3053-42, Calgary, Alta., Can
New Plymouth 2833-72, New Plymouth, NZ

10 Years

Clarion 2316-19, Clarion, IL
Peninsula 3409-32, Gig Harbor, WA
NIH 3421-36, Bethesda, MD
Crystal Mall 3889-36, Arlington, VA
City of Dayton 747-40, Dayton, OH
Elmgrove 2356-65, Rochester, NY
Alpha 1764-69, Brisbane, Qld., Aust
Gold Coast 1794-69, Gold Coast, Qld., Aust

41-40 Kenworth

Willicoth, OH — Thurs., 7 p.m., Fox Farm
1334 N. Bridge St. (774-5111).

35-41 Belle Fourche

Belle Fourche, SD — Wed., 6:45 a.m., The
Inn (892-2651).

42-42 Lakelanders

Lake, Alta., Can — Mon., 7 p.m.,
Spori Mall, P.O. Box 597 (849-2444).
Sponsored by Rooser Rousers 1774-42.

46-46 St. Regis

New York, NY — Tues., Continental Group
633 Third Ave. (573-6069). Sponsored
Vanderbilt 3061-46.

47-47 Sentinel Star

Orlando, FL — Wed., 7:30 a.m., Sentinel Star
633 N. Orange Ave. (420-5102). Spon-
sored by Conquerors 1066-47, Calliope
21-47 and Helmsman 3764-47.

48-47 Downtown

Tampa, FL — Thurs., 5:30 p.m., General
Telephone Co., 610 Morgan St. (839-5423).
Sponsored by Tampa 1810-47.

55-56 American Productivity Center

Dallas, TX — Wed., noon, Marriott
1700 W. Loop South, Ste. 330
(7740). Sponsored by Magic Circle
38-56.

7-56 Occidental

Dallas, TX — Tues., noon, Occidental
Petroleum, 2000 S. Post Oak (840-3588).
Sponsored by Magic Circle 1458-56.

7-57 Diablo Champagne Breakfast

Santa Rosa, CA — Fri., 7 a.m., Carrow's
Restaurant, 2059 Contra Costa Blvd.
(707-56). Sponsored by Sun Valley 998-57.

9-58 Florence 7 a.m.

Greenville, SC — Mon., 7 a.m., Flamingo
Restaurant, 522 S. Irby St. (669-4828). Spon-
sored by Florence 1916-58.

11-63 Improvers

Morristown, TN — Mon., 6:30 p.m.,
Meyers Restaurant, W. Andrew Johnson
Ave. (581-6491). Sponsored by Morristown
6-63.

12-63 Tri-State

Middlesboro, KY — Mon., 7:30 p.m., Mid-
dlesboro Chamber of Commerce, 20th St.
(606-1075). Sponsored by Twilight Toasters
5-63 and Tuesday Toasters 3004-63.

12-64 Elmwood Senior Citizens

Winnipeg, Man., Can — Fri., 10 a.m., Elm-
wood Senior Citizens Club, 180 Poplar Ave.
(204-8973). Sponsored by Henjum 2994-64.

14-U Riyadh

Riyadh, Saudi Arabia — Tues., 12:30 p.m., Al
Mazama Hotel, P.O. Box 4148 (35555
9).

14-U Virgin Islands

St. Thomas, Virgin Islands — Wed., 5:30
p.m., L'Escargot Downtown, Charlotte
Amalie Royal Dane Mall (774-7771).

Toastmasters' New SUCCESS/LEADERSHIP Program

A New Opportunity for Self-Development

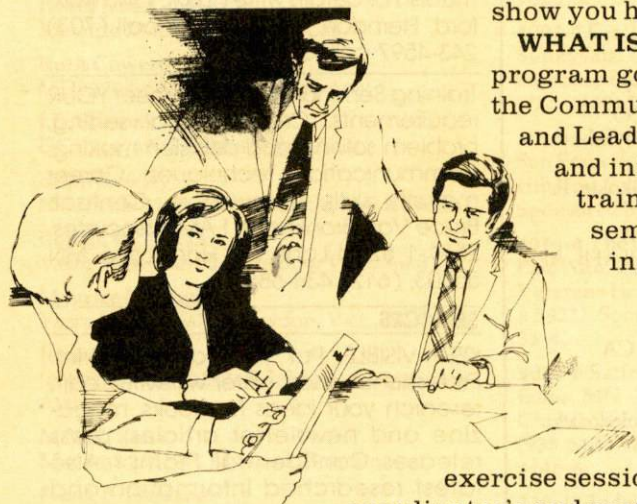
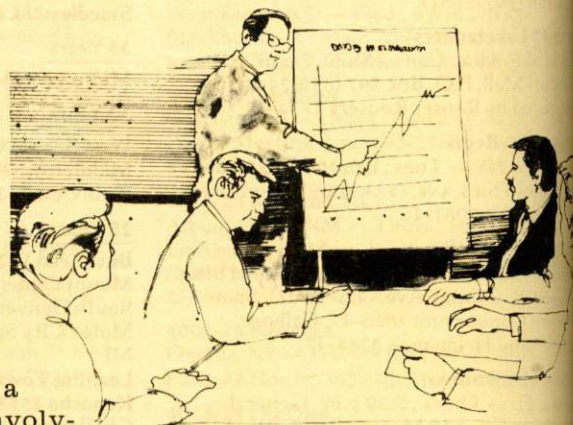
You've worked hard to develop and refine your speaking skills. You've learned and grown a lot. But you never really graduate from the kind of educational program Toastmasters offers. One step leads to another. Now it's time to branch out. Become a leader. Let Toastmasters' new SUCCESS/LEADERSHIP Program

show you how.

WHAT IS IT? This program goes beyond the Communication and Leadership series and initiates a new training method — a seminar format involving all club members.

HOW WILL MY CLUB BENEFIT? Members will love learning together. Enthusiasm and motivation will increase. As leadership skills are developed, they'll contribute more to the success of the club.

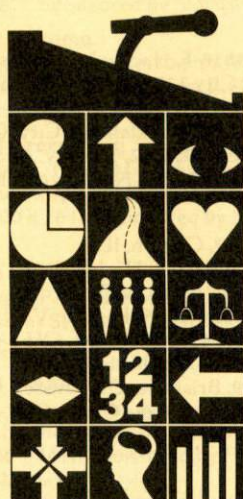
HOW DOES IT WORK? It's simple. All that is needed is a seminar leader to conduct a series of learning and exercise sessions. Everything you need to know is in the coordinator's and participant's manuals.



HOW DO WE START? The first two modules in this exciting series are available now. **ORDER TODAY** — *How to Conduct Productive Meetings and Parliamentary Procedure in Action*.

WHAT DO THESE MODULES OFFER? *How to Conduct Productive Meetings* will teach you the most effective methods of meeting management. Each module contains one coordinator's guide, eight participant's manuals and certificates for the coordinator and participants. *Parliamentary Procedure in Action* will give members skills to lead and participate in parliamentary discussion. This kit includes one coordinator's guide, nine overhead transparencies and certificates for the coordinator and participants.

DON'T MISS THIS OPPORTUNITY TO EXPAND YOUR LEADERSHIP POTENTIAL!



**TOASTMASTERS
SUCCESS
LEADERSHIP
SERIES**

TOASTMASTERS INTERNATIONAL
P.O. BOX 10400, SANTA ANA, CA 92711

Yes, please send me _____ module(s) of *How to Conduct Productive Meetings (236)*
Member price: \$35; Non-member price: \$50
(remittance must accompany non-member orders)

Yes, please send me _____ module(s) of *Parliamentary Procedure & Action (237)*
Member price: \$30; Non-member price: \$40
(remittance must accompany non-member orders)

Please add \$2 shipping charges inside the United States, or \$2.50 for shipment to Canada, Mexico and overseas. (California residents add 6% sales tax.)

I prefer to pay now. My check or money for \$ _____ is enclosed.

I am a Toastmaster. Please bill me in the amount of \$ _____ through Club No. _____

District _____

NAME _____

CLUB NO. _____ DISTRICT _____

ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP _____

COUNTRY _____