

THE TOASTMASTER

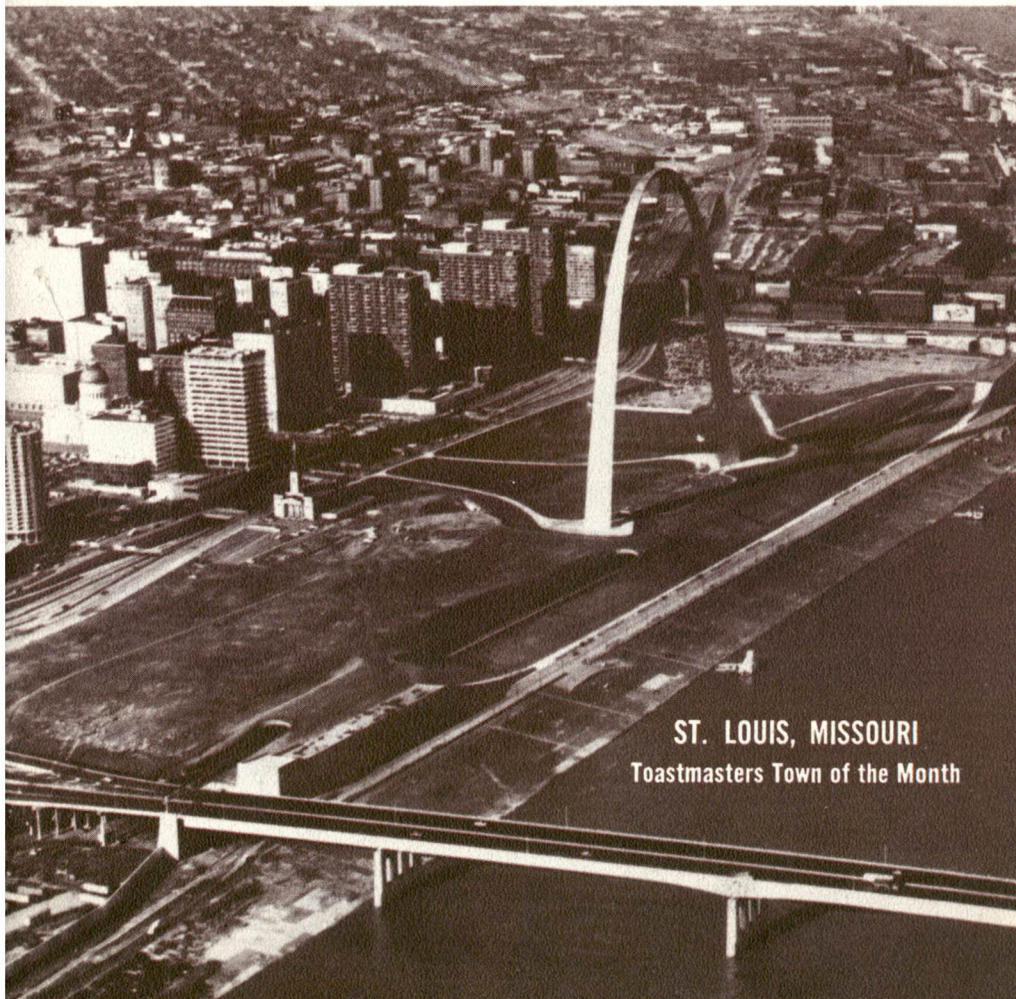
SEPTEMBER

1968



FOR BETTER LISTENING

THINKING • SPEAKING



ST. LOUIS, MISSOURI
Toasters Town of the Month

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,608.

A Toastmasters club is an organized group which provides its members a program to improve their abilities in public speaking and conducting meetings and to develop their leadership and executive potential. In congenial fellowship, ambitious men help each other through practice, mutual constructive evaluation, and assumption of responsibilities within the organization.

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

THE TOASTMASTER

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOL. 34 No. 9



SEPTEMBER, 1968

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PRINTED IN U.S.A.

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In This Issue...

CLUBS ON THE MOVE SERVE AND GROW – International President Earl M. Potter presents the Toastmasters International and President's Program for 1968-69 in this article based on the presidential message which Mr. Potter presented at the International convention. In it he sets the goals for members, clubs, areas, and districts. See page 4.

WHQ ACCELERATES ASSISTANCE TO MEMBERS AND CLUBS ON THE MOVE – World Headquarters assistance in providing club program planning ideas is being accelerated to help your club meet your needs and achieve this year's goals. Several avenues of communication are being used to help you and your club move ahead. See page 10.

THE ADVENTURE OF NEW HORIZONS – Contributing author Jan Klippert stresses the club officers' role in encouraging members to set high standards of personal attainment in Toastmasters. Speech and leadership opportunities that are available are explored. See page 12.

COMMUNICATION BETWEEN MEN – An address by high-ranking New Zealand official Hon. David S. Thomson to Toastmasters attending the annual New Zealand conference is the basis for this article. Mr. Thomson terms Toastmasters International as an organization which can help break down the barriers of ignorance and promote understanding. See page 17.

THIS IS THE STANDARD OF EXCELLENCE FOR THE TOASTMASTERS CLUB OF TOMORROW – In response to many club officers' requests that Toastmasters International provide a *standard of excellence* for club meeting programs, a Toastmasters Club Meeting of Tomorrow which was presented at the International convention is reviewed. See page 22.

THE SEVEN GLARING MISTAKES IN COMMUNICATION – Toastmaster Arnold Carter contributes this article that points out the roadblocks which are standing in our way toward excellence as speakers. See page 35.

MEET YOUR 1968-1969 INTERNATIONAL PRESIDENT



Earl M. Potter of Belleville, Ill., was elected and installed as your 1968-69 president of Toastmasters International at the 37th International convention last month in Miami Beach.

The presidential program which Mr. Potter presented at the convention places this year's emphasis on club operation. President Potter has selected "Clubs on the Move Serve and Grow" as the Toastmasters International slogan for 1968-69. Clubs, areas, districts, and World Headquarters are cooperating in the achievement of President Potter's goals.

A member of St. Clair Club 496-8 in Belleville, President Potter has been a Toastmaster for more than 12 years. He has served the organization in every major club and district office and was District 8 governor in 1961-62. He was elected to the Toastmasters International Board of Directors in 1962 and subsequently was elected vice-president for organization and vice-president for education. He most recently has been senior vice-president.

President Potter is a customer service executive with Monsanto Chemical Co. in St. Louis, Mo. He previously served as training director for that company.

The new Toastmasters International president's interests are many and varied. He is a Junior Grand Warden of the Grand Lodge A.F. & A.M. of the state of Illinois, is an honorary thirty-third degree Scottish Rite Mason, and is an officer in the Scottish Rite Bodies.

A member of the Advisory Committee for Manpower Training for the state of Illinois, President Potter also is a past vice-president of the East St. Louis Chamber of Commerce and past member of that group's board of directors. He currently is a member of the board of directors of the Scottish Rite Fund, a charitable endeavor, for the district of Illinois.

CLUBS ON THE MOVE SERVE AND GROW

President's Program For 1968-1969 Emphasizes Club Operation And Programming For Member Advancement

THIS ARTICLE IS BASED ON THE CONTENTS OF INTERNATIONAL PRESIDENT EARL M. POTTER'S PRESIDENTIAL MESSAGE, WHICH WAS PRESENTED AT THE 37TH INTERNATIONAL CONVENTION IN MIAMI BEACH, AUGUST 16, 1968. A COMPLETE REPORT ON THE CONVENTION WILL BE INCLUDED IN THE OCTOBER ISSUE OF
THE TOASTMASTER

BY EARL M. POTTER, International President

A FEW WEEKS AGO I boarded plane in St. Louis and started for California. In just three hours we sat down in Los Angeles, and while I was riding that plane I happened to think, "It hasn't been many years ago that I drove from St. Louis to California and it would take me several days."

The early settlers, when they made that long trek to California, would spend weeks doing it.

Other things have changed, too. We used to take a wire, stick it on top of a crystal, and wear a pair of headphones on our ears just to hear a radio station 20 miles away. Now we bounce

messages back from Mars and Venus and think nothing of it.

There's another important thing that's happened. About 50 years ago the population of the United States was 103 million. Today, it has grown to more than 200 million — during just a 50-year span. The fact of the matter is that our population has grown from 150 million to 200 million in the last 18 years.

So things are changing, and the world is growing. But one of the very unfortunate things about it is that we are not. We, the Toastmasters organization, are not growing. We have reached a membership plateau, a level that is inadequate for an organization on the move.

A lot of things have been happening in Toastmasters, though. There has been an increasing participation on the part of Toastmasters in community programs. The Youth Leadership Program, for instance, has been a phenomenal success and has generated a great deal of public awareness for Toastmasters International. In its first three years 600 Youth Leadership classes have been presented for 15,000 young people.

Public debates and seminars have generated community interest; and many, many instances of Toastmasters giving their time and talents to community projects have created enthusiasm and appreciation for our organization.

Your International officers have been making a concerted effort to appear before other groups and tell the Toastmasters story. Recently I appeared before a group of executives of the major service organizations such as Lions, Rotary, Optimist, and American Legion, in Washington, D.C. These men represented a membership of more than eight million people. Lothar Salin a short time ago talked with a large group of Southern California law enforcement officers. Our executive director, Buck Engle, has met with dozens of organizations during the past few months to tell the Toastmasters story.

New educational and promotional materials have been developed and produced by World Headquarters. The content and appearance of the Basic Training manual have been improved substantially, including a new section on listening. A handbook has been produced on humor, there is a new Table Topics booklet, and our introductory promotional material has been updated and improved, and many more are being worked on now.

Management Training

Many of you already have participated in our new management training program. This has been presented at the regional conferences, and the reports that I have received have been excellent. This is new, a development that we hope to continue and im-

prove upon.

The board has been working diligently on a long-range planning program, a concept that hopefully will guide us in the direction we should be going in the next three to six years. One of the items being planned is to further develop the management training program so it can be presented at the club level.

We are working on new programs. We're going to continue to develop these programs, and we will improve our present programs.

One of the most important things we need today is staff at World Headquarters. As you know, Buck Engle was selected as our executive director in March, and he is searching diligently for people who can do the kind of job we need to do. We are adding to the staff and will be very, very limited in what we can do with new programs until people are available to do the work. If we are to get something done, people must be available to do it.

What we hope to do is continue the programs that we have now; to place full emphasis on community awareness, full emphasis on the Youth Leadership Program, and full emphasis on our Toastmasters programs.

At the same time we are going to move into another big area of emphasis: filling the needs of the members.

How are we going to go about it? The emphasis, the strong emphasis this year, is going to be on club operations. We plan to come up with active, vigorous promotion of new and exciting club programming, and we propose to do this starting at World Headquarters.

World Headquarters will be working with district organizations and clubs to encourage the clubs to present programs that will be interesting enough that when the member or guest comes one time he is anxious to come back again. We need to have our clubs operating in such a manner that when you, as a Toastmaster, have a friend you want to take to a club meeting you can be proud to take him. This is the type of an operation we want in each Toastmasters club. This is our prime goal for this next year.

Enthusiasm

The district awards program has in it the elements of the operation of a good district. If each district will compete for the district awards, we will have an enthusiasm which will filter all the way down to the club level. There will be recognition next year for the winning districts. For the distinguished districts in each group (the group above 40 clubs and the group below 40 clubs) the winning district governors will have their ways paid to the convention in Cleveland,

plus their expenses. We hope this will serve as a motivating factor to all of you district governors.

I am hoping that all district governors this year are motivated to do the finest job of running a district that's possible. Our emphasis will be in five areas with broad objectives.

Our Theme

The theme and our slogan for the coming year will be "Clubs on the Move Serve and Grow" and will continue to emphasize goals that will provide the most benefit to the member and the international organization.

I have selected the five activities which I think are most vital to Toastmasters International, and I challenge every club and district to emphasize them throughout the year. They are:

- Member participation in the Toastmasters communications programs.
- Club and district participation in the community.
- Substantial increase in new members.
- Retention of present members.
- Development of new Toastmasters clubs.

The most important part of our organization is the individual club member and what he is able to gain through membership in his Toastmasters club. Last year 2,985 Toastmasters, of a total membership of nearly 70,000, completed Basic Training. Dur-

ing this same period 266 members completed The Advanced Speaker program and 36 completed the Leadership Through Speech program. Only 105 Toastmasters were named Able Toastmasters, the highest distinction to be attained in TI. Progress has been made, but these figures indicate that our clubs are not completely meeting the needs of their members, a major reason for our high membership turnover.

During 1968-69, all Toastmasters clubs must re-evaluate their programs. Continual contact with each member by the club educational committee must be maintained to see that each Toastmaster is receiving the help and encouragement he needs to progress through the three Toastmasters communications and leadership programs.

Our first and most important goal this year is for each district to have at least 20 percent of its membership complete one of the three communications programs.

Give Recognition

Recognition will be given to districts which make the most progress in reaching this level of program completion. Points will be awarded in the Distinguished District Program for each one percent of the total district membership that completes each of the three programs.

To measure the response of Clubs on the Move to meet this

goal, TI will award five points to a club for each member who completes *Basic Training* between July 1, 1968, and June 30, 1969. For each member who completes *The Advanced Speaker* or *Leadership Through Speech* during this period, the club will receive 10 points. Each member who becomes an Able Toastmaster during this annual period will provide an additional 10 points for his club. Special recognition will be given at the 1969 International convention to the 100 clubs with the highest number of total points for communications program completions.

In addition to helping their members develop their communications and leadership skills through the three basic programs, Toastmasters Clubs on the Move will increase their efforts to provide opportunities for their members to Serve and Grow in their communities, which is the second point of emphasis in the 1969 program. Co-ordinated efforts at the district, area, and club level will bring to Toastmasters new levels of accomplishment and recognition in the community.

Each area in Toastmasters International should present a minimum of five Youth Leadership classes during the July 1, 1968, and June 30, 1969, period. Those area governors whose clubs reach this goal will receive special recognition at the Toastmasters International convention next year

in Cleveland. Clubs which present five Youth Leadership classes during this year also will be recognized.

Speechcraft Goal

Speechcraft will do for the adults of your community what the Youth Leadership Program does for its young people. This year, Clubs on the Move will register with World Headquarters each Speechcraft course they present. Next year at this time I want to be able to report that five Speechcraft programs have been successfully completed in each area. The area governors whose clubs have registered five or more Speechcraft courses during the year will be honored for their efforts at helping their clubs Serve and Grow.

Other areas of community participation, such as public debates, speakers bureaus, town hall meetings, and civic project cooperation will be measured by information contained in each district governor's semi-annual report to World Headquarters. The executive director will furnish the district governors with details on this important report.

A club that is at full membership is meeting the needs of its members by having a variety of backgrounds, experience, and interests for the benefit of all members. A more complete club program results. As a third major goal this year, the Toastmasters Clubs on the Move will make a

net gain of five new members by June 30, 1969.

The fourth major point in our 1969 program is to have all clubs, areas, and districts place special emphasis on retaining present members. It is my firm belief that by successfully reaching our first two goals, member program accomplishment and community participation, this will be an easy objective.

It is a district responsibility to help clubs develop sound programs which will motivate their present membership to remain active Toastmasters.

The clubs which meet or surpass the net gain of five new members and the district having the lowest percentage drop between July 1, 1968, and June 30, 1969, will be honored at next year's convention.

New Club Goal

As an important adjunct to the membership building and retention goals, the fifth point of this year's program is the addition of new clubs throughout the world. Thousands of men in hundreds of communities have yet to learn of the many benefits of the Toastmasters program. Recognizing this deficiency, it is my wish that every district turn to its resources, its members, to find new ways to answer this need through new clubs. We have the potential of hundreds of new clubs by organizing flying squads in every corner and community in each

district. We certainly have the Toastmasters experience from past club, area, and district officers who are active members. By this time next year every district should have made a minimum increase of 10 percent new clubs. This would mean 351 new clubs, 50 percent more than the number we chartered last year. This involves not only forming new clubs, but maintaining present ones at maximum membership. The district goals I have outlined here also will be incorporated into the selection of this year's distinguished districts. A new club extension program plan has been mailed to each district governor and extension chairman and his committee.

Can we do it?

- Make a 20 percent increase in the number of program completions through meeting the needs of our members
- Increase our participation in the community
- Add substantially to our new members and clubs
- And stop the erosion of our present membership?

Yes, fellow Toastmasters, we can. Through total participation by the individual member in the total efforts of clubs, areas, districts, and International, using our materials and experience, we *can* realize these aims.

We shall look to you for your success in helping "Clubs on the Move Serve and Grow."

The Enthusiastic Member makes better progress and has more fun doing it. This sums up the President's Program for 1968-69, while...

WHQ Accelerates Assistance To

The emphasis of this year's Toastmasters International and President's Program is on your club's operation and creative club programming, to meet your needs, stimulate interest, and achieve a goal of 20 percent member-completion of the three Toastmasters speech programs—*Basic Training*, *The Advanced Speaker*, and *Leadership Through Speech*.

World Headquarters assistance in providing program planning ideas is being accelerated to help your club meet your needs.

Club meeting programs which satisfy your reasons for joining Toastmasters, and which provide you with continuing opportunities to advance through the speech programs, are the foundation of the President's Program and the key to the 1968-69 theme "Clubs on the Move Serve and Grow."

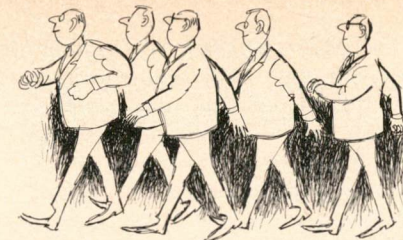
Club meetings which vary their educational offerings and the administrative order of events help to maintain your enthusiasm. And, as an enthusiastic member

you will make better progress and have more fun doing it.

Entertaining and educational meetings also help your club retain its members — another main objective in the President's Program. This enthusiasm is reflected in club attendance, fellowship, and program interest, and stimulates the enthusiasm of guests.

In this indirect fashion, creative club programming helps your club increase its membership — a third major objective in the President's Program — and can lead to organizing new clubs to accommodate the interested guests, another of this year's key goals.

World Headquarters assistance in improving club meeting programs is available to your club from several sources, including: the new "Club Program Planning Ideas" section in *TM Topics*, the Point of Emphasis section of *The Toastmaster* magazine's "Speaker's Page," and updated speaking and club operations manuals. Several of the improved manuals



Members and Clubs on the Move

which you and your club will find useful in planning flexible, varied programs were previewed at the International convention in Miami Beach, Fla., and are available from World Headquarters.

Previewed at the convention were several new manuals designed to answer the needs of members and clubs: *Members, Meetings, and Meals* (Code 220), an excellent guide for the member or committee which is planning a dinner meeting, conference, or club meeting; *Guide for a Successful Club* (Code 208), a manual that offers club program guidance for club officers; and *Mr. Chairman* (Code 200), a new manual based on *The Amateur Chairman*.

Also shown at the convention were the improved communications training manuals for members: *Basic Training*, *The Advanced Speaker*, and *Leadership Through Speech*.

Support for the President's Program challenges which are aimed at area achievement will

be provided by World Headquarters in "tips for area governors," contained in the *TAG Line*. Assistance in meeting the President's Program goals designed for district accomplishment this year will be provided by World Headquarters in the monthly publication *District Newsletter*.

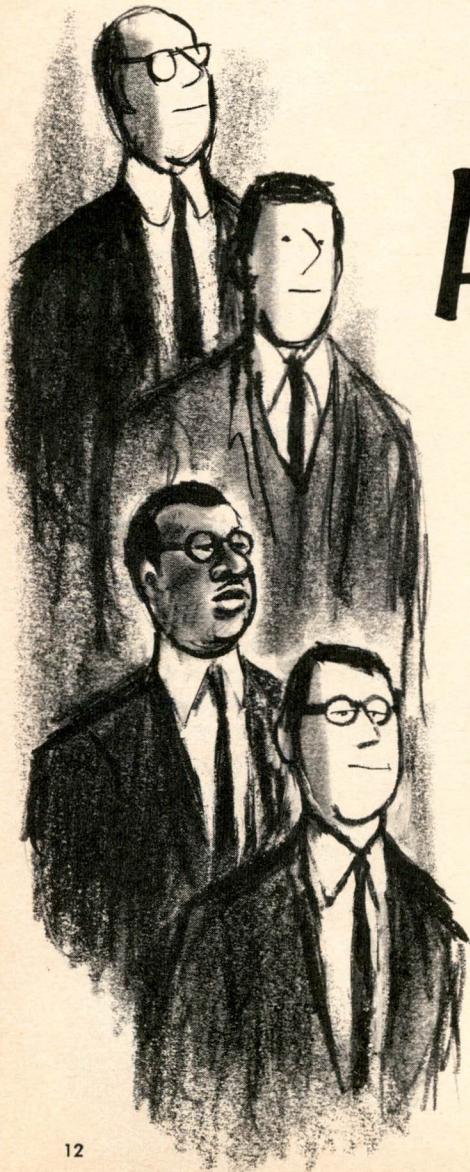
An enthusiastic response to the World Headquarters aids and to the imaginative programs being arranged at the club, area, and district levels, are generating the activities necessary to ensuring a President's Program which attains the goal "Clubs on the Move Serve and Grow."

Members, club presidents, area governors, and district governors are being asked to keep World Headquarters informed of their successful and novel programs. World Headquarters will communicate these outstanding ideas, accomplishments, and needs to other clubs, areas, and districts in *TM Topics*, *TAG Line*, *District Newsletter*, and *The Toastmaster* magazine.

*Toastmasters of all nations
find opportunities for leadership
and communication through...*

The Adventure of New Horizons

BY JAN P. KLIPPERT



ACTIVE, DYNAMIC MEN seek challenges. Such are the men who become active with the Toastmasters program. Unfilled needs motivate these men to new heights, to adventure on new horizons, and move them into vigorous self-development activities.

Initially, when a man enters a Toastmasters club he can identify his goals easily. He wants to communicate better. It's that simple, and, by attending the first meetings, he can see his colleagues articulate with some degree of proficiency. He wants to become adept with the fundamentals of rhetoric and improve his techniques of speaking before audiences.

However, the occasion may arise when a man may reach a plateau of development, where he no longer greets the Toastmasters club with gusto and enthusiasm.

Within a matter of a few months of active participation, the Toastmasters meeting may become routine. The daily assignment that once offered a challenge to the neophyte may for some unidentifiable reason have become empty, flat. Creative energy, once a moving part of the meeting, has somehow fled.

What happened to the new man's challenge? Was his need satisfied? Was his initial purpose strong enough to hold his continuing interest? Can club lead-

ers motivate this man to once again seek new arenas where he can test his sinews; retone his muscles to meet the challenges of the Toastmasters program?

Self-improvement, though it was purpose enough in the beginning, is not now strong enough to hold continued interest at this plateau of development. The challenge now lies outside the individual. Personal improvement becomes identified with the club as a whole. In promoting and stimulating the welfare of the club, in giving other members direction and developing leadership techniques, the need for self-improvement is satisfied through identity with the club as a unit.

The man who has reached this temporary plateau is the key to club continuity. For as he gathers his energies for the next step upward, he can add immeasurably to the success of the club. Club leadership should encourage the member's continued interest in the advanced manuals, the Reading Plan, and as educational evaluator of the new members, even though progress is seemingly slow. Elected officers should give members the opportunity to develop programs and projects, "sell" ideas to the executive committee and the general membership, lead discussions in problem solving, delegate responsibility, and learn other leadership techniques.

A member's point of view then

broadens from a self-centered concept of individual improvement to encompass the club's development as a whole. As the member becomes more adept at the fundamentals of Toastmasters, he gradually becomes a leader. And with leadership, he takes command. His confidence solidifies. He prepares to step off the plateau, to rise above the crowd. He plans, organizes, delegates, and assumes new responsibility. Toastmasters takes on a new meaning.

While this is happening, the member is sharpening his leadership abilities. He finds new challenges in using manuals and establishes new objectives for both himself and his club.

The once satisfactory objective of self development in public speaking has become enlarged, broadened now to areas of leadership training and in demonstrating leadership capabilities.

Club officers must encourage members to become involved in the varied experience within the club. The officers should develop the leadership capabilities of all members. Challenges are present for both.

Club officers won't hold office forever. In realizing that, they should initiate training programs which will provide a base of able potential officers. Members, other than officers, occasionally should lead meetings, develop programs, and lead committee discussion.

By encouragement through program planning, more members can set higher standards for their own personal attainment. And, in doing so, an effective program will develop which meets the needs of all the members, opening doors to greater accomplishment.

Individuals can be assigned a variety of duties: librarian, club achievement manual coordinator, club advanced programs coordinator or Speechcraft. A diversity of programming, coupled with new experiences, will result in the general membership renewing its interest in the club through participation in the over-all Toastmasters program.

Outside the club meeting room a new world awaits the Toastmaster who seeks new frontiers. For the man who looks forward to new challenges with relish and delight, the speakers bureau offers opportunities to speak before outside groups of various sizes filled with unfamiliar faces. Whether reading to the blind, moderating panel discussions, or speaking to other organizations, each will bring rewards for the Toastmaster in personal fulfillment.

Officer positions at the area, division, or district level, offer great potential. For here, leadership development and the opportunity to innovate programs opens new vistas.

Other pursuits the more ex-

perienced member may enjoy are: coordinator for Gavel Clubs, area Youth Leadership Program, or speakers bureau, or some other form of inter-club program and coordination. These opportunities are nearly invisible to the new member during the early months of membership, and yet they have great potential for individual improvement.

The Toastmasters program takes on a new perspective as the horizons of the individual member are broadened. His scope no longer is limited solely to self-improvement through speaking. Although this remains his basic driving force, he now has found greater personal satisfaction and need fulfillment through mastering a complex of speaking, organizing, and leadership techniques.

Individual success is reflected in club success. As the Toastmaster becomes involved in civic activities, he carries his past successes with him . . . each one augmenting, supporting, reinforcing the other.

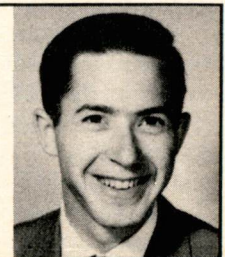
As the individual succeeds, so does his club. The club builds

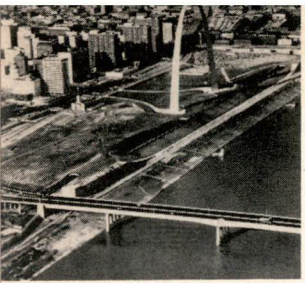
upon the active involvement and participation of its collective energies. So it is with the individual.

The future indeed belongs to the man who prepares, and there is no better way to prepare than by accepting and meeting a challenge. Toastmasters, in its broadest sense, becomes increasingly dynamic when opportunities are presented to men at all levels of proficiency. The neophyte, the man on the plateau, the experienced, all ask, "Where am I going?," "Where is my challenge?," "Is this experience fulfilling my need?" The weight of the effort in seeking the challenge and bringing it to the membership lies with the club officers. They must allow each man to participate to his fullest by challenging him to rise above the average.

These men look to new horizons. What lies beyond the horizon is reflected in the degree of imagination and participation, the inventiveness, and leadership the club officers encourage in each member. Through the success of each member the club will find its own success.

Jan P. Klippert is a past president of North-end Club 294-2 in Seattle, Wash., and a previous contributor to The Toastmaster. A graduate of the University of Rochester, he is administrative assistant to the mayor of Renton, Wash., and previously was director of the City of Seattle Neighborhood Youth Corps.





ST. LOUIS, MISSOURI

Toastmasters Town of The Month

ST. LOUIS, MISSOURI, is located at the confluence of the Mississippi, Missouri, and Illinois Rivers and is a city with a dramatic past and a challenging future. The surge of history sounds in the name: explorers, fur traders, adventurers, and settlers.

St. Louis was the early capital of upper Louisiana, the starting point for the Lewis and Clark expedition, the city where western expansion began, a city whose spirit is symbolized today by the tallest national monument in America, the great, gleaming Gateway Arch, commemorating the Louisiana Purchase and the westward movement of a young nation.

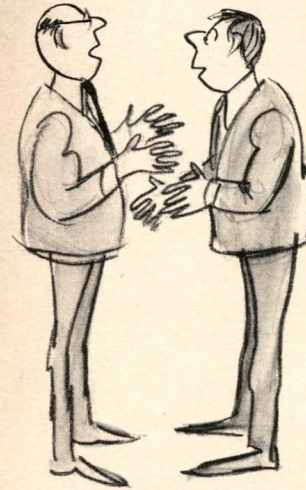
St. Louis has been a busy world port ever since the first steamboat tied up at the levee in 1817. Eads Bridge, the first to span the broad Mississippi, was dedicated after the War Between the States in 1874 to link the east and the west.

St. Louis is the crossroads of a continent, a gateway to the west. It serves as the home office for nationally and internationally prominent business firms and industries: Monsanto Chemical Company, McDonnell Douglas Corp., International Shoe, Brown Shoe, Pet Inc., Ozark Airlines, and Seven Up.

St. Louis is a city of commerce, but of culture, too. The City Art Museum encompasses a treasure trove of grand sculpture halls, period pieces, and historical artifacts. The Muny Opera, a 12,000-seat amphitheater, specializes in summertime musical spectacles. St. Louis is the home of the second oldest symphony orchestra in the United States and the oldest university west of the Mississippi. Here too is the internationally recognized St. Louis Zoo.

There are 16 Toastmasters clubs in St. Louis. They are Gateway Club 58-8, Mid-Town Club 283-8, Carondelet Club 286-8, Metropolitan Club 348-8, Tarsus Club 532-8, Clayton Club 661-8, Noon Toasters Club 880-8, Plus Factor Club 1229-8, St. Louis Underwriters Club 1395-8, Checkerboard Squares Club 1590-8, Goodfellows Club 1667-8, Winged Word Club 1903-8, McDonnell Douglas Club 2389-8, Taxtoasters Club 2731-8, McDonnell Club 2753-8, and Mid America Club 3401-8.

A high-ranking New Zealand official terms Toastmasters International an organization that can break down barriers of ignorance and promote full understanding through...



Communication Between Men

BY HON. DAVID S. THOMSON

MANY PUBLIC SPEAKERS imagine it their prerogative to start off by asking a rhetorical question and then go on to answer it to their own satisfaction.

If their conclusions are well received, then the speaker has been a big success; if not, then at least the speaker has learned something and will be able to employ a different gambit next time. In some cases he never finds the correct gambit, and has the option of retiring from the rostrum, or ranting on to steadily diminishing audiences.

Having looked into the background and foundation of Toastmasters International, I am fully aware that these remarks do not apply to you. The aim and principles to which the organization subscribes would preclude membership for the type of man who is merely interested in hearing the sound of his own voice.

Your founder, Ralph C. Smedley, started with the initial premise that men could benefit considerably from improved communication with their fellow men. From these small beginnings has grown a world-wide

movement devoted to the education of men in helping themselves—and their fellows—to a greater capacity for living and wise enjoyment of life. Toastmasters International now has chartered clubs in more than 50 countries in the world, and more than a million men have derived confidence and a wide appreciation of life through its activities.

Toastmasters International started its first club in New Zealand in 1961 at Dunedin. The first chartered club was founded there. Today there are 15 chartered clubs within New Zealand, and two more await the granting of their charter.

Toastmasters International is well established in New Zealand, and all indications are that its membership will increase to even greater proportions in the years to come.

The principles of Dr. Smedley's educational philosophy are not confined to mere self-improvement, but embrace the ethic of service to one's fellows. Self-confidence and stimulation of thought are the basic aims of the movement, but the attainment of these goals includes a far wider concept of improvement in a humanistic sense.

The power to communicate effectively is one of man's greatest endowments. All civilized progress grows from this ability and the uses made of it. Clarity of communication distinguishes man

from the animals, and the most spontaneous and immediate means is that of speech.

The impact and effect of the spoken word is greater than that of any other medium of communication. One has only to think back to examples such as the spell-binding rhetoric of Adolf Hitler, or the heart-stirring exhortations of Winston Churchill, to realize that this is the most potent form of contact between man and man. Whether this power is used for good or evil depends on both him who speaks and him who listens.

Our Polynesian ancestors well knew the power of speech, and the art of oratory is still considered one of great worth among them. In the absence of a written language, oratory took the form of entertainment, and even today, the Maori story-teller is a sought-after member of the community. The Maori orator was also a skilled debater and had to exercise the three main precepts of the successful communicator—listening, thinking, and speaking. Through the skillful application of these three facilities, he could demolish his opponent with ridicule, facts, or superior rhetoric.

The Maori, I believe, anticipated today's debating clubs and societies, and the evidence can be seen sometimes in his carving of a man with a split tongue—he who speaks with two tongues. Uncharitable people might con-



Hon. David Spence Thomson, M.C., E.D., is New Zealand's Minister of Defense, Minister of Tourism, Minister Assistant to the Prime Minister, Minister in Charge of War Pensions, Minister in Charge of Rehabilitation, and Minister in Charge of Publicity. Mr. Thomson was elected Member for Stratford in 1963. In February, 1966, he visited the United States for two months on a U.S. State Department grant, and took the opportunity to study defense organization and training and the requirements of the Anzus and Seato countries. From 1963 to 1966 he served on the Parliamentary Defense Committee. This article is based on his address to Toastmasters attending the New Zealand annual conference.

sider this carving as the commemoration of a great tribal liar, but I prefer my theory.

Effective oral communication, then, demands these three requirements: listening, thinking, speaking. When they are developed to their full capacity, we have the purest and most rewarding form of human communication.

Nor am I forgetting the powerful force of communication represented by a Beethoven symphony or a painting by Van Gogh; but these media, vastly moving as they may be to many of us, appeal more to our emotions than to our minds. Effective communication, certainly, but I am speaking now of an ordered marshalling of facts, empirical development of theme, and a logical conclusion.

There is a crying need for clear communication between men.

Today, our eyes and ears are assaulted constantly by the mass media employed by advertisers and hidden persuaders who try to sway our minds against our better judgment. They are after—purely for their own ends—either our money or our support. Unless we are trained, or have the insight, to see this spurious communication for what it is, we run the risk of being turned into mindless automatons, jumping to the crack of the brainwasher's whip.

This is why the art of clear communication is so valuable, not merely in a social context, but in the whole spectrum of international relationships.

Fear seems to be the dominating instinct motivating the minds and actions of men in today's uneasy world—fear whose roots are nourished by a sub-soil of ignorance and lack of under-

standing. Only through the free interchange of ideas and person-to-person contacts, can this universal poisoning of the mind be arrested. You are in the process of perfecting one of the most effective tools by which this can be done, and I know that the principles for which Toastmasters International stands will ensure that this tool is put to the best possible use.

In some languages, the word for "stranger" is the same as the word for "enemy." It was not only in prehistoric times that the unknown was a menace to be destroyed straight away if possible, and if not, to be treated with the greatest circumspection. In a lesser degree, the same still applies today in many places. What is unknown or strange is a potential danger to many people, and the only way to alleviate this climate of suspicion is through familiarization and personal contact.

On closer acquaintances, the strange fellow on the other side of the world becomes a rational and friendly human being. The only strange thing about him is the way he adapts himself to suit an environment different from our own. His personal aspirations are the same as ours. He wants a life as happy and comfortable as possible in his circumstances, and the chance to raise his family in peace and contentment.

My portfolio on tourism and publicity for New Zealand is basically concerned with communication between men. It is our aim to break down barriers of ignorance, and to promote fullness of understanding by personal contact, and by the disseminating of information.

In the broad view, then, you and I are working toward the same basic goals — a better understanding between men, and the fulfillment of a richer and more meaningful life.

NEW DISTRICT GOVERNOR NAMED

David A. Edwards of Phoenix, Ariz., has been named governor of District 3, succeeding District Governor James J. Struble. Mr. Edwards is principal planner for the Maricopa County (Ariz.) Planning and Zoning Dept. A job transfer and relocation required Mr. Struble's vacating of his district governor post.



Honor Roll

Congratulations to the following Toastmasters who have completed the advanced Toastmasters speech programs.

ABLE TOASTMASTERS (ATM)

Certificates of Achievement

C. Martin (ATM) Andalusia (Ala.) Club 2834-48	V. Ring (ATM) Pompano Beach (Fla.) Club 3003-47
F. E. Stockbridge (ATM) Eureka (Calif.) Club 2704-57	W. A. Schilling (ATM) Northwestern Mutual Club 2191-35
A. W. Walsh (ATM) Ames (Ia.) Club 569-19	S. Bardelson Jr. (ATM) Novato (Calif.) Club 1712-57
M. E. Brady (ATM) White Sands Club 3422-23	T. A. Wardwell (ATM) Tinker Club 1362-16

H. O. Story (ATM)
Convair Club 3745-5

LEADERSHIP THROUGH SPEECH

Certificate of Progress

R. G. Milne
Colorado Springs (Colo.) Club 555-26

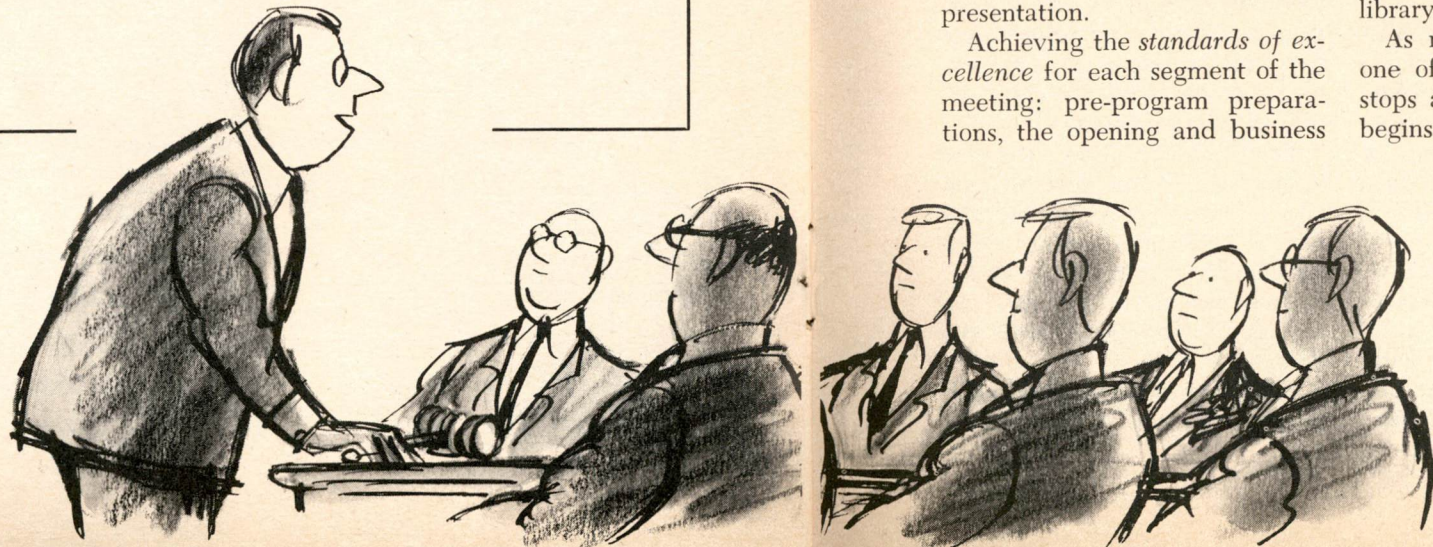
THE ADVANCED SPEAKER

Certificates of Progress

J. P. Curl Fremont (Calif.) Club 3137-57	E. C. Bickerton West Valley Club 107-4
K. B. Urquhart Los Caballeros Club 322-50	H. N. Reid Space Center Club 2189-50
H. R. Hefner Mason-Dixon Club 2186-48	R. E. Bennett Orlando (Fla.) Club 28-47
T. P. O. Hay Sunrise Club 3036-43	R. C. Walters Valley Forge Club 1128-38
R. J. Mindak ONR Club 2608-36	J. L. Dame Jr. Officers Club 440-33
B. J. Docherty Cascade Club 986-32	H. L. Schaefer Colorado Springs (Colo.) Club 555-26
R. L. Harris Republican Club 2964-26	J. M. McKenna Yawn Club 3387-26
F. W. Ermel Jr. Offutt Club 1798-24	F. R. Belcher Thunderbird Club 1566-16
R. C. Strickland Capital City Club 3813-16	C. S. Adams Paducah (Ky.) Club 1051-11
E. W. Hollway McDonnell Douglas Club 2389-8	T. P. Young North Shore Club 66-5
G. E. Deliduka Agana-Magellan Club 1843-U	S. Ally Georgetown (Guyana) Club 2687-U
A. Belgrave Georgetown (Guyana) Club 2687-U	P. E. Johnson Downey Space Club 513-F

This Is The STANDARD OF EXCELLENCE

FOR THE TOASTMASTERS CLUB OF TOMORROW



IN RESPONSE to many club officers' requests that Toastmasters International provide a *standard of excellence* for club meeting programs, a Toastmasters Club Meeting of Tomorrow was presented at the International convention in Miami Beach.

The club meeting of tomorrow combines many new ideas with ideas already being used with success in meeting the needs of members throughout Toastmasters International. Convention delegates were quick to identify the ideas which were presented, knowing that an opportunity is provided to exercise their own initiative in encouraging variety and flexibility in club programming. They recognized that following the exact procedure in all club meetings would not serve the intended purpose of this presentation.

Achieving the *standards of excellence* for each segment of the meeting: pre-program preparations, the opening and business

session, Table Topics, prepared speeches, evaluation, awards ceremony, closing, and post-meeting activities, will result in attaining a *standard of excellence* for the entire program.

One format for a club meeting of tomorrow will follow this pattern:

Pre-Program Preparation

Three sergeants at arms arrive at the meeting place early and arrange the room.

This involves placing the charter, the club banner, and when appropriate the national flag, setting up the timing device, arranging member badges, guest book, magazines and promotional material, placing ballots and bulletin or program at each table setting, setting the head table in order, arranging the club bulletin board, and displaying the club library and trophies.

As members begin arriving, one of the sergeants at arms stops arranging the room and begins greeting members and

guests. The others join him after completing the meeting arrangements. They greet each guest and make a special effort to introduce him to other members, provide him with a guest's badge, explain in general what Toastmasters club meetings are like, and discuss the Toastmasters educational and leadership programs.

Opening The Meeting

When the meeting is about to start, a sergeant at arms asks members and guests to move into the meeting room and take their places.

When everyone is in his place the educational vice-president announces any program changes before the meeting is opened by the president. No further announcements or comments about program changes are made.

The sergeant at arms now asks everyone to stand while he introduces the club president, who moves to the lectern and calls the meeting to order.

The opening ceremony begins with the invocation and when appropriate the pledge to the flag. After all are seated, the president introduces the guests, or calls on each host to introduce his guest, and then the meal is served.

The Business Meeting

The business session involves good parliamentary procedure.

It features the committee reports, and probably a motion on an item of business, discussion,

and a vote. Maximum efficiency and a minimum amount of time are necessary during the business meeting. Proper parliamentary procedure is adhered to and committees have resolved minor issues ahead of time.

Another segment of the business meeting is the administrative vice-president's new member applicant report that one of the guests wishes to become a member of the club.

With the third reading of his application and inquiries regarding his background, the prospective member and other guests are escorted from the room by the sergeant at arms.

Upon a favorable vote on the membership application, the sergeant at arms escorts the new member into the room and to the president as all members give the new Toastmaster a standing ovation.

During the induction ceremony, the president, educational vice-president, and administrative vice-president charge the new member with the responsibilities of membership.

The president presents the new Toastmaster a membership pin and informs him of his responsibility to attend meetings regularly, to participate in the Toastmasters programs, and to share his ideas and efforts with the club.

The educational vice-president informs the new Toastmaster

that the educational vice-president is responsible for helping meet the educational desires of the new member. He presents him a new-member kit and introduces him to an experienced club member who will serve as the new Toastmaster's adviser. The adviser will offer guidance in the new member's efforts to achieve his goals in Toastmasters.

The administrative vice-president advises the new member of his responsibility to support the Toastmasters programs, participate on club committees, and be active in the club's membership building program. He encourages the new member to develop his communication and leadership abilities so he can participate in the club's Youth Leadership Program, Speechcraft course, speakers bureau, or flying squad.

At the close of the induction ceremony, time is allotted the new member to return to his seat and for other members to congratulate him.

Table Topics

The educational portion of the meeting begins with Table Topics. The president explains why a Toastmaster of the meeting is selected and introduces him.

The Toastmaster of the meeting explains the duties of the timer, grammarian, Table Topicmaster, and general evaluator and introduces them as he makes his remarks.

The Topicmaster is introduced by the Toastmaster of the meeting and provides topics that encourage deep feeling and response. When the Table Topics session is completed, control of the meeting is returned to the Toastmaster of the meeting.

A break is called before the start of the prepared speech portion of the program. During the break the officers move away from the head table and the scheduled speakers move to the front of the room.

Prepared Speeches

The Toastmaster of the meeting introduces the speakers with penetrating, well-thought-out introductions, and ties each speaker's background and knowledge of the subject to the topic on which he is speaking.

The Toastmaster of the meeting provides an imaginative transition between each speaker and each speech subject.

After all prepared speeches are completed, the Toastmaster of the meeting calls on the speakers' evaluators.

The evaluator discusses in depth one or two areas of potential improvement and demonstrates how each can be accomplished. He does not enumerate and comment on each of the points in the evaluation guide in the speaker's manual, but selects one or two which will be of greatest benefit to the speaker.

Program Evaluation

The Toastmaster of the meet-

ing introduces the general evaluator, who calls for the timer, the "ah" counter, and the grammarian for their evaluations. While these reports are being given, voting for the Table Topics winner, the best speaker, and the best evaluator takes place.

The ballots are collected by the sergeant at arms and tabulated immediately.

The general evaluator provides the evaluation of the meeting. He summarizes the topics and speech content of the Table Topics session and evaluates the efficiency and procedure of the business meeting, the quality of the prepared speeches and evaluations, and the conduct of the meeting in general. He concludes his remarks by introducing the Toastmaster of the meeting, who presides at the award program.

Recognition and Closing

The awards are presented by the previous meeting's winners. The Toastmaster of the meeting makes the presentation in the absence of the previous winner.

The Toastmaster of the meeting then recalls the president to direct the closing ceremony.

The president again recognizes the guests and invites their comments on the meeting. He extends a personal invitation to each guest to attend the next meeting, giving time, date, and place. The president also introduces visiting area or district

officials and invites them to comment on the meeting and on current area or district activities. No further business pending, the president closes the meeting.

Post-Meeting Activities

The educational vice-president and the administrative vice-president meet with the guests and their hosts.

They review the member program content (Basic Training, The Advanced Speaker, and Leadership Through Speech manuals) and the responsibilities and cost of membership.

The president writes a letter inviting the guest to the next meeting and includes a copy of the club bulletin which mentions the guest's name and his host's name.

* * *

The *standard of excellence* set for the Toastmasters club meeting of tomorrow stresses efficiency, creative programming, and educational accomplishments. Less tangible but equally as important are fellowship, satisfying each member's reason for joining, and increased member participation. Club officers will strengthen their leadership abilities by motivating members to attend regularly and by giving them the opportunity to serve and grow by advancing through the Toastmasters programs.

The Toastmasters Club Meeting of Tomorrow is for the man on the move.

President's Program Progress Report

A "President's Program Progress Report" that recognizes the progress being made by clubs, areas, and districts in meeting the 1968-69 Toastmasters International goals will be a regular feature of *The Toastmaster* magazine beginning in October.

President Potter has challenged each club to have 20 percent of its members complete one of the speech programs between July 1, 1968, and June 30, 1969. The response to this goal will be measured by the number of certificates awarded through World Headquarters each month for speech program completions. Many clubs already are on their way toward meeting this goal.

A monthly report of areas making outstanding progress in meeting the president's goal of five Youth Leadership Programs before June 30, 1969, will be based on the Youth Leadership Program registrations recorded at World Headquarters.

Periodic reports on clubs which are making progress in presenting five Youth Leadership Programs this year also will be given.

Outstanding response to the president's goal of five Speechcraft courses in each area will be recognized periodically. Speechcraft registrations at World Headquarters will be the source of

information for this report.

President Potter has challenged each club to make a net gain of five members. Clubs making the greatest progress in meeting this goal will be recognized in the "President's Program Progress Report" in the February, 1969, issue of *The Toastmaster* and at the 38th International convention. The new member progress report will be based on information from the semiannual reports and new member applications filed at World Headquarters.

A minimum 10 percent net gain in new clubs in each district is another of Toastmasters International's 1968-69 goals, and a semiannual report of districts meeting this challenge will be included in the "President's Program Progress Report."

A high percentage of member and club retention will make the new member and new club challenges easier to accomplish, and *The Toastmaster* will acknowledge outstanding efforts in this endeavor. This will be done after the semiannual reporting periods.

The Toastmaster magazine's "President's Program Progress Report" begins next month. Only the leaders will be reported.

Will your club, area, or district be among those which are recognized?

CLUBS IN THE NEWS

Publicity Pays Off

Newspaper coverage of the Tokyo Club 1674-U officers' installation program attracted eight new members. The publicity appeared in the English-language Tokyo daily *Mainichi Daily News*, and included a picture of club President Kotoku Watanabe and an article on the installation.

Joint Celebration

Eastern Airlines Club 1295-47 in Miami, Fla., and Miami Downtown Club 1323-47 conducted a joint meeting to observe their mutual 15th anniversaries. A feature of the program was the presentation of the Able Toastmaster certificate to Ralph W. Maxwell of the Miami Downtown Club. Mr. Maxwell is the first member of the club to achieve Able Toastmaster status.

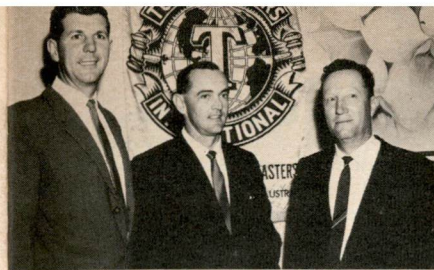
Convention Theme

St. Louis (Mo.) Underwriters Club 1395-8 conducted a lively meeting on the format of a national political convention, with members serving as presidential candidates and state delegates. A great deal of preparation and imagination contributed to this successful program.

International Night

NCR Club 3321-50 in Hawthorne, Calif., presented an interesting international night program to attract prospective members. Speakers were born in foreign countries: South Africa, Mexico, Holland, Norway, and England, and were members of five different clubs. Table Topics and evaluation also were conducted by foreign-born Toastmasters from Israel and England. The program took much effort and is paying off in new members.

INTER-CLUB EVENT — Taking part in a successful inter-club program in Chicago, Ill., were (from left) Toastmistress Mrs. Burner D. Powell, Kenneth Dawson, Walter Williams, Ohene Darko, Past International Director Howard Flanigan, Jim Sineath, and M. Sullivan.



CONVENTION DELEGATES — Discussing the North Queensland, Australia, convention are (from left) Peter Quinan of Cairns Club 3779-TCA, Stewart Arbuthnot of Coolabah Club 3358-TCA, and Bob Kenworthy of Rockhampton Club 3732-TCA. Besides being their club delegates at the convention, they were speech contest participants.



IN AUSTRALIA — 1967-68 Toastmasters Council of Australia President Bob Watters (right) presents a certificate of first honors to Toastmaster Bill Farnan of Cronulla R.S.L. Club 3445-TCA during a gathering of area clubs for a pre-inter area speech contest.

FESTIVAL TIME — Royal City Club 2735-60 in Guelph, Ont., offered the most popular attraction — open air entertainment — at the city's first spring festival of the arts. Busy announcing the next group of performers is past club President Lloyd Swackhammer.



HONORARY MEMBER — Major General William B. Latta, commanding general of Fort Monmouth and the U.S. Army Electronics Command, is presented the first honorary membership awarded by Navesink Club 1227-46 in Red Bank, N.J. John Waters presents the award while Fort Monmouth Toastmasters Homer Russell, Jules Soled, Col. Bryan Cowan, and John Schoonover look on.



In Action

The flying squad of La Crosse (Wisc.) Club 411-35 has begun an active year of speaking engagements in surrounding cities and is attracting public awareness of the benefits of Toastmasters membership. Response to the club's Speechcraft courses also has been outstanding.

Anniversary Coverage

Zanesville (Ohio) Club 257-40 received a full page, illustrated feature article in the *Times Recorder* newspaper in recognition of the club's 25th anniversary. The article noted the advancements made by club members, including Past International President T. Vincent McIntire; its sponsorship of other Toastmasters clubs; inter-club activities; and club programs. Photographs accompanying the article dated back to 1937, and pointed out the club's contributions to the community.

On Page One

The chartering of Daniel Boone Club 3536-8 in St. Charles County, Missouri, made front page news in the O'Fallon, Mo., newspaper. In addition to a charter photograph and story on the front page, charter members were pictured inside, along with an account of the charter program. The event also was noted in a columnist's article on local events.

In The News

Pleasant Valley Club 2560-10 in Independence, Ohio, gained recent newspaper coverage of its officer installation, merchants' night programs, and joint meeting; plus being listed regularly in the paper's community meeting calendar. The club's regular contributions of news items keeps Toastmasters before the public eye in Independence.

CLUB ANNIVERSARIES – OCTOBER

35 YEARS

Santa Ana Club 15-F

Santa Ana, Calif.

Huntington Park Club 14-51

Huntington Park, Calif.

Los Angeles Club 3-52

Los Angeles, Calif.

25 YEARS

Winnipeg Club 250-64

Winnipeg, Man., Canada

20 YEARS

Moscow Club 575-9

Moscow, Idaho

C.M.B. Club 517-11

Indianapolis, Ind.

Stillwater Club 576-16

Stillwater, Okla.

Tongass Club 651-67

Ketchikan, Alaska

15 YEARS

Beyond Basic Training Club 1360-7

Portland, Ore.

Valparaiso Club 255-11

Valparaiso, Ind.

Columbus Club 549-11

Columbus, Ind.

Somass Club 1303-21

Port Alberni, B.C., Canada

Pigeon Valley Club 1376-37

Canton, N.C.

Battelle Club 1369-40

Columbus, Ohio

Prince Albert Club 1318-42

Prince Albert, Sask., Canada

Gaveliers Club 1277-52

La Canada, Calif.

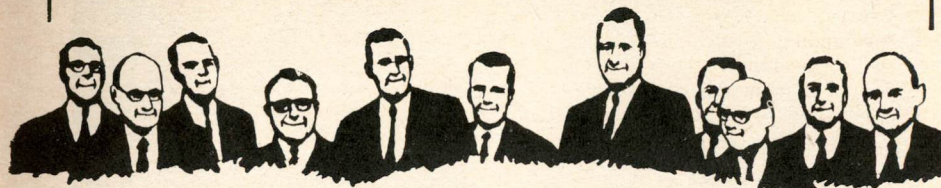
Naval Air Station Club 1409-56

Corpus Christi, Tex.

Kaiser Club 756-57

Oakland, Calif.

TOASTMASTERS IN THE NEWS



Outstanding Effort

Former District 24 governor William W. (Bill) Graham was named the district's Outstanding Toastmaster of the Year shortly before he passed away in early July. Mr. Graham traveled 6,500 miles by automobile to visit all District 24 clubs and promote the Youth Leadership Program. Through his efforts 11 Youth Leadership Programs were organized. Mr. Graham conducted two programs himself.

Grand Master

Kenneth L. Thayer, past District 14 governor, and a member of Aerospace Club 3368-14 at Robins Air Force Base, has become Grand Master of the International Order of Odd Fellows in Georgia for 1968-69.

Big Opportunity

Tony Chavez, former administrative vice-president of VA Gaveliers Club 2920-36 in Washington, D.C., has been awarded a grant from the National Institute of Public Affairs to attend the University of California at Irvine and participate in an educational program designed to help develop federal government officials in systematic analysis.

Outstanding Educator

Lorenzo Provencio of South Bay Club 161-5 in Imperial Beach, Calif., has been honored by the Jaycees as the outstanding young educator of the year, among elementary, junior high, and senior high school instructors. Mr. Provencio is a former president of South Bay Club.

POPULAR DISPLAY — Toastmasters International's first display booth, sponsored by Toastmasters International and District 26, was a tremendous success at the convention in Denver this summer of the American Society for Personnel Administration. Among the Toastmasters on hand to answer inquiries were Executive Director **Buck Engle** (right) and **Kenneth M. Garry** (left foreground), District 26 governor.





VISITS WORLD HEADQUARTERS — Geoffrey Moss (second from right), superintendent of the agricultural information section of the New Zealand Department of Agriculture and an Eisenhower Exchange Fellow, meets (from left) Herbert C. Wellner, manager, finance department; Roland Cordill, manager, membership and club services; Executive Director Buck Engle; and J. J. Showalter, manager, publications department, during his recent visit to the United States. Mr. Moss is a member of Wellington Club 1046-U.

General Semantics Convention

Past International President Lothar Salin and Dr. William Pemberton, members of Tamalpais Club 1775-57 in San Rafael, Calif., presented papers and participated in the International Society for General Semantics convention last month in Denver, Colo. Dr. S. I. Hayakawa, a member of the TI Educational Advisory Committee, was honorary program chairman.

Foundation Award

Harry Hasslinger of VA Gaveliers Club 2920-36 in Washington, D.C., has been honored by the Freedoms Foundation of Valley Forge, Pa. He has received a George Washington Honor Medal award for his essay "To Be Or Not To Be — Sunshine Patriot or Super Patriot," judged an "outstanding accomplishment in helping to achieve better understanding of the American way of life." Mr. Hasslinger earned a Foundation award in 1964 for his talk "Measuring Respect."



TOASTMASTERS WEEK — Arizona Governor Jack Williams (right) presents a Toastmasters Week proclamation to Garth E. Saager (left) and James J. Struble, past District 3 governors, prior to the Region III conference in Phoenix, Ariz. Mr. Saager was conference chairman.

Professional Parliamentarian

Past International Director Sandy Robertson has been accredited by the American Institute of Parliamentarians as a certified professional parliamentarian. This is the institute's highest professional standing. Mr. Robertson is a member of the A.I.P. Board of Directors.

Honored On Radio

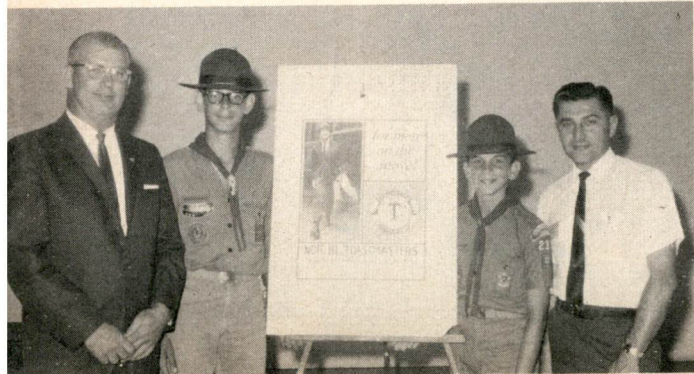
A. A. Fleming, District 14 governor, received "tip of the hat" recognition from an Athens, Ga., radio station, and spot announcements were made throughout the day regarding the award. Radio station WGAU honored Mr. Fleming for his being elected district governor and presented him a "Tip of the Hat" certificate.

On Radio, TV

An hour and a half of radio and television broadcast time in Wisconsin was gained for Toastmasters International through the efforts of Terry Wunsch, 1967-68 public relations chairman in District 35. International Senior Vice-President Ralph Howland, District 35 Administrative Lieutenant Governor Don Costello, and International Director Everett Watson were interviewed. TM Wunsch solicited 51 radio stations and eight television stations in 30 communities, and the effort paid off with interviews and spot announcements publicizing Toastmasters International.

On The Move

District 10 has initiated an aggressive program of club expansion in the Greater Cleveland area, Youth Leadership organization, and supporting Cleveland Mayor Carl B. Stokes' CLEVELAND: NOW! city improvement program through its speakers bureau. Mayor Stokes proclaimed Toastmasters Week in Cleveland during May, as did the mayors of suburban Mentor, Willoughby, Lakewood, and others, and Governor James A. Rhodes proclaimed May as Youth Leadership Month throughout the state.



AID SCOUTS — Members of Nor-Hi Club 2860-47 in North Miami, Fla., discuss a recently completed four-week Patrick Henry program for Boy Scouts. From left are Tom Whalen, Scouts Harry Tobin and David Iannacone, and Mike Procko, program chairman.



GLIDER CHAMPION — A. A. Terrigno of Hughes Club 3060-F in Fullerton, Calif., won the 1968 West Coast Glider championship and displays his first place trophies to Miss Soarins. Toastmaster Terrigno is president of the Orange County (Calif.) Soaring Assn.

SERVICE MEDAL — Manford Gale (right) of Belvoir Club 2578-36 at Fort Belvoir, Va., is congratulated by Col. E. T. O'Donnell, commanding officer of the U.S. Army Mobility Equipment Research and Development Center, Fort Belvoir, after Mr. Gale was presented the Army's second highest award to a civilian, the Army Meritorious Service Medal, for his contributions to the Army's detection program.



Elected Vice-President

Past International Director **Randall E. Winters** of Des Moines, Ia., has been elected vice-president of the 27,000-member Sales and Marketing Executives International organization, and will preside at its board meeting this month in San Juan, Puerto Rico.

Comments Noted

Past International Director **LCDR David Corey's** guidelines for when a committee member should speak up (*The Toastmaster* June 1968) have been noted in Association Newsletter, a monthly publication for managing executives of membership organizations and distributed by the Association Institute, a national clearing house.

On Conference Program

Past International President **Lothar Salin** will present his speech "Talk and Listen — For Effective Management" at an Administrative Management Society annual area conference next summer in Tacoma, Wash. It will be a presentation similar to one which Mr. Salin gave at the A.M.S. international conference in Los Angeles last May.

He Looks Younger

Customs Club 3793-36 in Washington, D.C., jokingly complimented Toastmaster **Gary Earl Heath** on "how young he looked" in *The Toastmaster* magazine's author's box at the end of the article "Listen to Yourself," written by Mr. Heath and published in the June issue. The photo was a Toastmaster, but through an error, it wasn't Mr. Heath.

There are roadblocks standing in our way toward excellence as speakers. Beware of...



The Seven Glaring Mistakes In Communication

BY ARNOLD CARTER

WE'RE ALL MAKING mistakes too often, habitually degrading our effectiveness as speakers. I'm sure I don't have the only thoughts about how to avoid them, but I do want to present them to you in the hope that by at least discussing them we may help improve ourselves.

We stand before our audience and show by our facial expression, our posture, and the tone of our voice that we expect trou-

ble, something demolishingly destructive, from those before us. We don't show that sea of faces before us that we like them or, at the very least, respect them. This belligerent or perhaps, fearful, attitude influences everything we say... unfavorably.

If we look for something, it very often will be there. Remember that thought as you begin to walk toward the lectern.

If you want to impress your

audience with your interest, your ideas, and your inspiration, you must win them over with everything you do as well as everything you say.

Your speech may have the best organization of thought in the world, the best choice of words, the most interesting anecdotes and arguments, and an overwhelming vital message. Yet, we put our audiences to sleep.

Why?

Because we maintain a constant, unabated pace, much like a contracted muscle that *just will not expand*.

Remember this and tattoo it somewhere so you can always see it. Those in your audience cannot contract their minds in tight concentration for five, ten, or twenty minutes. We must let up occasionally; change our expression, our pacing, our tone, and our intensity to give the audience a welcome and refreshing series of contrasts. Do it naturally, just as your heart does. Don't be afraid to tell an amusing, change-of-pace story.

We're overly nervous, and it shows!

Our audience recognizes this nervousness with all its manifestations and concentrates on the nervousness rather than our message. Isn't it true that this shakiness stems from confusion? We are about to get up and speak while running through our minds are thoughts like these: "I

know I'll fail. What will the boss think if I stumble? Tomorrow I must get to that pressing new assignment. I must not forget to mail those letters on my way home. The last time I spoke I really drew a mental blank. Oh, why am I a Toastmaster anyway?"

All these extraneous and damaging thoughts have nothing to do with our message, get us confused, and the result can be disastrous.

Relax. Think about your subject, the point you want to convey, and the techniques you will employ. Above all, be thoroughly prepared.

Too often we stand before our audience, speaking without having even thought adequately about what we want to say. And as we proceed, we're not quite sure what we want to express next. If we don't have a clear-cut view of the images we want to place in the minds of our audience, we'll never make sense . . . much less be confident and relaxed. The time to prepare your speech in depth is before you ascend the platform. And when you have it organized, practice. Practice before a mirror, walking by the sea, in the attic; but above all, give yourself the benefit of adequate practice. Get ready, get set, and you'll go with confidence.

Most of us don't use our Toastmasters club as a laboratory for *continuing* experimentation in the

art of communication.

We set our patterns of delivery and stick to them, never trying a new technique or a new approach. Are you one of those poor, stagnated guys who sounds and looks just the same as he did when he joined Toastmasters five years ago? Get a fuller measure of the benefits of the Toastmasters program by using meetings for experimentation, for achieving new plateaus and new breakthroughs in your capability.

We often fail to orient our audience about what we plan to talk about until we're half finished. We don't take them by the hand through familiar and interesting territory into the land of the unfamiliar and unknown.

How self-defeating this is, for if the audience doesn't "get the picture" because you've never made contact with them, you're wasting your time and theirs.

Further, even if you do make contact and don't spark their interest with a helpful or stimulating story, you "shoulda' stood in bed."

Our objective should always

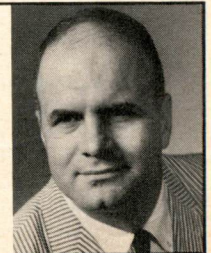
be to take our audience from the point of no understanding to the point of complete or at least adequate understanding. Too often on our journey toward successful communications, we start too far down the road.

We try many times to start going full bore, without giving our mental and vocal mechanisms a chance to warm up. Ease into it. Enjoy yourself. Give your audience attention, affection, and adventure, but give yourself a chance to warm up, just like a baseball pitcher.

Speeding through our speech, being overly nervous, unprepared, failing to orient or stimulate our audience, not giving our mental and vocal mechanisms a chance to warm up, and not experimenting with new techniques of speech delivery are the seven glaring mistakes we all too often make. They are roadblocks standing in our way toward excellence as communicators.

My recommendation? With your own desire, imagination, and drive wipe them out of your repertoire!

Arnold Carter, a member and past president of Orlando (Fla.) Club 1066-47, is a former senior lieutenant governor of District 47. He is chief of sales and requirements support for the Martin Co. of Orlando. Toastmaster Carter is a previous contributing author to The Toastmaster magazine.



The Speaker's Page



POINT OF EMPHASIS

The point of emphasis for November is *moving ahead*. Is your club getting off to a big start for this, the beginning of a new Presidential Program year? Are your club officers all set to provide the best programs in years? Check with your educational vice-president to be sure he has you scheduled for project speeches from your program manual. Ask him to provide you with an experienced evaluator.

When you have completed six speeches from the Basic Training manual, take advantage of your club's speakers bureau by developing a 10-minute to 20-minute talk on a subject you know well. Refer to Toastmasters International publications "How to Put Vocal Variety Into Your Speech" (Code 109) and "How to Use Gestures" (Code 110) for help in preparing your speech.

Your Basic Training manual projects 3, 6, 8, and 11 also provide many ideas about speech engineering, as does project III in The Advanced Speaker program.

Now is the time to ask your club educational committee to help you get on the move in a Toastmasters speech program.

LOOKING FOR A SUBJECT?

Interesting speech and Table Topics sources frequently can be found in a book of memorable anniversaries and observances, and events which are commemorated during October provide several speaking subjects.

Aloha Month, a period devoted to perpetuating the traditions, customs, and culture of the Hawaiian people, is observed during October in *Hawaii*. *Mexico* will host the XIX Olympic Games (Oct. 12-17) in Mexico City and will observe Dia de la Raza (Oct. 12) to commemorate Columbus' discovery of the New World. In the *United States*, National Newspaper Week will be observed (Oct. 6-12) to recognize and re-emphasize the important function of newspapers in peoples' everyday lives.

Notable events that occur around the Toastmasters International world in October include National Day (Oct. 1) in *Nigeria*, to mark its independence in 1960 and its becoming a republic on this date in 1963; Ghandi Jayanti (Oct. 2) in *India*, marking the birthday of Mahatma Ghandi; and Soldier Day (Oct. 3) in the *Republic of Honduras*.

Portugal will mark its Proclamation of the Republic Day (Oct. 5) and *Koreans* will observe Mangul or Korean Alphabet Day (Oct. 9), the anniversary of the invention of the 24-letter phonetic alphabet in 1446. Youngsters will be feted in *Brazil* on Children's Day (Oct. 12), and *Canadians* celebrate Thanksgiving Day (Oct. 14), Labour Day will be observed in *New Zealand* (Oct. 28), and Chulalongkorn Day (Oct. 23) in *Thailand* commemorates the death of King Chulalongkorn in 1910.

BOOK NOOK

Recently published books on topics of interest to Toastmasters may be helpful in learning more about effective communications. Toastmasters International is not specifically recommending the books, rather it is directing your attention to the fact that they are available. They are *not* available through World Headquarters; you may contact your local library or book store if you are interested in any of them.

POST COMMUNICATION

by Robert Cathcart

Provides fundamental knowledge for the listener who desires to become a responsible critic. This paperbound volume is devoted to the nature of criticism and its methodology, analyzing, interpreting, and evaluating the speech. Bobbs-Merrill Co., Inc.

BASIC SKILLS OF ORAL COMMUNICATION

by Dominick LaRusso

This paperbound book defines the essential ingredients in successful communication. It furnishes models and directions for rewarding practice. Wm. C. Brown Company Publishers.

GROUP DISCUSSION: Theory and Technique

by R. Victor Harnack, Thorrel B. Fest

This book examines the theoretical aspects of group membership, discussion, logic, and leadership. Appleton-Century-Crofts.

SPEECH COMMUNICATION

by Gerald R. Miller

A behavior approach that emphasizes the socio-psychological nature of the speech. Underscored throughout this paperbound book is the significance of speech as a tool used by man for understanding, manipulating, and controlling himself and his environment. Bobbs-Merrill Co., Inc.

CONTENT AND ORGANIZATION OF SPEECHES

by Walter F. Terris

This paperbound book explores the alternatives open to the speaker when he approaches the problems and the choices involved in communicating his ideas. Each choice is treated in depth. Wm. C. Brown Company Publishers.

NEW CLUBS

As of July 29, 1968

- District 5** STADIUM Club No. 1815-5. Meets Tues. 7:00 a.m., Mission Rest., SAN DIEGO, Calif. Contact: 444-7394.
- RYAN Club No. 2878-5. Meets Tues. 4:45 p.m., Ryan Mfg. Conference Rm., SAN DIEGO, Calif. Contact: 469-5453.
- SAN DIEGO AUTO CLUB Club No. 3240-5. Meets 1st-3rd Thurs. 7:00 a.m., Valley Ho Rest., SAN DIEGO, Calif. Contact: 442-8861, 469-4101.
- District 13** GRAFTON GAVELEIRS Club No. 3478-13. Meets 1st-3rd Mon. 7:30 p.m., Monongahela Power Co., GRAFTON, W. Va. Contact: 265-0836.
- District 14** DECATUR COMMUNICATORS Club No. 1375-14. Meets 1st-3rd-5th Tues. 7:30 p.m., Belvedere Rest., DECATUR, Ill. Contact: 289-7278.
- DUBLIN-LAURENS Club No. 2351-14. Meets 2nd-4th Mon. 8:00 p.m., Tindol's Motel, DUBLIN, Ga. Contact: 272-1887.
- SKINT CHESTNUT Club No. 2632-14. Meets Mon. 7:30 p.m., 78 Steak House, DOUGLASVILLE, Ga. Contact: 942-6576.
- District 30** "ACETS" Club No. 168-30. Meets alt. Mon. 5:00 p.m., Allis-Chalmers Training Cen., HARVEY, Ill. Contact: 339-3300, Ext. 7-294.
- District 32** LACEY Club No. 1633-32. Meets Thurs. 6:30 p.m., The Barb Rest., LACEY, Wash. Contact: 357-8285.
- District 36** CAPITOL HILL Club No. 1460-36. Meets 1st-3rd Fri. 12:30 p.m., Rayburn Office Bldg., WASHINGTON, D.C. Contact: 780-4281, 225-2268.
- District 43** FEDERAL EMPLOYEES Club No. 2287-43. Meets 2nd-4th Mon. 12:00 noon, New Federal Bldg. Rm. 5402, LITTLE ROCK, Ark. Contact: CA 5-4711.
- District 47** CAPE CORAL Club No. 3682-47. Meets 1st-3rd Tues. 6:00 p.m., Surfside Rest., CAPE CORAL, Fla. Contact: LI 2-2991.
- District 51** HARBOR AUTO CLUB Club No. 2992-51. Meets Wed. 7:00 a.m., Kings Rest., LONG BEACH, Calif. Contact: 597-4411.
- District TCA** TAREE Club No. 2893-TCA. Meets alt. Thurs. 8:00 p.m., Manning Shire Council Chambers, TAREE, N.S.W. Contact: 1140.
- CHECKERBOARD Club No. 2972-TCA. Meets Mon. 8:00 p.m., Masonic Club, George St., PARRAMATTA, N.S.W.
- D.C. Club No. 3761-TCA. Meets 1st-3rd Wed. 6:30 p.m., Canberra Hotel, BRISBANE, Q. Contact: 97-6067, 98-2734.
- District U** INCIRLIK Club No. 442-U. Meets 1st-3rd Thurs. 7:00 p.m., Chapel Annex, Incirlik Air Base, ADANA, Turkey.
- WAEGWAN Club No. 3886-U. Meets Fri. 12:00 noon, Lower 4 Club, Camp Carroll Depot, WAEGWAN, Korea.

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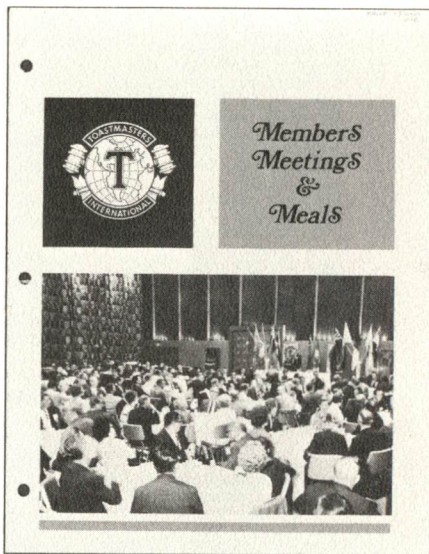
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