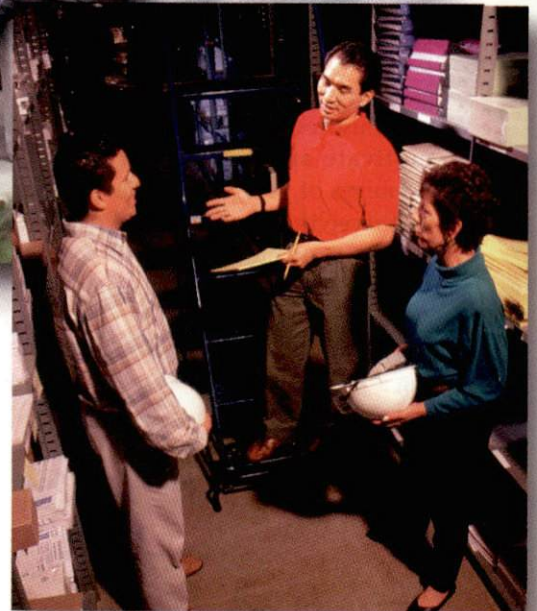


THE TOASTMASTER[®]

OCTOBER 1996

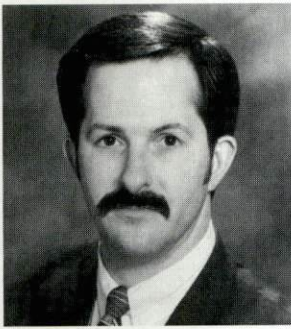


Moving Ahead



**News from
Toastmasters International:**

Improved Educational System!



VIEWPOINT

A Commitment to Leadership

For years, improved leadership skills have been the unknown benefit of the Toastmasters program. While the word "leadership" graces our speech manuals and we have several programs devoted to leadership topics, most members do not realize how involvement in club leadership positions can enhance their leadership skills. Effective leadership is in high demand today, but efficient training programs for the general public are virtually nonexistent. This fact, combined with our own organization's need for more leaders, convinced your Board of Directors to make a formal commitment to leadership training. As of July 1, 1997, Toastmasters International will award recognition to members who perform various leadership activities.

The "Competent Leader" and "Advanced Leader" are the two new awards that will be given, with the Competent Leader focusing on club leadership and the Advanced Leader awarding district leadership. Both awards require the member to hold a respective office, participate in a formal training program and actually practice specific leadership skills. A complete description of the new leadership track can be found in this issue's cover article on page 8.

John Kotter, author of *The Leadership Factor*, defines effective leadership as "Leadership that produces movement in the long-term best interests of the group." The Toastmasters' club, district and international mission statements form the basis of our long-term best interests. As a Toastmaster leader, you are responsible for the achievement of one of these missions, depending on your particular office.

Operating a club or district requires the same skills and effort as running any business enterprise. While in office, you are required to plan, organize, motivate and control the financial, physical, human and information resources of your club or district. Success is measured by completing each task and receiving your leadership award. Furthermore, success can be rewarded by having your club or district achieve Distinguished status. Once developed, these leadership skills are easily transferable to your home, work or any other endeavor.

By adopting a formal leadership training program, our organization is making a concerted effort to meet the needs of its members. Start considering how you can participate in the exciting opportunities available through Toastmasters leadership training. As I can personally attest, Toastmasters leadership empowers you to achieve your full potential and realize your dreams.

Robert E. Barnhill, DTM

Robert E. Barnhill, DTM
International President

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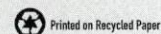
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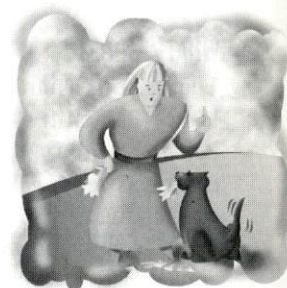
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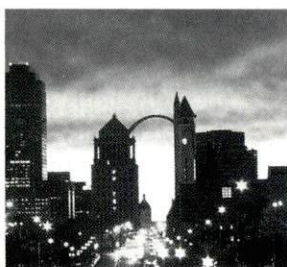
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The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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



LETTERS

WHAT A BOOST

Thank you! Thank you! Thank you! Victor Parachin's article, "Let There Be Peace" (July) was just what I needed. I was feeling kind of down and was talking to friends and family who were feeling the same way. I've sent copies of the article to them. I really enjoy the diverse information presented in each issue of the magazine. Keep up the good work!

Rolen W. Dobson, CTM
Valdosta Club 2906-14
Valdosta, Georgia

NET WORKS FOR TOASTMASTER

I thoroughly enjoyed the articles "Get Connected" and "Internet for Speakers" in the July issue. The net is an invaluable resource for preparing speeches, and for communicating with other Toastmasters. For that purpose I have created a series of web pages that includes two valuable sites: The Speaker's Reference (<http://www.lm.com/~chipp/skrref.htm>) — with links to sites containing public speaking tips — and a Toastmasters page containing nothing but Toastmasters related sites (<http://www.lm.com/~chipp/toaslink.htm>).

I invite all Toastmasters to visit these sites. I hope you find them as valuable as I do.

Chip Reich, CTM
Mellon Club 5592-13
Pittsburgh, Pennsylvania

MORE NET PRAISE

Now Toastmasters can truly be a global concept on the net! I am so excited about this new development and am sure my fellow club members will be, too, after reading the July issue of *The Toastmaster*. I also found the list of Toastmasters clubs very helpful on the Toastmasters International homepage. This home

page is very neat and offers a lot of information about the organization and what one can get out of participation in Toastmasters programs. So many, many thanks...our club dues are going to a good cause!

Moeiz Eliasson, CTM
The Higher Authority Club 2529-36
Rockville, Maryland

WELCOME TO ZURICH

The Continental Council of European Toastmasters invites you to attend our Fall Conference on November 1-3, 1996, in Zurich, Switzerland. It will be held in the beautiful Hotel Albana in Weggis, located directly by Lake Lucerne. The scenery is breathtaking, and so is the hotel. We have planned many exciting events and look forward to seeing you there!

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SUPPORT FOR THE "ONE TOASTMASTER DEMO"

I was delighted to see the "One Toastmaster Demo" article in the June issue. Let me add my enthusiastic endorsement of the concept.

Since learning about the "One Toastmaster Demo" from Dave McIlhenny, I have now guided the chartering of five new clubs this year, and have several more in process — and all have used the two-person version of the "One Toastmaster Demo" idea outlined in the article.

My personal experience is to have two reasonably knowledgeable, enthusiastic Toastmasters, using one to act as Toastmaster, General Evaluator and Topicmaster,

explaining the roles, and what is happening and why. The second Toastmaster gives all the speeches, topics and evaluations. The significant benefit is that the audience members who "help" by coming to the front of the room to be the "speakers" all believe they actually spoke — they have broken the ice and are ready to actively participate in the next official meeting of the new club! Getting Ice Breaker speeches for the second meeting is very easy.

While using three or four Toastmasters works well also, I do not anticipate a time when I will ever return to the "original version demo."

Dick Skinner, DTM
Communicats Club 4816-31
Milford, Massachusetts

A WELL-NEEDED LAUGH

I almost didn't read the article, "Can Anybody Really Be That Happy?" (May) "It's just another success seller telling me how I can work my way to the top of their self-actualization process," I told myself. "And I'm too tired for that right now."

But my curiosity got the best of me and I read the article. Wow! I must admit I needed that laugh. And laugh I did as I traveled line for line with this obviously glib realist. This journey released a lot of the anxiety that these perfectionist gurus of happiness instill in their pupils.

I have facilitated personal and social development for years and it all really boils down to self-acceptance, curiosity and your best guess about how you can help others. Thanks John. I needed that laugh.

Joan Gibson, CTM
Sixty Minutes Club 8010-21
Courtenay, British Columbia, Canada



By Karl C. Johnson, CTM

The Gavel Whacker

The wooden base had a familiar face, but despite its fame, no one knew its name.

I NEVER INTENDED IT TO BECOME SUCH A MONUMENTAL QUEST. A member of my club brought home the division traveling trophy – a boxed set that included a gavel and the little wooden disk one bangs the gavel on. I asked what that disk was called. No one in the club knew.

A couple of days later at work, I passed a staff attorney's office. She had a presentation gavel on her desk. "Aha," I thought, "someone who owns her own gavel is bound to know." Wrong.

Now my curiosity was piqued. I was committed to discovering this little item's name. My agency adjudicates workers' compensation claims. I figured the supply maven would know what the gizmo was called. After all, he has to stock the hearing room. Nope, he never ordered one.

I asked around. Word of my crusade spread, bringing back not-so-helpful comments. "I don't remember what it's called. I do seem to recall seeing it in Lou Boyd's column a few years back. Seems like it had some weird Latin name."

One of the commissioners suggested "gavel whacker." He also suggested the employees of his commission could probably find better ways of spending their time.

Fortunately, the day was nearly over. All my work was done, so I could afford to give 10 uninterrupted minutes to the search. Besides, I told myself, I usually skip my breaks anyway. If I can't find a simple noun, I can at least collect excuses.

I called the county court. No luck – the district courts no longer use gavels. "But," the receptionist said, "I can transfer you up to one of the judge's clerks. Perhaps she'll know."

Want to bet? The judge's clerk hadn't a clue. "Just a minute," she told me. "I'll go in and ask the judge. He has a big ornate one sitting on his desk." She put me on hold. "The judge calls it 'that wooden bangy thing.'" Thanks anyway.

Supreme Court? Yeah, right. The administrator there hinted that he had better things to do.

In route home, I tried the public library. I found a reverse dictionary there. As a matter of fact, I found

several reverse dictionaries. Any researcher, knowing the definition of the word he or she is seeking, can find that word. It usually works beautifully – for any word but this one.

The library also had a visual dictionary. This book leads a clueless researcher to just the right word by providing labeled pictures. The photo of the courtroom, for example, showed me the judge's bench, the bar, the jury box, the sidebar and the attorney's tables. Gavels and their whackers, however, were too small to be seen in the photo. I did find out the names of all the lines and sails on a tall ship, though.

Later, at home, the solution sprung unbidden to the fore. Of course! How could I miss something so obvious? My Toastmasters International catalog included presentation gavels – surely they sold accouterments as well. I challenge anyone to find even one wooden bangy thing in the Toastmasters International catalog.

Wait a minute! People who make and sell trophies would naturally know the names of their products. I called a trophy store. "Do you know what that little thing you bang a gavel on is called?" I asked.

"Sure," the clerk replied. She told me.

No way. It couldn't be that simple. I called another trophy store. "Yeah," the manager confirmed, "it's called a 'sounding block.'"

Life, unlike fiction, tends to end stories with little anticlimaxes like this. I've gone my entire life neither knowing nor caring what the sounding block was called. A brief moment's curiosity, however, cost me most of an evening and a little bit of frustration. Was it worth it? Well, I do now know the answer to my question.

I would, however, suggest that Toastmasters International adopt "gavel whacker" as the official name for our sounding block. Wouldn't you agree that has a much nicer pound – I mean, sound? **1**

Karl C. Johnson, CTM, is a member of Boise Club 61-15 in Boise, Idaho.

Learning to face
our fears is the
first step
to success.



In Defense of failure

By Brett A. Cenkus, CTM

It is Monday morning, and when I walk into the central building, I can feel my stomach clench. For the next five days I will assume that I am somewhat less intelligent than anyone around me. At most moments I'll suspect that the privilege I enjoy was conferred as some kind of peculiar hoax. I will be certain that no matter what I do, I will not do it well enough; and when I fail, I know that I will burn with shame... I am a law student in my first year at the law, and there are many moments when I am simply a mess." So writes novelist and lawyer Scott Turow, in his first book, ONE L.

Like this author, I am a first-year law student. I attend the same school at which the author penned those words in his personal journal nearly 20 years ago – Harvard Law School.

The experience that Turow and I share is not unique to Harvard. Every student of the law faces a similar situation and must confront similar feelings.

The Socratic method, enemy of most law students, seems to be the culprit behind the feelings of fear and inadequacy felt by most One L's, or first-year law students. Unlike most undergraduate courses, which consist primarily of lectures, it is difficult to remain passive in the law school classroom. Professors call on students randomly, sometimes asking for the facts of the case, sometimes looking for an opinion, and sometimes searching for an arcane and elusive distinction between the case under discussion and a prior one. With 140 students in the average class, the pressure can be intense.

Oddly enough, my experience hasn't been so bad. I haven't been humiliated. I am not afraid to be

ILLUSTRATION BY BOB ROBINSON

called upon or to speak. In fact, I actually look forward to being asked to speak. Why is my experience so different from that of others?

The answer is in the way I have spent every other Tuesday evening during the past twelve months. I have been a member of the Lower Bucks Toastmasters Club in Levittown, Pennsylvania, where I earned my CTM and developed the confidence and ability to articulate my views. More importantly though, I learned to face potential failure rather than fear it.

We all fail at some time or another. As a Toastmaster, I learned to view failure as an opportunity for improvement. It became a chance to learn and a chance to laugh at myself.

The first time I stood up to answer a question during Table Topics, I was scared to death. But I survived, and the next time I stood up for Table Topics, it was much easier and my answer certainly was much better.

It took a while to learn that one poor performance did not determine my worth. Nor, for that matter, does a ribbon-winning performance mean that I have achieved my end goal. Yes, everyone can take pride in an award-winning performance. But pride also should accompany a failed effort.

Even corporate America is finally realizing it has had it backwards all these years. Remember the New Coke debacle? The Coca-Cola Company ended up re-hiring Sergio Zyman, the marketing man behind the New Coke campaign. Coca-Cola's CEO, Roberto Goizueta, summed up his company's new-found attitude towards failure: "Sergio is a product of a change in our thinking. We become uncompetitive by not being tolerant of mistakes. The moment you let avoiding failure become your motivator, you're down the path of inactivity. You can stumble only if you're moving."

Learning to be a world-class orator, both in prepared and extempo-

aneous speaking, is a marathon. Indeed, life itself is a marathon. What matters most is not every individual sprint, but that we are continually progressing towards the finish line. With this world view, failure becomes not a distinction of shame, but rather a mark of growth. I learned this profound lesson from an organization which mandated only a few hours of my time each month.

Pick up a copy of *One L* or rent the movie, *The Paper Chase*. Don't ignore the reality of the reflected experiences. For thousands of students they represent the daily routine of attending an American law school. Smile and remind yourself that it doesn't have to be so bad. Not in Toastmasters, not anywhere.

We have no reason to fear failure. Failure is natural, even healthy. Failure should be embraced rather than avoided.

Over my desk hangs an index card with the following quote from IDEO's CEO, David Kelley: "To learn, fail... If nothing ever breaks, you don't really know how strong it is. Strike out fear of failure... Reward success and failure equally - punish inactivity." This reflects a simple concept and a simple attitude, but also a very significant difference between Turow and me. If only he had been a Toastmaster before arriving at Harvard. **T**

.....
Brett A. Cenkus, CTM. is a member of Lower Bucks Club 8892-38 in Bensalem, Pennsylvania.

Top 10 Signs You're Hooked on Toastmasters

By Leon Fletcher

10. You've prepared more than 10,000 3x5" note cards, each with an outline of any Table Topic you can imagine.
9. When your family has company for dinner and you want the salt passed, you begin by saying, "Madam chairperson, fellow members, welcomed guests..."
8. You practice your speeches aloud 10 times each, and then you practice them 10 times more - backwards.
7. When you and your family planned your first trip to Southern California, they looked forward to touring Disneyland, but you looked forward to visiting Toastmasters' World Headquarters.
6. You can describe a precise and different feeling for each of the following: nervousness, stage fright, communication apprehension, speaking reticence, butterflies, flop sweat, and panic.
5. You've polished 42 different gestures for the word *and*.
4. You can precisely list the five major strengths and weaknesses of every speaker you've heard in the last three years.
3. When you go to your youngster's school for parent's night, as soon as you're in the auditorium you go to the lectern and adjust the height of the mike.
2. You're ready to give a speech of any length to any audience on either side of every topic that's been on a national TV talk show in the last year.
1. Your primary source for news is not *Time*, *ABC Evening News*, or your local paper, but *The Toastmaster* and *TIPS*.

.....
Leon Fletcher is a writer living in Ben Lomond, California.

NEWS FROM TI:

Improved Educational System!



"Change does not change tradition. It strengthens it.

Change is a challenge and an opportunity."

— PRINCE PHILLIP

Toastmasters International is making some exciting changes in its educational system. In July 1997, a new two-track educational system will be introduced, providing members with better opportunities for communication and leadership training and more recognition for their leadership achievements.

The Competent Toastmaster (CTM) award will remain the first award members may achieve. To receive the award, they still must complete the basic Communication and Leadership Program manual with its 10 speech projects. The communication track still will feature three advanced awards, although they have been renamed and the requirements have changed. The leadership track will feature two new leadership awards, the Competent

that meets members' current needs and enables them to achieve their goals. The new improvements ensure that our educational program will continue to help members

develop their speaking and leadership skills.

The improved system features:

- A clearly defined communication track and a clearly defined leadership track that are not mutually exclusive. Members can work in both tracks at the same time.
- Award requirements that can be completed within the club environment. All three advanced awards in the communication track and the first award in the leadership track can be completed within the club.
- Award requirements that can be completed in a reasonable amount of time.

"Market research indicates our members' needs dramatically since 1984, when our educational

Leader and the Advanced Leader. The Distinguished Toastmaster (DTM) award will remain the highest award, although its requirements will change.

The improvements stem from a changing membership. Our educational program was last updated in 1984 – more than a decade ago. Market research, including surveys and focus groups, indicates our members' needs and goals have changed dramatically since then. If our organization is to continue to be successful, we must provide a program

The new award progression in the communication track is Competent Toastmaster (CTM), Advanced Toastmaster Bronze (ATM-B), Advanced Toastmaster Silver (ATM-S), and Advanced Toastmaster Gold (ATM-G). The award progression in the leadership track is Competent Leader (CL) and Advanced Leader (AL). The highest award, requiring completion of both tracks, is the Distinguished Toastmaster (DTM). The award requirements are listed in detail on page 12.



ds and goals have changed l program last was updated."

The changes will take effect July 1, 1997. Applications for the new awards will be sent to all club presidents in April 1997, although World Headquarters will not accept completed applications until July 1, 1997. However, the current system will remain in place for two more years. This means World Headquarters will continue to issue Able Toastmaster, Able Toastmaster Bronze, Able Toastmasters Silver, and DTM awards under the current requirements through June 30, 1999.

Beginning July 1, 1999, all members will have to meet the new requirements.

Following are some of the most frequently asked questions about the new recognition system.

Q: Do I have to complete the communication track before I can start in the leadership track?

A: No, after you have earned your CTM, you may work in both tracks at the same time. For example, the next award you could earn after receiving your CTM is the Competent Leader award. Or you could work solely toward the Advanced Toastmaster Bronze award. Or you could complete the requirements for the Advanced Toastmaster Bronze award at the same time as you complete those for the Competent Leader award. You choose how you want to progress in the program.

Q: I am an Able Toastmaster and had planned to achieve the current Able Toastmaster Bronze award in the next year or so. If I meet all of the requirements for the new Advanced Toastmaster Silver, may I apply for that award instead?

A: Yes, even though you have started in the current communication track, you may switch to the new one at any time. However, you must meet all of the requirements for each new award you apply for. One of

"If our organization is to continue to be successful, we must provide a program that meets members' current needs and enables them to achieve their goals."

the stipulations of the new Advanced Toastmaster Silver award is that you must have achieved the current Able Toastmaster award or the new Advanced Toastmaster Bronze award. Since you already have the current Able Toastmaster award, you have fulfilled this requirement.

Q: I am an Able Toastmaster Bronze and had planned to achieve the current Able Toastmaster Silver award. If I meet all of the requirements for the new Advanced Toastmaster Gold, may I apply for that award instead?

A: Yes. Again, even though you have started in the current communication track, you may switch to the new one at any time, provided you have met all of the requirements for each new award you apply for. One of the criteria for the new Advanced Toastmaster Gold award is that you must have achieved the current Able Toastmaster Bronze award or the new Advanced Toastmaster Silver award. Since you already have the current Able Toastmaster Bronze award, you have fulfilled this requirement.

Q: I recently received the Able Toastmaster Silver award, currently the highest Able Toastmaster award. Can I convert this into the Advanced Toastmaster Gold award without having to complete any more requirements?

A: No. To receive the Advanced Toastmaster Gold award, you will have to complete all of the requirements for that award. For example, you will have to conduct an additional Success/Leadership or Success/Communication module (in addition to the ones you conducted for your current Able Toastmaster Bronze award) or conduct a Youth Leadership program to qualify for the Advanced Toastmaster Gold award. You also will have to complete two more Advanced Communication and Leadership Program manuals and coach a new member with the first three speech projects.

Q: You just referred to "Success/Communication" modules. Are these new?

A: No. We've simply broken the Success/Leadership Series modules into two categories: Those related to communication subjects and those related to leadership subjects.

Success/Communication modules are: *Speechcraft* (Catalog no. 205), *How To Listen Effectively* (Catalog no. 242), *The Art of Effective Evaluation* (Catalog no. 251), *Building Your Thinking Power, Part 1: Mental Flexibility*

(Catalog no. 253), *Building Your Thinking Power, Part II: The Power of Ideas* (Catalog no. 254), and *From Speaker to Trainer* (Catalog no. 257).

Success/Leadership modules are: *How To Conduct Productive Meetings* (Catalog no. 236), *Parliamentary Procedure in Action* (Catalog no. 237), *Parliamentary Procedure Westminster Model* (Catalog no. 249), *Leadership, Part I: Characteristics of Effective Leaders* (Catalog no. 255), *Leadership, Part II: Developing Your Leadership Skills* (Catalog no. 256), *Leadership Part III: Working in the Team Environment* (Catalog no. 258), and *Improving Your Management Skills* (Catalog no. 259).

Q: I am now an Able Toastmaster. After July 1, 1997, will my title be Advanced Toastmaster?

A: You still will be an Able Toastmaster until you have earned one of the new awards.

Q: I completed three Advanced Communication and Leadership Program manuals for my Able Toastmaster award. Since the new awards require the

completion of only two manuals, may I apply one of the three I already completed toward the Advanced Toastmaster Silver award?

A: You did not complete an "extra" manual for the Able Toastmaster award. The three manuals you completed for the Able Toastmaster award were necessary for that award at the time you applied. To be eligible for the Advanced Toastmaster Silver award, you must complete two additional manuals.

Q: I have met almost all conditions for the current DTM award. Do I have to start over now and complete the requirements for the new DTM award?

A: You need not start over as long as you complete the current requirements and apply for the DTM award before June 30, 1999. After that date, all applicants must meet the criteria for the new award.

Q: In the current system, some of the stipulations have time limits. For example, a Success/Leadership module had to be conducted and registered within two years of applying for the Able Toastmaster Bronze award. For the DTM award, one had to main-

tain continuous membership for four years and serve as a Club Sponsor, Mentor or Specialist within four years of applying for the award. In the new system, such time limits have been eliminated. Why?

A: Time limits have been dropped for several reasons. First, our research showed that our members lead busy lives, devoting their time to careers, family and other interests, including such volunteer activities as Toastmasters. They need flexibility in their volunteer activities to allow them to meet the demands on their time. Eliminating time limits gives them this flexibility and helps them to remain interested in participating in Toastmasters.

Another reason is that our educational awards should recognize members for their activities and accomplishments. Of course, clubs may recognize their own members for longevity if they wish to do so.

Q: I have already received the Able Toastmaster Silver award and the DTM award. What can I do now?

A: Start over! Complete the basic manual again and work through the two new tracks. You will learn even more about public speaking and leadership while contributing to your club and district at the same time. **T**

WHAT ELSE IS NEW?

The New Member Kit!

The New Member Kit is a packet of materials sent by Toastmasters International to all new members. The kit is vital to the success of each new member, for it provides information and material that helps them become familiar with Toastmasters' educational system and how a Toastmasters club functions.

Starting soon, new members will receive kits that have been given a dramatic makeover. Each item in the kit has been updated or completely rewritten, including the basic Communication and Leadership Program manual, which now includes more helpful tips on speaking and up-to-date information about the expanded educational program.

Included in the kit, either as part of the basic manual or as a separate item, are:

- A letter of welcome, suggesting which items in the kit should be reviewed first.
- A New Member Profile Sheet, so clubs may better assist new members.

- Information about meeting roles and responsibilities (similar to "A Toastmaster Wears Many Hats").
- Information about the Toastmasters International educational and recognition program, emphasizing the new two-track system beginning July 1, 1997.
- A mentor request form.
- A personalized membership certificate.
- A postcard on which the names and addresses of friends and associates interested in Toastmasters can be submitted to World Headquarters for follow-up.
- A Member Achievement Record, to help the new member track accomplishments.

Three manuals – *Effective Speech Evaluation*, *Your Speaking Voice* and *Gestures: Your Body Speaks* – will still be included in the kit. They, too, have been rewritten and feature improved graphics.

Expect your new members to receive the new version in November or December 1996.

Communication and Leadership Tracks Recognition Requirements

Beginning July 1, 1997, you can earn the following communication and leadership awards:

Communication Track

COMPETENT TOASTMASTER (CTM)

REQUIREMENTS

- Completed the Communication and Leadership Program manual

ADVANCED TOASTMASTER BRONZE (ATM-B)

REQUIREMENTS

- Achieved Competent Toastmaster award
- Completed two Advanced Communication and Leadership Program manuals

ADVANCED TOASTMASTER SILVER (ATM-S)

REQUIREMENTS

- Achieved new Advanced Toastmaster Bronze award or achieved current ATM award
- Completed two additional advanced manuals (may not be those completed for the new ATM Bronze award or current ATM award)
- Conducted any two programs from The Better Speaker Series and/or The Successful Club Series

ADVANCED TOASTMASTER GOLD (ATM-G)

REQUIREMENTS

- Achieved new Advanced Toastmaster Silver award or achieved current ATM Bronze award

- Completed two additional advanced manuals (may not be those completed for new ATM Bronze and ATM Silver awards or current ATM and ATM Bronze awards)
- Conducted a registered Success/Leadership Program, Success/Communication Program (Success/Leadership or Success/Communication programs may not be those completed for current ATM Bronze award) or a registered Youth Leadership Program
- Coached a new member with the first three speech projects

Leadership Track

COMPETENT LEADER (CL)

REQUIREMENTS

- Achieved Competent Toastmaster award
- Served at least six months as a Club officer (President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer or Sergeant at Arms) and participated in the preparation of a Club Success Plan
- While a Club officer, participated in a District-sponsored Club officer training program
- Conducted any two programs from The Successful Club Series

ADVANCED LEADER (AL)

REQUIREMENTS

- Achieved Competent Leader award
- Served a complete term as a District Officer (District Governor, Lieutenant Governor, Public Relations Officer, Secretary, Treasurer, Division Governor or Area Governor)
- Completed the High Performance Leadership program
- Served successfully as a Club Sponsor, Mentor or Specialist

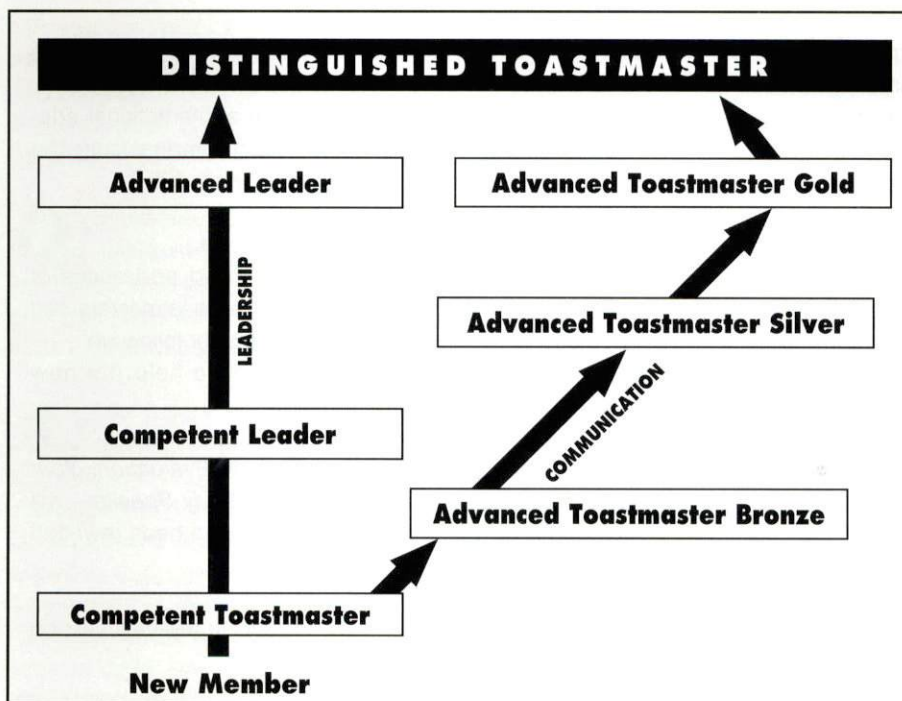
DISTINGUISHED TOASTMASTER (DTM)

REQUIREMENTS

- Achieved Advanced Toastmaster Gold award
- Achieved Advanced Leader award

Distinguished Toastmaster is the highest recognition a member may receive.

If you wish, Toastmasters International will notify your employer when you receive any of the above awards.



Good morning, fellow Toastmasters. You have been selected to be part of a mission that will affect not only your own lives, but also the lives of countless others. Should you decide to accept this mission, you will be rewarded with a number of benefits...

Ever notice that the most successful projects and enterprises begin with a lot of thought, consideration and planning? Enthusiasm and creativity count a great deal, of course, but defining your goals and objectives in a clearly worded mission statement is absolutely critical for long-term success. In other words, before you can put an exciting plan into action, you need to know exactly why that plan of action is needed in the first place!

No doubt about it, mission statements are important – and not just for corporations. If you and your fellow club members are to achieve your goals and ambitions, it's vital that you learn to pull together as a group. The first step toward doing this is understanding the mission, or purpose, of the Toastmasters club:

THE MISSION OF THE CLUB

"The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth."

These 37 words pack a lot of power!

To begin with, they remind us that every club, first and foremost, needs to develop and maintain the right kind of environment.

Think back to your own classroom days. Did you learn best if the classroom atmosphere was tense and punitive, or were you more apt to grasp concepts if your teacher made learning an pleasant and stimulating experience? Our organization's founder, Dr. Ralph Smedley, put it this way: "We learn best in moments of enjoyment." And a positive, upbeat environment that features mutually supportive club members provides the foundation for those moments of enjoyment.

The next phrase, "opportunity to develop communication and leadership skills," seems a given. After all, isn't it obvious that we became Toastmasters to communicate better and advance ourselves professionally?

But note that first word: "opportunity." Despite the fact that Toastmasters clubs exist in nearly 70 countries, despite the fact that district leaders are constantly on the lookout for new club opportunities, some people in this world still don't have access to a Toastmasters club. Shouldn't you make the most of the fact that you do have this opportunity?

Finally, remember that the immediate benefits of being a Toastmaster – hearing the applause of your fellow members, the satisfaction of giving an effective speech – are only half the story. "Self-confidence and personal growth" are but a modest accounting of the long-term benefits you and your fellow members will acquire as you work together.

Mission Possible

Dedicate your energies to your club's Mission Statement and make it part of your club's educational program.

So now that you are acquainted with your club's Mission Statement, don't just say, "Oh, how nice," and file it with last January's New Year's Resolutions. Contrary to popular opinion, Mission Statements are not mere wall decorations, to be suitably framed and then forgotten. They are instead living, breathing documents that need to be reviewed on a regular basis.

Just as you make a conscious commitment to honor a relationship or exercise plan, so should you and your fellow club members continually remember what brought you to Toastmasters – and what keeps you coming back. Make it a part of your club's educational program to regularly rededicate your energies to your club's Mission Statement.

If you do not support this mission, your club may self-destruct – and we can't make any positive guarantees as to your own development, either! Don't forget that your membership in a Toastmasters club counts for more than just individual achievement.

Have you and your fellow club members reviewed your club's Mission Statement lately? If not, now is an excellent time to do so. Take a few minutes to discuss what the statement means to each member. Then recommit to making that statement a continuous reality and discover how your Toastmasters team can turn challenging assignments into Missions Possible! **1**

How good are you at making adjustments?

Change Happens



ILLUSTRATION BY BOB ROBINSON

Newspapers report it, David Bowie sings about it, and each and every day – to one degree or another – we all must deal with it.

I speak, of course, of change, that omnipresent phenomenon that frequently undermines whatever sense of well-being we attempt to create for ourselves.

Sometimes change is welcome. Who, for example, wouldn't enjoy receiving a change in pay – as long as it's a raise, of course! Every one of us has pursued change at one time or another, whether it was going back to school, enrolling in an exercise class, or traveling to some place we had never before vis-

ited. Even making a simple list of New Year's Resolutions indicates that you are someone who, in theory at least, is willing to make alterations in your life.

Usually, however, change is a threatening proposition. As creatures of habit, we tend to like the status quo, even if that status quo

isn't always that good for us. Consider, for example, the title of a popular play from a few decades ago: "Been Down So Long Looks Like Up to Me." Sometimes a routine can become so comfortable, so reassuring, that we avoid facing the fact that we are on the verge of stagnation.

Facing a change in a system or program can be especially confusing. Although we like to think of ourselves as free-spirited individuals, most of us appreciate the stability that rules and other standards provide. Traffic regulations are an obvious example. But we also rely on steadying influences such as calendars and DayTimers for the plotting of our day-to-day lives. And every spring, when California joins most of the other United States in adjusting to Daylight Saving Time, you should hear the complaints and jokes from my friends and co-workers who grudgingly turn their clocks ahead one hour!

The alternative to change, of course, is for everything to remain the same. Day after day, year after year. On and on and on and on. Even if you could wield such control, would you really want to go through life like some audio electronic robot at a Disney theme park?

Recently my Toastmasters club suffered the loss of several members – not through death, thank goodness, or through apathy, but because these Toastmasters hold down jobs that required them to move out of state. And just last month one of our most active members announced that he would be taking temporary leave since he had enrolled in a semester-long business class that meets, as does our Toastmasters club, every Thursday night.

It's tough on any club, ours included, to operate without some of our key members. But we also have a remaining group of "core" Toastmasters who are willing to take on the extra responsibilities, recruit

new members, and put a positive spin on a potentially negative situation. We miss our transferred and temporarily absent members, but we also realize that since the Toastmasters organization is geared toward developing progressive and

"Joining Toastmasters means you have agreed to go one-on-one with change."

active people, flexibility and a forward-looking attitude always must be part of our club's dynamic.

Joining Toastmasters means you have agreed to go one-on-one with change. For unlike some organizations that merely solicit your funds, the Toastmasters ethic expects you to get involved so you can learn and help others learn. The objective is self-paced progress, and although not everyone will improve at the same rate, everyone is expected to contribute to the success of the meeting and the development of the club. Becoming a Toastmaster is, in fact, a vote for

change – change in yourself, and change in others.

As we progress through the basic and the advanced programs, we continue to regard change in a positive light. We also find that we are not only becoming better speakers, but more resilient individuals, capable of dealing with whatever life lobs in our direction. Whether it's an unexpected Table Topic or an out-of-the-blue work promotion, we can deal with it! And when the change is not necessarily positive – the sudden loss of a job, for example – we have our Toastmasters skills to bolster us and see us through.

Change is an unavoidable feature of life. How we view it depends on us. Not all change will be to our liking, but, with the skills we acquire, we can learn to accept change, work with it, and – as often as possible – turn it to our advantage. **1**

.....
Janet Whitcomb, CTM, is a member of The Articulates Club 316-F in Irvine, California.

NOW AVAILABLE FROM WORLD HEADQUARTERS

Everybody's Talking About Toastmasters

Dynamic new video debuts, courtesy of The Ralph C. Smedley Fund

Looking for an innovative way to publicize Toastmasters? *Everybody's Talking About Toastmasters* is a fast-paced 12-minute video publicity tool for Toastmasters wishing to:

- ▶ promote their own club
- ▶ build a new club
- ▶ orient new members
- ▶ energize current members.

Just as the name implies, *Everybody's Talking About Toastmasters* showcases enthusiastic testimonials – everyone from managers, engineers and other professional people like yourself, to Anita Perez Ferguson, President of the National Women's Political Caucus, to best selling authors Les Brown, Tom Peters and Harvey Mackay. The video also

features brief explanations of typical meeting activities, including:

- ▶ Table Topics
- ▶ Prepared speeches, and
- ▶ Evaluations

– making it perfect to show to prospective club charter members when it isn't possible to hold a demonstration meeting. Contact the Orders Department at World Headquarters and ask for a copy today!

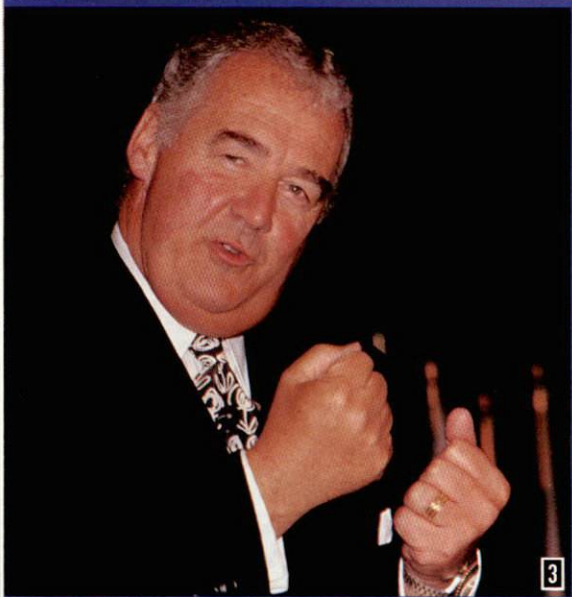
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\$5.95

CATALOG NO. 4007PAL
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For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate arrival at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.

Well Met In St

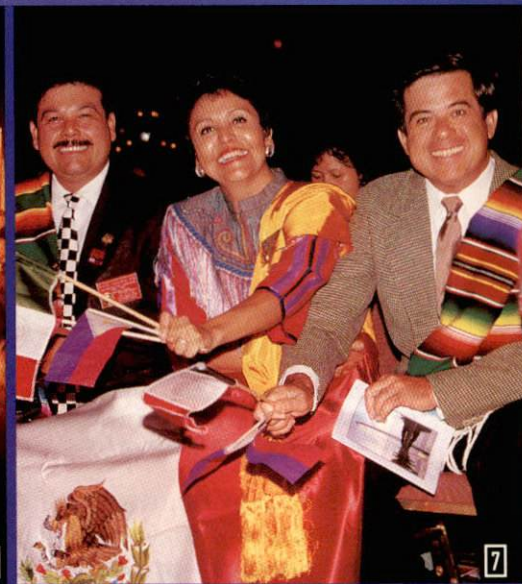
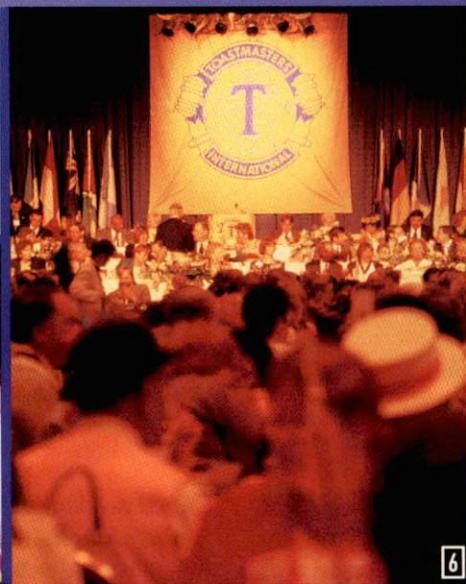


Highlights from the 65th Annual International Convention in St. Louis, Missouri

*W*hat better place to hold this year's International Convention than St. Louis, Missouri, a city known historically as the crossroads of American expansion. With nearly 172,000 members in 8,321 clubs in a record 69 countries, Toastmasters International is experiencing a new "boom" period of growth and expansion. To celebrate this, 1,500 Toastmasters converged on the Adam's Mark hotel, near the city's famous Gateway Arch, on August 21-24 to do what Toastmasters do best: talk, converse, orate, educate and motivate each other.



t. Louis



1. The First Couple: 1996-97 International President Bob Barnhill celebrates his inauguration with his wife, Jana, who placed 2nd in the International Speech Contest earlier in the day.
2. LeRoy Walker, President of the United States Olympic Committee, accepts the Golden Gavel Award.
3. Keynote speaker Peter Legge encourages delegates to pursue their dreams.
4. Session Speaker Mikki Williams offers tips on reaching peak performance.
5. Delegates from the Philippines listen during an educational session.
6. The Golden Gavel Luncheon attracts a capacity crowd.
7. Delegates from Mexico have a good time. From left: District 34 LGET Arnoldo Cantu, 1996-97 District 34 Governor Maria Gonzalez and Past District 34 Governor Salvador Gonzalez.
8. They are Champions: International Speech Contest winner David Nottage, 2nd place winner Jana Barnhill, and 3rd place winner Frank Morris, Jr.
9. 1995-96 International President Ian Edwards presides over Board of Directors meeting.
10. Toastmasters-turned-pirates live it up at the Waterworld costume party.



District 73 Governor Danny Owen from Melbourne, Australia, and delegate from Argentina proudly carry the flags of their respective countries during the Opening Ceremonies.



International Vice President Len Jury shows off his new convention T-shirt.



Delegates line up to register for convention events.

The 65th Annual International Convention opened with usual flair on Wednesday night, August 21, with the traditional Parade of Flags down the ballroom aisle. Local Toastmasters proudly carried the national flags of many of the 69 countries in which the organization is represented, accompanied by applause from delegates representing those countries.

Host District 8 Governor James Schwarz, DTM, welcomed everyone to the "Gateway City" and encouraged delegates to take advantage of all the opportunities for personal growth and enrichment the convention had to offer. Toastmasters 1995-96 International President Ian Edwards, DTM, then reported on the experiences and events of his presidential year.

"This has truly been an Olympic year for our organization," he said. "Together we have Shared the Vision of Excellence: We have built 620 new clubs worldwide, and we have seen a new gain in membership growth of nearly two percent." He said he was impressed with "the pride, dedication and commitment to excellence of our district leaders and Toastmasters members... Our organization truly is changing lives and helping to build a better world."

As an example, he mentioned how Toastmasters clubs in South Africa are helping "young South Africans of all ethnic groups to build confidence and self esteem" and how Toastmasters in Dublin, Ireland, worked for months and finally chartered the first club in Belfast, Northern Ireland. "This type of commitment did far more than build a club. It built bridges - bridges in a land that has known much prejudice, strife and sectarian violence."

President Edwards said he is proud of the organization's international growth. "We had a net increase in club growth of 150 clubs worldwide last year. Of these, there was a net increase of 119 clubs outside North America." He said most of these clubs "tap into new market segments that I believe will assume increasing significance in the 21st century."

President Edwards met with corporate, community and government leaders in 10 districts in North America as well as internationally in England, Ireland, South Africa and Taiwan. His presentations to business leaders and the public received extensive media coverage, including prime-time television news coverage in five cities, 21 press articles and 18 radio interviews.

"I believe the best is yet to be for Toastmasters International," he concluded. "Ours is a noble mission and we will continue to build a better world through communication and leadership development. The world needs what we have to offer."

Keynote speaker Peter Legge, president of Canada Wide Magazines, Ltd., a large magazine publishing house in Vancouver, Canada, then commanded the stage with his dynamic message, "It Begins With a Dream." Toastmasters who remembered his 1993 Golden Gavel presentation at the International Convention in Toronto, Canada, weren't disappointed: Legge delivered an equally soaring performance and demonstrated his passion for oratory in a personal speech that led his audience to both laughter and tears.

Legge's main point was that "we will be the same people in five years except for the people we meet, the



Bea Duffield, wife of International Director at Large Gavin Blakey, with her new friends from Manassas, Virginia.



Keynote speaker Peter Legge signs editions of his new book, *It Begins With a Dream*.



Toastmasters from the Philippines show first-timer, Arturo Lomibao, how to have a good time.



Comedian and pickpocket Bob Arno had the audience (and their watches!) in his hands.



Golden Gavel recipient Dr. LeRoy Walker signs autographs.



Recipients of the Top 5 Club Award are honored during the Hall of Fame ceremonies.

books we read and places we see." He encouraged Toastmasters to live their lives to the fullest and turn personal experiences into material for their presentations. After his speech, delegates wanting to learn more about making their dreams come true lined up to buy autographed editions of Legge's newest book, *It Begins With a Dream*.

GOLDEN GAVEL AWARD

After a morning of educational sessions, delegates eagerly took their seats at the sold-out Golden Gavel Luncheon to watch Dr. LeRoy Walker receive Toastmasters' highest honor for communication excellence: the Golden Gavel award. As president of the United States Olympic Committee, Dr. Walker arrived fresh from the recent Centennial Olympic Games in Atlanta, Georgia. He wowed the audience with his conversational acceptance speech about the history and spirit of the Olympic Games. He encouraged all in attendance to strive for excellence and said that "Sometimes, contrary to popular opinion, the important thing *is* to win, and not just to take part."

Throughout the week, various communication experts shared their secrets for personal and professional success. Convention attendees had a plethora of seminars to attend and could choose from four different tracks of topics: Speaking, Personal Growth, Motivation and Leadership, and Club and District Success. Most seminar leaders were Toastmasters who, by their own example, demonstrated the potential of the Toastmasters program.

NEW LEADERS ELECTED

During Friday's Annual Business Meeting, delegates elected new officers to serve on the organization's Board of Directors: Robert Barnhill, DTM, as the organization's 1996-97 International President; Len Jury, DTM, as Senior Vice President; Terry Daily, DTM, as Second Vice President; and Tim Keck, DTM, as Third Vice President.

Delegates also elected the following eight Toastmasters to serve two-year terms on the organization's Board of Directors:

Director

At Large: **Ted Corcoran, DTM**, of Dublin, Ireland

Region 1: **Rick Sydor, DTM**, of Roseville, California

Region 2: **Wendy Farrow, DTM**, of Simi Valley, California

Region 3: **Jean Riggs, DTM**, of Deer Park, Texas

Region 4: **Joan Johanson, DTM**, of Gowrie, Iowa

Region 5: **Irma Perry, DTM**, of Nashville, Tennessee

Region 6: **Fran Nardolillo, DTM**, of Newbury, Ohio

Region 7: **Mark LaVergne, DTM**, of Astoria, New York

Region 8: **Grace Brown, DTM**, of Suffolk, Virginia

Earlier in the week, during the Board of Directors Meeting, Executive Director Terrence McCann reported on the organization's growth during the past year. He credited an improved national economy with the upswing in membership and clubs to an all-time high of 8,321 clubs and 171,423 members in 69 countries. "We had a very good year last year - it was better than the previous two," McCann said. He noted, however, that the 1.7 percent net membership growth during the year could be improved. "We need to return to the 5 to 7 percent growth we experienced in the late 1980s and early '90s..."



Newly elected International Director Irma Ortega Perry is congratulated by delegate.



President Ian Edwards holds a collection of Olympic pins he received from Golden Gavel recipient Dr. LeRoy Walker.



Accredited Speaker William R. Ecker teaches delegates how to speak without using notes.



Incoming President Robert Barnhill presents Accredited Speaker award to District 18 Governor Dilip Abayasekara.



Volunteers from host District 8 made sure the convention ran smoothly.



Host District Chairman Chuck Carpenter greets delegates.

We are moving toward the 21st century, and Toastmasters International must be ready for change if we are to survive and grow."

McCann then outlined some of the changes taking effect in the upcoming 1996-97 year: The Toastmasters International educational system has been revised as of July 1, 1997, and will include two tracks: communication and leadership (see the cover article on page 8 of this issue). The basic Communication and Leadership Program manual has been updated and redesigned, along with the Gestures and Voice manuals. The New Member Kit also has been updated and improved.

He mentioned that the organization's Board of Directors "has made significant changes to the Distinguished District, Division and Area programs that will encourage district officers to focus on achievements within clubs, as well as on membership and club building." Furthermore, McCann said that in an effort to better appeal to prospective members, the organization has created a new promotional video on club building and updated its promotional materials. And to keep pace with new technology, McCann told the audience that "we have a page on the Internet, electronic mail, and have just installed a faxback system that will let members receive by fax our most commonly requested documents... And these are just a few of the things we are doing."

After enjoying good food and inspiring speeches at the Toastmasters and Guests and DTM luncheons, delegates took time to celebrate the accomplishments of individual Toastmasters, clubs and districts at the festive Hall of Fame ceremony. Awards were presented for

achievements ranging from Distinguished Districts and Top Five Clubs to Top 10 Newsletters and Top Five Membership Campaigns. (A list of clubs, districts and Toastmasters honored for their efforts in 1995-96 appears on pages 27-29 in this issue, under the heading "International Hall of Fame.")

By the end of the day, conventioners were ready to celebrate with a "Waterworld" themed costume party. Delegates donned in all things nautical and aquatic soaked up the wit of comedian and pickpocket extraordinaire Bob Arno and splashed around on the dance floor to the tunes of duo Clay and Sally Hart.

THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING

On Saturday morning, delegates were up early for the most popular event of the convention: the highly anticipated International Speech Contest. It was the World Series of speaking, the Olympics of oratory and the final bout for the heavyweight title of top talker. Who would win?

A crowd of nearly 1,500 Toastmasters and their guests gathered in the huge ballroom to watch in awe and cheer their favorite contestant. David Walter Nottage, a public speaking consultant from Auckland, New Zealand, emerged victorious and claimed the title of 1996 World Champion of Public Speaking.

By a process of elimination using club, district and regional contests throughout the year, Nottage and eight other finalists were selected from more than 10,000 Toastmasters worldwide for the annual competition. Nottage, a relative novice with little more than a year's experience in Toastmasters, commanded the stage with



International President Ian Edwards and his wife, Pat, enjoy smooth sailing at the Waterworld theme party.



Toastmasters and Guests Luncheon speaker Elaine Phillips tells delegates how to reduce stress and live life more abundantly.



The 1996 World Champion of Public Speaking: David Nottage of Auckland, New Zealand.



Patriotic delegates from Australia are ready to collect Hall of Fame awards.



President Edwards gives a Presidential Citation award to past District Governor Brenda Keeling for her dedicated service to the organization.



President Barnhill installs new Third Vice President Tim Keck into office.

his seven-minute speech titled "Get Up." His inspirational and funny speech about childhood memories incorporated diverse elements such as pantomime and was well received by the capacity crowd of enthusiastic Toastmasters.

Taking second place was Jana Barnhill of Lubbock, Texas, with her speech "Buried Treasures." Third place went to Frank Morris, Jr., of Roanoke, Virginia, who presented "The Terrible Two's."

The six other speakers competing in the contest were: Kerry Shroy from Region 1; Wanda Scruggs from Region 2; V.J. Smith from Region 4; Sporty King from Region 5; Kay Warheit from Region 6; and Greg Batson from Region 7.

Also honored at the World Championship of Public Speaking was the newly conferred Accredited Speaker: District 18 Governor Dilip Abayasekara, DTM, of Newark, Delaware. The Accredited Speaker Award recognizes Toastmasters who have professional-level speaking skills. To earn the award, applicants must meet a rigorous set of requirements, including giving at least 25 presentations varying in topic and purpose before different audiences within three years.

District 68 Governor Joan Turner, DTM, then welcomed everyone to next year's convention in New Orleans, Louisiana.

PASSING THE TORCH

After an afternoon of educational sessions, Toastmasters dressed in black-tie elegance and gathered in the ballroom to honor the newly elected officers and International Directors at the President's Dinner Dance.

1995-96 President Ian Edwards handed over his presidential pin to incoming President Robert Barnhill, DTM, who began his term with a speech about his chosen theme, "A Passion For Eloquence."

"Each of us has a special gift to share with the world; however, most people fail to let their song be heard. Only through the cultivation of one's communication and leadership skills can a person develop the confidence to share with the world his or her unique thought," he said. "Eloquence means 'a thought on fire.' When we realize the potential that lies within and allow ourselves to change, we begin to tell the world our special thoughts and eloquence occurs."

Host District Chairman and past District 8 Governor Chuck Carpenter, DTM, thanked the many local Toastmasters who so generously had volunteered their time and efforts to make the convention run smoothly. Carpenter himself was thanked by Past International President Pauline Shirley, DTM, for his hard work in coordinating the host district's activities.

The convention drew to a close with a slideshow of images recalling the fun, fellowship and personal growth that had made the convention so memorable. Toastmasters truly were well met in St. Louis and already were making plans to meet again next year at the 1997 International Convention in New Orleans, Louisiana. **T**

Note: Most speeches from the convention – including those from the International Speech Contest – are available for purchase on audio and video cassette. See the ad on the next page for details.



District 68 Governor Joan Turner welcomes everyone to next year's convention in New Orleans, Louisiana.



Seminar leader Tom Derreck teaches leadership skills in his session called "Stop the Flogging! The Crew's Morale has Improved!"



International Director Ron Harger and diver friend get into the aquatic spirit at the Waterworld costume party.

1996 CONVENTION CASSETTES, ST. LOUIS



If just **ONE GOOD IDEA** can "Take You to the Top" in Toastmasters, wouldn't it be worthwhile to listen to the best ?

Toastmasters **AUDIO CASSETTES** and **VIDEOS** are your **TOOLS** for **SUCCESS!**

VIDEO & AUDIO CASSETTES

"1996 World Championship of Public Speaking"

V.J. Smith, Greg Batson, David Nottage, Jana Barnhill, Kerry Shroy, Wanda Scruggs, Frank Morris, Jr., M. Kay Warheit, R. Sporty King
□ Audio **T1120 & T1121** (2 Tapes)
□ (VHS) **T11520** □ (PAL) **T11720**

"It Begins With a Dream"

Peter Legge Make your dreams come true from the author of "It Begins With a Dream: Learn How to Win the Race of Your Life"
□ Audio **T1102**
□ (VHS) **T11502** □ (PAL) **T11702**

"Be Your Best"

Mark Brown 1995 World Champion of Public Speaking: explore opportunities, accept life changes□ Audio **T1104**
□ (VHS) **T11504** □ (PAL) **T11704**

"1996 Golden Gavel Address"

LeRoy Walker How US Olympic Committee President mastered his skills of communicating concepts and ideas□ Audio **T1111**
□ (VHS) **T11511** □ (PAL) **T11711**

"Heart & Soul"

Elaine Phillips, DTM Let go of negative situations and people that keep you from reaching your goals□ Audio **T1115**
□ (VHS) **T11515** □ (PAL) **T11715**

AUDIO CASSETTES

"1996 Interdistrict Speech Contest"

Adolph Kaestner, Joy Quadra, Mark Hunter, Brendan Toale, Jocelyn Matrenza, David Nottage, Norman Priestly□ Audio **T1101**

"Speaking Without Notes"

Bill Ecker, ATM Create and deliver a winning presentation without forgetting and without notes□ Audio **T1103**

"PathWorks:

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Bill Hodges, DTM Influence your audience with visually correct appearance, visuals, and body language□ Audio **T1107**

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Rick Jakle Develop skills to effectively deal with changes, challenges, and choices.□ Audio **T1108**

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How to Set a Fire Under Yourself"

Mikki Williams, CSP Set your fire, chart your course for personal and professional fulfillment□ Audio **T1109**

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Skip Caywood, ATM; Joyce Jackson; Glenn Knudson, DTM; Howard Brandt, DTM Practice these tips and watch the membership of your club soar□ Audio **T1110**

"I Would Rather Be Audited By the I.R.S. than Give a Speech"

Dave Brown A prescription from the "Presentation Doctor" for successful speech preparation and delivery□ Audio **T1112**

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of a Dynamic Presentation"

Leonard Laskowski, DTM Discover the seven aspects of preparing a dynamic presentation.□ Audio **T1113**

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Jay Nodine, DTM Make a change for the better!...in your life and in the lives of others.....□ Audio **T1116**

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Zelda Foxall, ATM Select, learn, and tell a story that your audience will enjoy and remember.....□ Audio **T1117**

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Jonas Gadson, ATM Take a chance, take charge, and take control of your life□ Audio **T1118**

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 LJ "Bert" Post Induce your audience to listen and think for themselves more effectively.□ Audio **T1122**

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Bob Allen, DTM Apply self-improvement tools consistently, persistently. Find the joy in all that you do□ Audio **T1123**

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Hal Slater, DTM Understand the fundamentals of professional, marketable speaking□ Audio **T1125**

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Clifford Gardner, Namon Harris Jr, Connie Maartense, Larry Thompson, Curtis Woods□ Audio **T1126**

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Jerry Starke, DTM; Lee Beattie, DTM Learn how you can be an expert judge□ Audio **T1127**

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By Patrick Mott

What's Your Excuse?

THERE ARE, TECHNICALLY, ONLY TWO THINGS IN LIFE WE absolutely must do on schedule: pay taxes and die. Neither the tax man nor the Grim Reaper will be put off.

Everything else, however, we can put off, and usually do. Procrastination is an almost universal peccadillo. And, like a head cold that is hardly disastrous but annoying nonethe-

less, we can live with procrastination but we'd love to be rid of it all the same.

Procrastination is actually rationalization in action (or rather inaction). Procrastination is not thrust on us, we will it into being. It'll likely never go away entirely, but if we can name our favorite excuses, then we can take a solid first step to combating the off-putting habit of putting things off.

As a world-class procrastinator myself, I've used most excuses available, and I find that they can usually be lumped into four categories:

1 Distractions. We procrastinate on tasks we dislike. We seldom, if ever, put off things that are fun. These are distractions, and while they feel pretty good when we give in to them, we usually end up flaying ourselves later when the fun ends and the job still needs doing.

It's difficult to say no to the siren lure of the pleasant distraction, but reminding ourselves that we'll feel a lot better with the job out of the way (while also freeing ourselves up to have fun later) can often be enough to carry us through.

2 Something else/better/more important came up. First cousin to the distraction, this one requires more than your average ration of rationalization. To honestly succeed in putting the job off with this one, the intruding activity has to really, actually be more important than the job at hand.

This can, of course, be true. Turning off the burner under the pressure cooker before the house explodes takes precedence over finishing that nasty letter to the local paper any day. Catching the latest installment of

your favorite soap opera, however, doesn't qualify.

Beat this efficiency killer by promising yourself, at the outset of your task, that nothing is more important at the moment than finishing the job. Then simply keep your promise. Your word's good, right?

3 It's somebody else's fault. So this wasn't supposed to be your job in the first place. So somebody blew it somewhere along the line and this rotten job landed in your lap. So you're steamed.

You've got three choices: a) complain, b) refuse to do the job, c) do it. The first two take a lot more time and effort than the third one, plus they leave you smoldering and in somebody else's bad graces. Performing the task quickly, quietly and well, on the other hand, earns you lots of respect.

4 Couldn't get motivated. Writers love this one, and like to call it Writer's Block. There is no such thing. Writer's Block vanishes the second someone waves a deadline or a paycheck in your face.

In the rest of the world, this excuse means that no one has yet cracked the whip, or explained the consequences of procrastinating. Sure, it's difficult to drag yourself to the dentist for a regular cleaning, but it's nothing compared to the drag of a root canal later. And taking the car in for its regular service may be a bother and a bore and an expense, but how big a bother is a breakdown in the middle of the night if you skip it?

Self-motivation is hard, yes. But it's easier if you picture the welter of trouble you might be buying yourself later if you don't crank up your will power and get to work now.

By the way, if you decided to read this article at first look, rather than leaving it for later, congratulations. Now, on to the next task quickly, before your soap opera comes on. **1**

Patrick Mott is a writer living in Fullerton, California.

Off-the-Wa



WHAT EXCUSE DID YOU OFFER TO YOUR VICE President Education the last time you didn't have your speech prepared on time?

Probably something about time, or the lack thereof. Sick kids, maybe? Visiting in-laws? Work pressures? Surely you haven't sunk to the level of "the dog ate it" or "my grandmother died"?

Judges, teachers, cops, employers, bill collectors, spouses, parents, tax officials and other authority figures often cast their eyes skyward at the excuses they hear, because the same old alibis are given over and over, day after day.

What's new and different about excuse-making? The field has been an area of scientific study.

five years studying all types of excuses and collecting examples of alibis, good and bad.

"Good excuses are based in truth," says Dr. Snyder. "They tend to be low-key, subtle, natural and convincing. Bad excuses are based on dishonesty and tend to be outrageous, preposterous, colorful and sometimes beyond belief."

Basically, excuses serve as a social lubricant that provides a graceful, sometimes thoughtful, way out of a jam. For instance, if you're late for work, a workable excuse is: "Sorry I'm late. The 8 o'clock bus was filled and the driver wouldn't stop for any more passengers so I had to wait for the next bus."

Humans everywhere use excuses – up to a point – as

Is your life an obstacle course of ravenous canines, flying fryers and inconvenient bowling balls?

Charles Snyder, psychology professor at the University of Kansas and co-author of *Excuses: Masquerades In Search of Grace*, noted an outbreak of dying grandmothers exactly at mid-terms and final exams. Intrigued, he and his colleagues eventually spent

healthy coping mechanisms for dealing with every day stress. Excuse-making protects our self-images, maintains compatibility with others and supplies a safety net that gives us the courage to push our limits and take risks in a world where everybody fails occasionally.

Excuses



Garden-variety excuses like little white lies ("Sorry, I can't make your party - I'm all tied up") prevent hurt feelings and act as a social lubricant to the smooth operation of daily life. They also give us a firmer sense of control over our lives. But excuse-making can become a problem when shaky and unbelievable excuses are offered in front of those who know better or can expose the excuse for the masquerade it is.

"A bad job of excuse-making only makes the first error worse," says Dr. Snyder.

Three key signs of harmful excuse-making are blatant excuses, those that are broad-ranging and those that are not easily reversed.

Professor Snyder's study revealed that people who use

excuse-prone personality has a fragile sense of self-worth, is highly sensitive to criticism and tends to mistrust others.

Along the way, social scientists and others have collected samples of unusual and creative excuses. Here's one:

"I was late to work because a band of Greenpeace protestors laid down in front of traffic and would not move until all international whaling is banned."

Usually, such off-the-wall excuses are real. Original, eyebrow-raising excuses can be more believable because they aren't hackneyed and overused. In addition, some excuses are so convoluted, they simply must be genuine. After all, some of the best fiction writers don't have such powers of invention.

For instance, if you told your club president you missed

BY CHARLES DOWNEY ■ ILLUSTRATION BY FRED SHERMAN

the fewest excuses view themselves as being in control of their actions and their mistakes. However, people who rely heavily on excuse-making usually see their lives as being beyond their control. They think their successes and failures are caused by outside forces. Research also reveals that the

your speech because your goldfish indicated an earthquake was imminent, you would probably bring the meeting to a stunned standstill. You could then fill the silence by explaining, as one executive assistant did, that your fish tended to float on its back before a major earthquake. That

day, the fish was belly up, so preparations for the approaching temblor had to be made, and hence the no-show.

Of course, it was all a false alarm because the fish had simply died. But, hey, if the earth under your feet threatens to move, who are you to sweat the small stuff?

Or, consider this excuse, delivered matter-of-factly: "I couldn't get here to give my speech because a frozen turkey got lodged under my car." Don't shake. It really happened. A Wisconsin executive was hurrying to work one day in heavy traffic. The doors on a truck ahead of him flew open, causing a load of frozen turkeys to spill out onto the roadway, and a rock-hard gobbler the size of three bowling balls lodged in the car's axle.

Broken truck doors have supplied other alibis, too. A New York city executive once missed a critical meeting and calmly explained to everyone what had caused the delay: The doors on an armored truck in front of him suddenly burst open, causing a flurry of \$100, \$50 and \$20 bills to create a traffic jam when motorists stopped to scoop up the cash.

Nobody noted if the meeting resumed, or if it moved to the scene of the accident.

The foreign-object-under-the-car excuse was used again when a man speeding to work drove by a vandalized bowling alley. Later, he told his clock-watching boss: "I ran over a bowling ball. So I spent most of the morning jacking up my car to get the ball out and trying to explain the accident to my insurance adjuster."

Kids' excuses at school also can be inspiring for speakers, because those alibis usually involve missing paper. One of the best: "My dad's life insurance agent got my homework mixed up in his papers and took it with him." Not too bad for a fourth-grader!

A seventh-grader in Texas told his teacher, "My homework isn't done because I went to my dad's office to do it. I took a break and when I got back, I found his secretary had shredded all the papers on his desk." Isn't that better than "the dog ate it?"

Said a fifth-grader: "I left my homework on the stove and my baby brother turned on the knob and it got burned up."

Another gem involving paper was given to a bill collector by a deadbeat who said this with a straight face: "My parrot has been stealing my mail and hiding it all over the house. I'll pay up just as soon as I find where he has hidden that bill."

By the way, the experts say never preface your excuse with, "You're probably not going to believe this, but..." It's a dead giveaway that your alibi is lame, made up or just a real klunker.

Which is what one university psychology professor must have been thinking when he heard a "Sorry, no homework" excuse. One of his students hadn't turned in her written assignments for a month. The professor wrote her a note asking about them.

Then the professor got a phone call from the student's "therapist," who said her client was being treated for a multiple personality disorder. While her good side was duly writing the assignments, her bad side was tearing them up and throwing them away.

The professor was speechless. That excuse topped the collection of student alibis known as The Student Excuse Hall of Fame.

Another student, who probably also skipped biology class, told a professor he could not take a test because his mother was having a vasectomy and he was needed at home.

Yet another empty-handed student said the police impounded his car along with the term paper still in the glove compartment.

And in a clever version of "the dog ate it," a junior added a note to a tardy assignment, saying: "My paper is late because my parakeet got out of his cage and roosted on my computer keyboard, thereby fouling the keys."

One professor counted the number of grandparents who suddenly died the day before a final exam. In a class of 250 students, 14 young people experienced their grandparents' untimely demise exactly 24 hours before the big test.

But you can never be too cynical when it comes to off-the-wall excuses. A co-ed appeared to be stretching things a bit when she wrote a note to her professor saying she missed the final exam because she had been in a convenience store when it was robbed, had been taken hostage along with the clerk, and was locked in the basement overnight.

First, the professor chuckled, thinking he had been handed yet another thigh-slapper for his hall of fame. He quickly swallowed his laughter when he discovered the morning newspaper proved her story true. **T**

"Excuse-making protects our self-images, maintains compatibility with others and supplies a safety net that gives us the courage to push our limits and take risks."

.....
Charles Downey is a freelance writer living in Big Bear City, California.



INTERNATIONAL

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Club 3712-41

Region V

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Club 983-30

Region VI

M. Kay Warheit
Club 2255-13

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Club 1012-46

Region VIII

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Club 1011-66

Overseas

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Club 6957-72

Accredited Speaker

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Club 1833-18

International Taped Speech Contest Winners

1st Place

Horace Caviness, 6897-U,
Riyadh, Saudi Arabia

2nd Place

Vinay Kamath, 6827-U,
Bangalore, India

3rd Place

Augusto Corro, 1059-U,
Dhahran, Saudi Arabia

President's Top Five Distinguished Clubs

Clubs with Fewer than 20 Members:

Toluca

Club 6922-34P

Northern Marin

Club 166-57

New Beginnings

Club 8755-66

Appalachian Freedom**Advocates**

Club 6889-63

Los Elocuentes

Club 5108-39

*Clubs with 20-29 Members:***NTL Advanced Speakers**

Club 3797-36

Inspirational

Club 9509-2

Cebu South

Club 7447-75

Swift Trail

Club 3931-3

UST

Club 6804-75

*Clubs with 30-39 Members:***Sundowners Advanced**

Club 5803-14

Master Motivators

Club 7213-12

Queen City

Club 5406-75

Pukekura

Club 2176-72

Lincoln-Douglas

Club 1196-54

*Clubs with 40 or More Members:***Free Speakers**

Club 8401-38

South County

Club 1957-8

Harbor

Club 5703-75

Bayanihan

Club 2844-75

Conoma

Club 454-16

Top Ten Club Newsletters

SuccessMasters

Club 4401-2

Chuck Schultz, CTM, Editor

Valley Toastmasters

Club 5056-3

Glenn Pike, DTM, Editor

Akron Toastmasters

Club 151-10

Christine Vitale, Editor

The Leader Toast

Club 8077-42

Laurie Schulz, CTM, Editor

The Verbal Express

Club 5736-50

Nancy Bateman, CTM, Editor

Oaks Newsletter

Club 8441-54

Mary Peterson, CTM, Editor

Sarah Shipley, Editor

The Voice

Club 484-56

Glen Golightly, CTM, Editor

Dan Dess, Editor

The Voice

Club 2409-63

Scott Kelly, CTM, Editor

The Forgotten Voice

Club 6571-68

Dale Gaudet, CTM, Editor

Kerry Myers, Editor

The Ridge Raconteur

Club 9587-70

David Edwards, Editor

Top Ten District Newsletters

Five Alive

District 5

Elisa Castañeda, CTM, Editor

Images

District 12

Doug Arnold, CTM, Editor

The Sage

District 26

Margaret Harrach, CTM, Editor

The Cornerstone

District 28

Lacinda Green, ATM, Editor

District 31 Newsletter

District 31

Bernadette Masur, Editor

The Forty-Sixer

District 46

Brian Grey, ATM, Editor

Yankee Activator

District 53

Judith Boynton, CTM, Editor

Corroboree

District 69

Josephine Brown, CTM, Editor

The Octopus

District 74

Alan Rees-Bevan, ATM, Editor

The Philippine Toastmaster

District 75

Gaspar Pascual, ATM-S, Editor

Top Five Membership Campaigns

Citibank Toastmasters

Club 8335-41

S.U.N. Masters Toastmasters

Club 8349-22

FAA Area Toastmasters

Club 7727-14

Land O'Lakes**Buttermasters Toastmasters**

Club 1505-6

Nova Toastmasters

Club 166-57

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District 51P

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District 61

Elvira Filion, DTM, Governor

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District 70

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District 75

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 Dee Talley, DTM, D-4
 Rose Waring, DTM, D-5
 Pat Croal, DTM, D-6
 Barbara Giaños, ATM, D-7
 Mary L. Kerwin, D-8
 Audrey Cousins, D-9
 Ted Krauss, CTM, D-10
 Bob Leiman, DTM, D-11
 Richard Snyder, DTM, D-12
 Michael Dalton, D-13
 Patricia Fiene-Voyna, DTM, D-14
 Jim Rudolph, D-15
 Suellen Brown, DTM, D-16
 Edward A. Thamke, CTM, D-17
 Amy Soliday, ATM, D-19
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 Dr. Irene Evans, DTM, D-21
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 Sharon Roeber, ATM, D-24
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 Jeff Miller, DTM, D-27
 Ellwyn L. (Al) Albee, DTM, D-28
 Walter Daring, D-29
 George Lindsey, CTM, D-30

Ariela Marshall, D-31
 Marge Price, D-32
 Debbie Ristau, ATM, D-33
 Ma. Thalia Dominguez
 Corona, ATM, D-34P
 Linda Napolitano, ATM, D-35
 Sushma Singhal, DTM, D-36
 Wilma Hamlin, D-37
 Lillie Foster, DTM, D-38
 Don Johnson, DTM, D-39
 Bill Morrow, DTM, D-40
 Brett Distel, D-41
 Henry Hanna, ATM, D-42
 Ed Knowlton, DTM, D-43
 Richard "Skip" Habina, D-45
 A. Grace Boykins, ATM, D-46
 Robin Saddler, CTM, D-48
 Donna Clayton, ATM, D-49
 Ania Rust, CTM, D-50
 Khoo Thean Huat, D-51P
 Richard Franklin, ATM, D-52
 Joan Ellen Bedinotti, ATM-B,
 D-53
 Dick Poirier, CTM, D-54
 Linda Stiles, ATM, D-56
 The Traveling Gavel, D-57
 Patricia Hill, DTM, D-58
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 Andy Howland, D-62
 Patricia Prosser, DTM, D-63
 Jo-Anne McDowall, D-64
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 Greg Finn, D-71
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 Jerri Kirsch, D-32
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 James W. Bell, ATM, D-43
 Pat Singletary, ATM, D-44
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 Abu Bakar Bin Sheriff, CTM,
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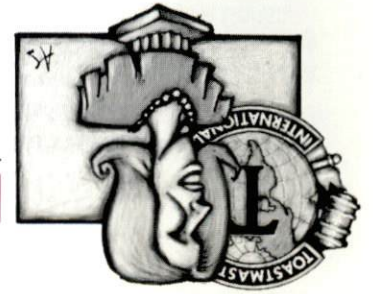
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 Ethel Jones, DTM, D-14
 Marsha Lucchesi, D-15
 Anita Baker, CTM, D-16
 A. Thomas McKinney, ATM,
 D-17
 Genny Yarne, ATM-B, D-19
 Sharron Waddingham, ATM,
 D-20
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 Alva La Rue, ATM, D-23
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 D-24
 Norman "Woody" Baker Jr.,
 ATM, D-25
 Jack L. Roath, ATM, D-26
 Kamelia Sacks, CTM, D-27
 Debbie Neal, CTM, D-28
 Erma Lamousin, ATM, D-29

Mark Heinicke, CTM, D-30
 Mark Bucceri, D-31
 David Larsen, D-32
 Mary Jones, ATM, D-33
 Patricia Enriquez de Cortes,
 CTM, D-34P
 Barb Harris, CTM, D-35
 Mark Borchardt, CTM, D-36
 Kyle Elliott, D-37
 Mike Wanner, ATM, D-38
 Marian Kile, ATM-S, D-39
 Joe Schwerling, ATM, D-40
 Mark Thompson, D-41
 Linda Hawk, DTM, D-42
 Curtis Woods, CTM, D-43
 Kathy Wright, CTM, D-44
 Harry McClenaghan, D-45
 Amelia L. Abad, ATM, D-46
 Melissa Wertz, ATM, D-48
 Thomas Yamachika, ATM,
 D-49
 Ernest Barnes, CTM, D-50
 Datuk Adeline Leong, CTM,
 D-51P
 Peter Bunce, ATM-B, D-52
 Rebecca "Becky" A. Ianniello,
 ATM, D-53
 Dick Poirier, CTM, D-54
 Maria Larsen, CTM, D-56
 Karen Moyers, CTM, D-57
 Rachel Harjes, DTM, D-58
 Michiel Bagchus, D-60
 Pierre Desrochers, CTM, D-61
 Greg Bauer, D-62
 Kelly McKeethan, ATM, D-63
 Sherri Wood, ATM, D-64
 Penny Symons, CTM, D-64
 Barbara Hulsing, ATM, D-65
 Dwayne Clemmons, ATM-B,
 D-66
 Lionel Price, CTM, D-68
 Sandra Simpson, ATM, D-69
 Tom Wilde, ATM, D-70
 Joe O'Connor, D-71
 Warwick Lowndes, D-72
 Alan Hood, D-73
 Margie Reeler, CTM, D-74
 Alberto G. Galano, ATM-B,
 D-75
 Pearl Villamarzo, ATM-S, D-75





The following listings are arranged in numerical order by district and club number.

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate,

highest recognition. Toastmasters International's

DTM

- Hank Bettis, 5590-25
- Mario Zuniga Martin, 6922-34
- Diann Ellerbe, 5309-36
- Marnie A. Wilkins, 3430-42
- Dunstan Chan, 2936-51
- Roy W. Saxman, Jr., 3423-66
- Murray Squires, 8420-70
- Johnny Rodriguez, 7032-72
- Alan James Hood, 3717-73
- Robert Davis, 5063-73
- Mmanuel C. Regalado, 8004-75

ATM Bronze

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

- Karen D. Welch, 8913-27
- Karen P. Booker, 8913-27
- Robert Moyers, 1402-28
- Marc Sullivan, 3748-28
- Marc Sullivan, 6694-28
- Elmaree A. Newson, 6803-28
- Toni F. Rodgers, 4378-30
- Diane Pepero, 5464-31
- Martha Charcharao, 7677-31
- Christena Bower, 4186-32
- Mary Lou Paquette, 270-33
- Maxine Bye-Cotton, 6150-33
- Truman Sigler, 6708-33
- Robert C. Jamison, 7001-33
- Cheryl A. Schultz, 2780-35
- Larry H. Lawhon, 3797-36
- Cecilia Hurt, 5309-36
- Ronald J. Bower, 3478-37
- Gayle J. Rogers, 5108-39
- Denise Blair, 6864-39
- Dina Durano, 6936-39
- Lizzie Wolf, 8175-39
- Ray Kramer, 5136-40
- Carol Loewen, 3068-42
- Fern Hardie, 6901-42
- Gwen J. Keene, 8903-42
- Sharon McCarrell, 1875-44
- Foy L. Kirkpatrick, 6145-44
- Beth Yu Lin, 8069-46
- Adelino Valentin, 2525-49
- Erinda Cachola, 4126-49
- Mary Jo Farina, 4126-49
- Roderick A. Jacobs, 4716-49
- Burt Berry, 1190-50
- Loh Yunn Hua, 6832-51
- Henry Ochoa, Jr., 2900-52
- Peggy Ann Burton, 995-54
- Sharon Rossum, 366-56
- Cecilia Willson, 631-56
- Howard L. Harting, 5166-56
- Margrette S. Holmes, 5215-56
- June Smeiser, 2586-7
- Edwin Rowold, Jr., 6629-8
- Mary J. Greer, 443-10
- Helen Sadler, 912-10
- Loretta M. Roth, 1348-12
- Gayle A. Kindsvater, 1475-12
- Mary Anne Morgan, 2330-12
- William Post, 2528-12
- Luelia Johnson, 3725-12
- Akhillesh Gulati, 5247-12
- Scott Roy McGoekin, 7213-12
- Kshama Kakade, 6162-14
- Kshama Kakade, 8331-14
- Hubert L. Bellisle, 2257-16
- Genny Marie Yarnes, 617-19
- Peter T. Gardner, 1328-19
- Beth Jordan, 2388-19
- Valerie Schmidt, 894-20
- John R. Eggers, 1640-20
- Dawn Miller, 8316-21
- Darrell S. C. Peregrym, 9362-21
- Ernest C. Collins, 392-22
- Barbara Van Den Hemel, 5082-24
- Ledema Kentow, 795-26
- Annette Caron, 571-27

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

ATM Silver

- Michael Herskovits, 4634-3
- Chao Huang, 2943-4
- Donna Fountain, 4270-4
- Keith A. Hardy, 374-6
- Judy Daily, 6348-6
- Sheryl Keizer, 2034-7
- William Haskett, 385-11
- Mary L. Murshead, 168-12
- Michael John Bayne, 1348-12
- Keneth J. Ellison, 4397-12
- Donald R. Beck, 8691-12
- Susie Carter, 7322-14
- John A. Brink, 786-21
- Lynn Bay, 908-21
- Glenda Davis, 3356-27
- Dale L. Moyer, 8913-27
- William J. Kozel, 1605-30
- Mary F. Hicks, 7683-39
- Vickie Ruth Sigler, 7432-44
- Lark Doley, 7629-56
- Ian Adams, 8922-72
- Pamela Marie Long, 9537-72
- Desmond Mortimer, 1050-73
- Helen McPherson, 8670-73

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

ATM

- Ross David Whittingham, 6700-73
- Anna McIlvenny, 9345-73
- Alexander (Jason) Matheson, 2003-6
- Lindsay defrayne Macintosh, 3922-21

- Karen D. Welch, 8913-27
- Karen P. Booker, 8913-27
- Robert Moyers, 1402-28
- Marc Sullivan, 3748-28
- Marc Sullivan, 6694-28
- Elmaree A. Newson, 6803-28
- Toni F. Rodgers, 4378-30
- Diane Pepero, 5464-31
- Martha Charcharao, 7677-31
- Christena Bower, 4186-32
- Mary Lou Paquette, 270-33
- Maxine Bye-Cotton, 6150-33
- Truman Sigler, 6708-33
- Robert C. Jamison, 7001-33
- Cheryl A. Schultz, 2780-35
- Larry H. Lawhon, 3797-36
- Cecilia Hurt, 5309-36
- Ronald J. Bower, 3478-37
- Gayle J. Rogers, 5108-39
- Denise Blair, 6864-39
- Dina Durano, 6936-39
- Lizzie Wolf, 8175-39
- Ray Kramer, 5136-40
- Carol Loewen, 3068-42
- Fern Hardie, 6901-42
- Gwen J. Keene, 8903-42
- Sharon McCarrell, 1875-44
- Foy L. Kirkpatrick, 6145-44
- Beth Yu Lin, 8069-46
- Adelino Valentin, 2525-49
- Erinda Cachola, 4126-49
- Mary Jo Farina, 4126-49
- Roderick A. Jacobs, 4716-49
- Burt Berry, 1190-50
- Loh Yunn Hua, 6832-51
- Henry Ochoa, Jr., 2900-52
- Peggy Ann Burton, 995-54
- Sharon Rossum, 366-56
- Cecilia Willson, 631-56
- Howard L. Harting, 5166-56
- Margrette S. Holmes, 5215-56
- June Smeiser, 2586-7
- Edwin Rowold, Jr., 6629-8
- Mary J. Greer, 443-10
- Helen Sadler, 912-10
- Loretta M. Roth, 1348-12
- Gayle A. Kindsvater, 1475-12
- Mary Anne Morgan, 2330-12
- William Post, 2528-12
- Luelia Johnson, 3725-12
- Akhillesh Gulati, 5247-12
- Scott Roy McGoekin, 7213-12
- Kshama Kakade, 6162-14
- Kshama Kakade, 8331-14
- Hubert L. Bellisle, 2257-16
- Genny Marie Yarnes, 617-19
- Peter T. Gardner, 1328-19
- Beth Jordan, 2388-19
- Valerie Schmidt, 894-20
- John R. Eggers, 1640-20
- Dawn Miller, 8316-21
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- John Edward Butler, 3952-73
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- Wilfred H. Colley, 7144-72
- David John Jones, 5493-72
- Noreen Patton, 4030-72
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- Ken Braly, 7304-4
- Pietro Martinielli, 1771-4
- Leonard Shepherd, 5304-4
- Karen Rae Franklin, 8232-3
- June A. Van Valkenburg, 5909-3
- Felicitas T. Nicolas, 6266-1
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- Steve Loeb, 977-1
- Bonnie Collins, 743-1
- Peter Gerrard, 212-1
- Esther M. N. Lee, 9567-U
- Wilma Spmnger, 9332-F
- Gary S. Jones, 9332-F
- Fred Spmnger, 9332-F
- Raf Vythilingam, 8798-U
- Jose Varghese, 2916-U
- Anne M. Aleshire, 1240-U
- Ma. Guadalupe Delgado Guillen, 4195-34
- Ma. Guadalupe Lomeli-Hernandez, 4195-34
- Steve Loeb, 977-1
- Bonnie Collins, 743-1
- Peter Gerrard, 212-1
- Esther M. N. Lee, 9567-U
- Wilma Spmnger, 9332-F
- Gary S. Jones, 9332-F
- Fred Spmnger, 9332-F
- Raf Vythilingam, 8798-U
- Jose Varghese, 2916-U
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- Kay Hockett, 1857-19
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Promotional Materials for Today's Toastmaster...



The world is changing quickly, and so are the expectations of today's Toastmaster. These new promotional materials have been designed to help your Club attract the members you need to continue succeeding. A few samples are included in this mailing, and all are available for a minimal charge from Toastmasters International.

Better Communication is One Word Away

This brochure gives a quick summary of the benefits of Toastmasters, featuring testimonials from Toastmasters and celebrities. Each Club can request 10 free copies every six months when placing a supply order.

Additional copies are 20 cents each. Catalog No. 99

Toastmasters is the Cure

This attention-grabbing brochure describes symptoms of the fear of public speaking, and how Toastmasters can help anyone overcome it. Fifty cents. Catalog No. 100

To Be Successful it Only Takes One Word

Targeted specifically to the on-the-go business person or professional, this informative brochure outlines the features and benefits of Toastmasters. Features testimonials from Toastmasters and celebrities. Each Club can request 10 free copies every six months when placing a supply order. Additional copies are 20 cents each. Catalog No. 101

Bringing Successful Communication into Your Organization

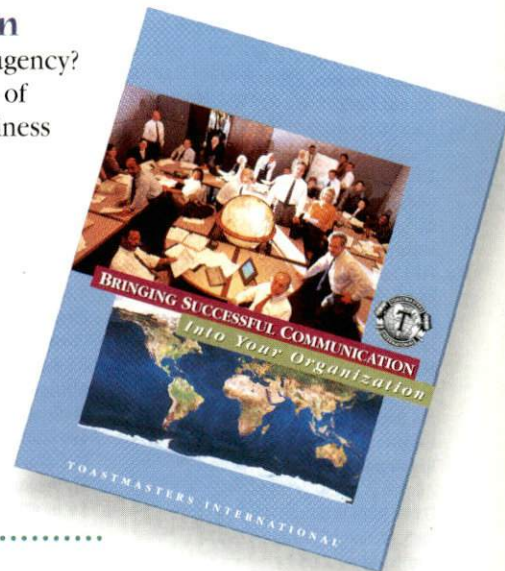
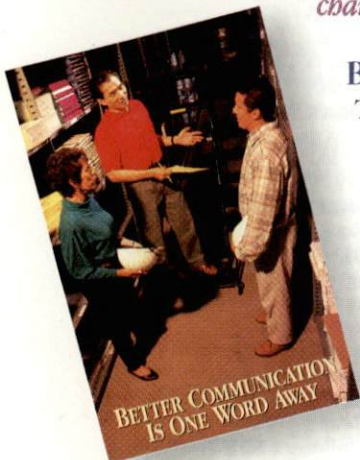
Looking for a way to build support for Toastmasters within a company or government agency? This folder contains a full description of the features and benefits of Toastmasters, a list of companies that support Toastmasters Clubs, and features testimonials from notable business celebrities. Fifty cents. Catalog No. 103

From Prospect, to Guest, to Member

This booklet could really be titled "How to teach any member of your club to sell the Toastmasters program." It's a how-to journey through the new member recruitment process. Each Club can request three free copies every six months when placing a supply order. Additional copies are 25 cents. Catalog No. 108

All About Toastmasters

A complete description of both Toastmasters International and Toastmasters Clubs: the features, benefits, history, etc. Twenty-five cents. Catalog No. 124



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