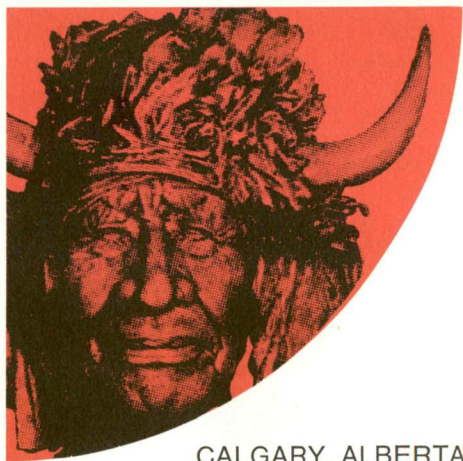
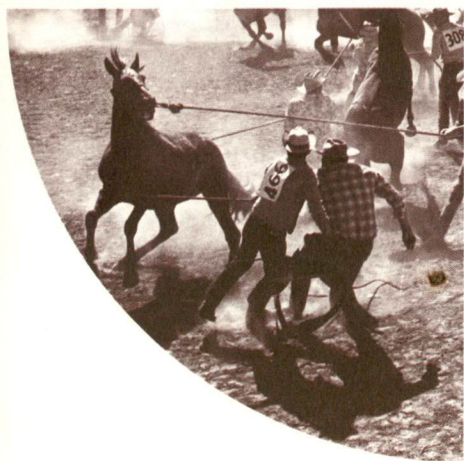


The Toastmaster

SEPTEMBER 1972



CALGARY, ALBERTA
CANADA
TOASTMASTERS TOWN
OF THE MONTH

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

Toastmasters programs prepare you for today's communication and leadership demands and put you up front in your occupation and in your community. You participate in programs designed to develop your ability to communicate effectively and improve your leadership capabilities through participation and fellowship of a Toastmasters club.

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

THE Toastmaster

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 PHIL INTERLANDI Art Director

BETTER LISTENING, THINKING, SPEAKING FOR THE ACTION PEOPLE

Featured in This Issue

THE NEW PRESIDENT — Donald W. Paape, DTM, was elected Toastmasters International president at your 41st International convention in Chicago. Get to know him. See page 6.

A CHALLENGE TO YOU — The 1972-73 Toastmasters Theme — Success Is — TI Members in ActIon — is the basis for International President Donald W. Paape's goals for the coming year. See page 7.

WORK TOWARD YOUR GOAL — In the text of his acceptance speech, newly elected President Donald W. Paape, DTM, discusses the importance of working toward a definite goal. See page 10.

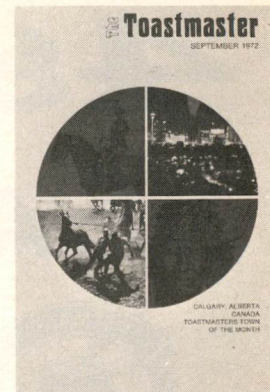
KILLING CHARLIE BROWN — Able Toastmaster H. Clen Johnson gives some pointers on developing a positive image and sticking to it. See Page 24.

WHERE DO YOU STAND? — Toastmaster Joe Thorne presents some interesting comments on public opinion and communication. See page 29.

JUDGING vs EVALUATING — Raymond Floyd points out the difference in judging and evaluating in this informative article. See page 34.

TOASTMASTERS TOWN OF THE MONTH

CALGARY, ALBERTA



CALGARY, ALBERTA, Toastmasters Town of the Month for September and home of Donald W. Paape, DTM, recently elected TI President, was born in the summer of 1875, when a contingent of the North West Mounted Police established camp near the confluence of the Bow and Elbow Rivers. Its name was chosen by Col. J. F. Macleod, and it is Gaelic for "clear running water."

Eight years later, the railroad came and the city's population grew to 600. By 1891 the population had grown to nearly 4,000. Calgary's growth continued at a phenomenal rate, nurtured by a thriving economy of farming and ranching, and the discovery of oil in 1914. Today, its population is nearly 400,000.

Now a modern metropolis of freeways and tall downtown buildings, Calgary boasts nearly 100 hotels, motor hotels, and motels; 202 schools; 515 parks; and 14 golf courses. It is the home of the Calgary Stampede, often referred to as "the best dad-burned show in the world."

The Husky Tower provides Calgary with a distinctive skyline. This 626 foot structure is the tallest of its kind in North America, boasting an observation deck for a 25,000 square-mile view.

Industry in Calgary is in constant growth, averaging two new plants a month. A significant contributor to this continual growth is the oil industry, for which Calgary claims the title "Oil Capital of Canada." About 400 firms directly connected with the oil industry are headquartered in Calgary.

There are 10 Toastmasters clubs in Calgary. The oldest, Calgary Club 667-42, was chartered in 1948.

48th

Anniversary



AcTion

October anniversary is one of the highlights of the Toastmasters year. It can serve as a focal point for many activities — more effective educational programming to meet the Toastmasters standard of excellence and the members' educational needs, widespread community awareness, and membership sales.

This anniversary marks TI's 48th year in the development of more effective communication and leadership for members in their community, province or state, nation and the world.

To supplement action at the club level, TI will provide Project Spot materials to your district governor. Project Spot is a program designed to take advantage of all free public service radio time on behalf of the Toastmasters program throughout the North American continent. Ask your district governor about his plan to put Project Spot in action for your club.

Also, the club is urged to use this month, along with November and December, as a climax to the 1972 Project Fun action with special emphasis on membership sales and individual recognition for their membership sales accomplishments during the year. The TI Salesman of the Year competition will come to a close at the end of 1972.

Clubs can combine their own anniversary celebration and use a variety of special projects and activities to call attention to the Toastmasters program and thus increasing community awareness, meeting the members' needs and membership building. Such special activities can include:

- **Special proclamations signed by your community, county, and province or state officials for a special week or month for ... TI's anniversary in October ...**
- **Hosting and sharing with your local area civic leaders, government officials, friends, and associates ... your Toastmasters club ... a standard of excellence program in action ...**
- **Display Toastmasters materials in store windows, bank lobbies, community libraries, and other public places. List telephone numbers to contact your club's members for additional information ...**
- **Provide Speechcraft ...**
- **Start a Youth Leadership Program ...**
- **Keep your club's Speakers Bureau "in the public eye" ...**
- **Radio and TV Toastmasters' testimonials — Tell about the "AcTion People."**
- **"In the paper ..." with local press coverage of your club and member activities.**
- **Achieve a high standard of excellence in all your club's activities ...**

International recognition will continue to be given in *The Toastmaster* to members who achieve outstanding success in sponsoring new members. Put your Members in AcTion by using these last three months of 1972 Project Fun to promote better communication and leadership in your community and gain the reputation of being an acTion club.

meet your 1972-73 international president



DONALD W. PAAPE, DTM,

Donald W. Paape, DTM, Exploration Superintendent with Amoco Canada Petroleum Corporation, Ltd., in Calgary, Alta., was elected president of Toastmasters International at the annual business meeting August 3 during the 41st International convention in Chicago, Ill. His election places Mr. Paape as the central figure and spokesman for Toastmasters around the world.

A Toastmaster for 15 years, Mr. Paape becomes chairman of the TI Executive Committee and presiding officer at all meetings of the TI Board of Directors during the year. As president, he will travel the equivalent distance of once around the world to visit with Toastmasters and civic and social leaders who support the development of communication and leadership.

Besides his duties with Amoco Canada, Mr. Paape is active in educational, civic, and social activities such as Calgary Citizens for Better Schools, Masons, United Fund Speakers Bureau, American Association of Petroleum Geologists, and Alberta Society of Petroleum Geologists. While living in Denver, Colo.,

he served as lay probation officer to the Denver Juvenile Court.

As a Toastmaster he was elected 1964-65 governor of District 26. He was later elected to a two year term on the Toastmaster International Board of Directors in 1966-68. Subsequently, he was elected 1969-70 third vice-president and then 1970-71 second vice-president. He has been a club extension chairman and chartered seven clubs.

He is a member of the Bow Valley Toastmasters Club 1494-42 and the Chinook Toastmasters Club 1448-42, both in Calgary.

Mr. Paape earned a bachelor of science and a master's degree from the University of Wisconsin. He was honored by the Wyoming State Geological Society with the "Best Presented Geologic Paper of the Year" award in 1961.

Mr. Paape and his wife, Lucille, are the parents of three children, Kerry Lynn, Cathy Dawn, and William Robert. As a family, they enjoy all types of outdoor sports and spend much time in skiing, camping, horseback riding, and fishing.

YOUR 72/73 TOASTMASTER GOALS



The 1972-73 Toastmaster International president's program was announced at your June regional conference and at your 41st International convention.

"SUCCESS IS... Members in ActIion"

... is this year's Toastmaster theme.

The goals for the year emphasize *Members in ActIion*... in your club. Your board of directors, every district officer, area governor and club officer is charged with putting *Members in ActIion*.

Emphasize "Members in ActIion" by ...

- developing and improving your communication and leadership abilities to their fullest while assisting your fellow members in doing the same ...
- setting personal communication and leadership goals and constantly striving to reach them ...
- sharing your Toastmasters experience by telling others about the program and inviting them to join ...
- helping your club develop the Toastmasters "Standard of Excellence" in programming and administration through regular attendance and participation.

Emphasize "Members in ActIion in meeting club objectives by ...

- improving the "Standard of Excellence" in club programming ...
- a net increase in members ...
- participating in Toastmasters community activities.

Much of the responsibility for achieving these goals is upon the shoulders of your club's officers. However, they will need your help. When they ask you to complete the "Member Interest Survey" (403) be sure to provide them with sufficient information to plan educational programs to meet your needs.

Preferably before the survey is conducted, you should review TI's Club Reference File (1550) and the TI *Supply Catalog* (1205). This will bring you up to date on all of the opportunities available to you through your Toastmasters club membership. You will be better equipped to complete the survey when it is conducted in your club.

Review TI's *Patterns in Programming* manual (1314). It's loaded with tested and successful club programming ideas that can add variety to your communication and leadership development and enhance your club's standard of excellence.

The many benefits of more effective communication and leadership are available to you ... just for the asking. Know what they are and then grasp the challenge to achieve them.

The results are numerous ...

- *Greater enthusiasm*
- *Greater achievement*
- *More guests*
- *Greater variety in club programming*
- *More interesting meetings*
- *Recognition of achievement*

Success Is... Members in ActIion... your success ... your club's ... is in meeting the 1972-73 presidential goals.

This is the year of your club Members in ActIion

**SUCCESS
IS...**

**MEMBERS
IN
ACTION**

Presented at

41st International Convention

Chicago, Illinois

August 4, 1972

by

Donald W. Paape, DTM



Almost 100 years ago, on July 25, 1873, in the tiny and sleepy town of Santa Fe, New Mexico, the Gothic Chapel of the Loretto Academy of Our Lady of Light was dedicated. The chapel, patterned after Sainte Chapelle in Paris, was small and had a choir loft in the rear. The local builders had labored for five years to construct it, but just prior to the dedication, the Sister Superior, Mother Magdalene, discovered a major error in the building's design. Although the chapel was a wonder of beauty and the choir loft added an accent of splendor, there was no way to get from one to the other. Because of the height of the loft, a conventional stairway would take up too much room in the chapel below. Either a ladder had to be used or the whole balcony rebuilt. Needless to say, after five years of work and anticipation, neither prospect was appealing. The sisters decided to make a novena to St. Joseph in hopes a solution could be found.

As the legend goes, on the last day of the novena, an old gray haired man with a donkey and a tool chest stopped at the Academy and asked if he could help in any way. He was told about the choir loft with no stairway. He said he had an idea and he started to work. The old gentleman, working only with a saw, a T square and a hammer,

labored for eight months behind closed doors. One day, the chapel door was standing open and the old man was gone. The sisters looked in and saw one of the engineering and architectural wonders of the world — a beautiful spiral hand-rubbed staircase reaching from the chapel floor to the loft. A circular stairway consisting of 33 steps and two complete turns of 360 degrees each standing without a center support.

It looked like a coiled spring rising from the floor gracefully twisting upwards to the loft. Wooden pegs, not nails were used throughout. The source of the hard wood is unknown, as it is not native to New Mexico, and there was no record of it being purchased in the local lumber yard.

Even today, 99 years after it was constructed, engineers, architects and builders come from all over the world to marvel at its beauty and design. There is no other staircase like it and they wonder how it manages to stay in place, although it has been used daily for almost a century.

A Miracle

A miracle? Some say yes. But really, the legend of the miracle staircase is nothing more than a mirrored episode of life's encounters that we daily face. No question it has more flair, more

mystery and more intrigue than almost all of our daily activities, but it does have the same basic ingredients essential to success. These are establishing a goal, developing a plan and most important, individual involvement. All personal and individual activities demand these three ingredients, but it is only in our longer range projects that we consciously become aware of all three.

The Sisters' goal was to be able to get from the chapel floor to the choir loft and like most goals, it was straightforward and easy to define. As Toastmasters, each of us have no doubt established some type of Communication and Leadership goal. Complete the *Communication and Leadership Manual*, finish the *Advanced Manual* and become an ATM, become a DTM; be a District Speech Contest winner, become the International winner, be a Club's President, be an Area Governor, be a District Governor, be a Toastmasters International Board member, or perhaps, most important, become a more effective communicator and leader at home, on the job and in the community. To grow, to achieve, to contribute, one must establish a goal.

Several years ago, a team of mountain climbers decided to try to scale the north wall of the Matterhorn. One was an

American named Harlin. Before they made their assault, each climber was interviewed and asked, "Are you going to reach the top?" Each man in turn, enthusiastically replied, "I'm sure going to try." "I'll give it all I've got — I'll give it my best," etc. All except Harlin. When asked, "Are you going to reach the top?" He was silent for a moment and then he said, "Yeah, I will." Only one man in the expedition did scale the impossible north wall of the Matterhorn and it was Harlin, the man who said, "Yeah, I will." The man who dedicated himself to his goal, the man who left no loopholes, no out, no alibis for himself, the man who backed up his commitment with action, that's the man who succeeded. Without a goal, we are like the abandoned windmill, subject to every vagrant breeze endlessly going round and round, but accomplishing nothing. When a job is to be done, establish goals; choose a target, decide where you want to go.

Dedicated Effort Needed

Each district team has established goals for the next Toastmasters year. How dedicated to these goals are you? To achieve them takes dedicated effort by all of us. The Toastmasters International Board is asking each District team, "Are you

going to reach the top?" What is your answer? Are you really committed like Harlin? To reach your goals, you have to be.

Next comes the plan to accomplish that goal. The Sisters of Loretto took what most of us practical souls would call a very loose or unstructured plan. They chose to pray for a plan that would accomplish their goal. The cold calculating and practical person of today may find this type of plan unrealistic or at least less predictable than one usually strives for. But any plan we choose and utilize will work, if we do, but a decision on a plan is a must. To achieve a goal takes a commitment much like the one seen on a sign outside of Flin Flon, a mining town far north on the Manitoba-Saskatchewan border. It says, "Choose your rut with care, you'll be in it for the next 50 miles." In driving from Flin Flon, your plan may not change but most plans will and must change, but with an established goal, the direction of change is almost predetermined. Like any sound corporation or business, and Toastmasters International is a three quarter of a million dollar a year business, Toastmasters International has goals, and plans leading to those goals. Your District officers analysed, evaluated and established their Dis-

trict goals which when implemented, will move the District team toward accomplishing those educational growth and leadership objectives established by your Toastmasters International Board for 1972-73. But as individuals and teams, we cannot do everything. We must establish priorities.

At the turn of the century, the famed architect-designer, Stanford White, once shocked a magazine editor by the high price he charged for a cover design. White had spent considerable time in preparing the cover, but its simplicity made his customer wonder at the bill. "I'd say that's a pretty steep price for such a plain design," the editor said. "The price," explained White, "was for knowing what to leave out."

Know What To Eliminate

As managers of your District or your club, each of you is charged by Toastmasters International and your club members with knowing what to leave out. Establishing priorities means not only deciding what to do, but deciding what not to do. But our Toastmasters International Board's goals, plans, and priorities; your District's goals, plans and priorities; and your individual communication and leadership plans and priorities will be exactly like those of the Holy Sis-

ters, they will be worthless unless someone acts. Some person must become involved. It took an itinerant carpenter to answer the convent's prayers and it will take special and personal action by individual Toastmasters to achieve the International, District and personal goals. It will take support from Toastmasters' wives also, for their understanding is necessary for personal involvement and success.

Plan Works If People Do

A plan like an idea only works if people do. It's a funny thing about people and their goals and plans and ideas. Most of the time, all they will risk is their idea and their verbal support; and they risk that because it doesn't cost anything in time or effort. The real test of a plan is a person's ability to commit to it and give it more than lip service. To succeed, one must be willing to stick his neck out.

Surely everyone here has heard of Ty Cobb, that all-time great of baseball. Few, if any of you heard of Max Carey. Carey has the best stolen base yearly average in baseball history — a .960 average. He stole 51 bases and failed only twice.

In Cobb's best year, he only averaged .710, but he stole 96 bases and failed 38 times. Cobb

is remembered, Carey forgotten because Cobb achieved twice as much; he risked failure to win.

To achieve your goals involves risks and failures and most important, it means involvement. And this goes for Toastmasters' goals too. Ninety-nine and 44/100% of the time, things do not just happen as they did in the chapel in Santa Fe, but rather people must become actively involved to make them happen.

Toastmasters Is A Movement

Dr. Smedley, our founder, said, "Toastmasters is a movement not an institution." Each of us must strive to keep it moving. Moving with the goal of improved listening, thinking and speaking, through a plan of quality, educational club programs and most important, involved members — Members in Action. Not action like the abandoned windmill moving with every breeze, but planned, directed, and rewarding actions. Rewarding to you and rewarding to others.

Specifically — build your club to a President's 40 club through varied and quality educational programs. Get other club members participating in Youth Leadership and Speechcraft courses and get your club to

sponsor these activities annually. Participate in Project Fun.

As a member of the District team, dedicate yourself to serving the clubs and members in your District, for really that is the real reason Districts exist — to serve members. And perhaps, the greatest challenge of all to District teams and the club teams is for each of us to bring the Toastmaster program to individuals and communities who are not aware of its manifold benefits.

Like the proverbial pebble thrown in a pond, the concentric and ever widening, influence of a new Toastmasters Club reaches in every direction, helping men help others, and help themselves. But to produce all these activities takes leadership and initiative. Remember people are like a piece of string, you cannot push them, you have to pull them. The District team must do the pulling.

A century ago, the chapel of the Loretto Academy of Our Lady of Light was dedicated, but even at that festive occasion, a cloud of concern darkened the thoughts of the Sisters, for they knew that as beautiful and ornate as their chapel appeared, it had a basic flaw which prevented the complete utilization of all its attri-

butes. Similarly, in June all District Toastmaster leaders dedicated themselves to District goals. Further, they have formulated realistic plans to achieve these goals. They have established priorities and like Stanford White, hopefully they know what to leave out.

We have had goals, plans and priorities before and the flaw in past efforts which has prevented complete utilization of all our potential has been lack of personal involvement. We have very few Ty Cobbs who will press on and give that little extra to keep Toastmasters a movement and not an institution. Each person here can help himself, help others and help his community by becoming action oriented and becoming involved.

Use Basic Tools

The miracle staircase in Santa Fe answered the Sisters' prayers, but it took an individual with only a few basic tools to turn a hope into reality. If each of us using basic Toastmasters' tools devotes himself to individual involvement, we can create a modern miracle. Each of district officers, club officers, and individual members is being asked, "Are you going to reach the top?" It is the hope of your TI Board that your answer will be, "Yeah — I will."



TOASTMASTERS

1971-1972

HALL of FAME

PRESIDENT'S DISTINGUISHED DISTRICTS

Six *President's Distinguished District* awards were presented at your 41st International convention in Chicago, Ill., August 2-5. *District 3*, under the leadership of Governor Alan P. Schere, ATM, earned 1535 points in the Distinguished District Program. *District 10*, under the leadership of Allen C. Kingseed, ATM, earned 900 points for TI program participation; and *District 36*, under the direction of Governor Charles E. Waterman, ATM earned 775 points.

District 37, under the governorship of Robert E. Herndon, DTM, earned 765 points; *District 47*, under the direction of Governor Michael G. Shayne, DTM, earned 915 points; and *District 58*, under the leadership of Thomas M. Marchant III, DTM, earned 1905 points.

To gain further recognition of this achievement, it is suggested that "President's Distinguished District 1971-72" be included on these districts' bulletins and stationery.

DISTINGUISHED DISTRICTS

These districts distinguished themselves during 1971-72 by exhibiting outstanding performance and participation in each of the *Distinguished District Program* categories:

DISTRICT 6 Robert L. Haynes, ATM, Governor
DISTRICT 19 Robert G. Glenn, DTM, Governor

TOP TEN CLUBS

These are the Toastmasters International TOP TEN CLUBS for 1971-72, based upon their club achievement program points:

Tele Talk Club 3016-3
Phoenix, Ariz.

Demosthenes Club 1282-4
San Francisco, Calif.

Pleasant Valley Club 2560-10
Independence, Ohio

Del Rey Club 2665-11
Anderson, Ind.

Ponca City Club 1846-16
Ponca City, Okla.

Council Bluffs Club 2114-24
Council Bluffs, Iowa

Anthony Wayne Club 1380-28
Toledo, Ohio

Schlitz Club 1989-35
Milwaukee, Wisc.

UniRoyal Club 2510-36
Eau Claire, Wisc.

Sea 'N Air Club 2314-38
Philadelphia, Pa.

TOP TEN DISTRICT BULLETINS

Hall of Fame publications awards in *Top Ten District Bulletin* competition were won by: *THE ROADRUNNER*, District 3, Rodgers Stone, editor; *BIG SIX SCHOONER*, District 6, Gordon C. Boardman, editor; *HERALDING 13*, District 13, H. Gerald Warren, DTM, editor; *MILE-HIGH*, District 26, Bob Widlund, editor; *VIEW FROM 32*, Burt Malakoff, ATM, editor; *TOASTMASTER-SHIP - 35*, District 35, Carl E. Kopischkie, editor; *PRAIRIE HORIZONS*, District 42, Ron Chapman, DTM, editor; *LECTERN*, District 46, William R. Quinlan, editor; *THE SUNSHINER*, District 47, J. P. Tillman, ATM, editor; and *THE PALMETTO TOASTMASTER*, District 58, James D. Fairchild, editor.

DISTRICT AREA GOVERNORS OF THE YEAR

These men were named 1972-73 *Area Governor of the Year*, as announced by their district governor.

Dudley McMichael	D-F	James J. Crawley	D-32
Fred Greiner	D-2	Daniel A. Cowan	D-34
Joe Weldon	D-3	James W. Odegard, ATM	D-35
Marvin Hinton, ATM	D-4	Susuma Uyeda	D-36
Duane E. Brokofsky	D-6	O. Norman Scott Jr.	D-37
Hashin S. Shawa	D-7	Harry J. Berkowitz, ATM	D-38
Paul W. Altier	D-8	Bruce H. Fornell	D-39
Morris Overman	D-9	Guy H. Peden	D-40
Robert C. Beavers	D-10	Gerry Dubord	D-42
Dr. William Jackson	D-11	Raymond Laird Jr., ATM	D-44
Will Kowalewski	D-12	Reginald Barter Jr.	D-45
Thomas L. Jensen	D-13	Canio "Ken" Paine	D-46
Ellis W. Hauser	D-14	Richard Battin, ATM	D-47
Marvin Kline, ATM	D-15	David H. Fox	D-48
Robert E. Nilson	D-16	Lionel Y. H. Low	D-49
John E. Grauman	D-17	John Baker, ATM	D-50
Joseph C. Balazik Jr.	D-18	Walter Richards	D-52
Gayle A. McCoy	D-19	Jim Anderson, ATM	D-53
Edward V. Dunn	D-20	John L. Staha	D-56
S. H. Clair Farris	D-21	Greg Robinson	D-57
Donald R. Honnila	D-23	C. H. Hilyer	D-58
Donald Dee Smith	D-24	Cecil Kelling, ATM	D-59
Lee Own	D-25	Jean Roch Viens	D-61
Robert Hertzman	D-26	Clinton Hobbs	D-63
Kenneth L. Davis, ATM	D-28	James Tomko	D-64
Jim Plantholt	D-29	W. Gordon Thompson	D-65
Donald E. Skinner	D-30	Roland L. Cullifer	D-66
Donald Wright	D-31	John Bennet	D-67

TOP TEN CLUB BULLETINS

Hall of Fame publications awards in *Top Ten Club Bulletin* competition were won by: *FIRST AMENDMENT*, Yawn Patrol Club 3436-F, Terry Sacks and Milt Halsted, editors; *EL CANTO DEL GALLO*, Los Gallos de la Bahia Club 3400-4, Lew Morris, editor; *THE TULSA TOASTER*, Tulsa Club 148-16, Steve Bonner, editor; *THE SOUND*, Telespeakers Club 2328-21, Jim Halco, editor; *THE DIPLOMAT*, Downtowners Club 3663-25, Frank Bradley, editor; *TOASTMASTERS ON TAP*, Schlitz Club 1989-35, Bill Hayes, DTM, editor; *UNIGRAM*, UniRoyal Club 2510-35, T. G. Frederick, editor; *PEKISWAWIN*, Edmonton YMCA Club 2478-42, Rene Charrois, ATM, editor; *THE OUTLINE*, Cosmopolitan's 2655-46, Ray Floyd, editor; and *TOASTERS CHOICE*, Travelers Club 1389-53, Bob Johnson, editor.

DISTRICT OUTSTANDING TOASTMASTERS

These members were recipients of their district's 1971-72 *Outstanding Toastmaster of the Year* award:

Earl S. McCanna, ATM	D-F	Dwight R. Johnson, DTM	D-35
Ben Almoite	D-2	Miles S. Capron, DTM	D-35
Robert K. Martin	D-3	Charles W. Day	D-36
Bruce R. Baker	D-4	L. H. Barnes	D-37
Thomas J. Seavey, ATM	D-6	Louis F. Walton Jr.	D-38
Don J. Wessels	D-7	Jim Maine	D-39
Clarence N. Fultz, ATM	D-8	Lt. Col. Gene J. Stergar, ATM	D-40
Martin Rosander	D-9	Fred Lawson, ATM	D-42
Angelo J. Sturrett	D-10	John V. Slyker, ATM	D-44
Lawrence W. Wilds, ATM	D-11	Bernie Dubois	D-45
James Eggenberger	D-12	Sid Marcus, ATM	D-46
LeGrand W. Perce III, ATM	D-13	Sherley Dunn, ATM	D-47
R. A. Anderson	D-14	Charles D. Bendall	D-48
Philip Williams Jr.	D-15	Harry K. Matsumura	D-49
J. Dan Harlan	D-16	Howard Chambers	D-50
George E. Tallmadge	D-17	Erwin G. Hogan, ATM	D-52
Harvey N. Aviles, ATM	D-18	Philip R. Cohen	D-56
Loren Appenzeller	D-19	John Cova	D-57
Captain S. Leslie, ATM	D-21	William D. Loebler	D-58
Guillermo Trejo, ATM	D-23	Donald S. Smith	D-60
C. E. "Monte" Geasland, ATM	D-24	Roger Fiola	D-61
John Sensenig	D-25	John Meldorf	D-63
Walter H. Roloff, ATM	D-28	Bert Angus	D-64
Gordon G. Armstrong	D-29	Darrell E. Rolison, ATM	D-66
William C. Sanseverino	D-30	Dr. D. E. Hampton, ATM	D-67
Fred Bryant	D-31	C. Marvin King	D-68
Burt Malakoff, ATM	D-32		

CLUBS AROUND THE WORLD

Speech Contest

The Toastmasters Clubs of Colorado Springs, Colo., hosted their first annual **Colorado Springs High School Speech Contest**. Runoff winners from eight local high schools competed. Frank B. Horton, Area 9 Governor, hosted the event.

TV Stars

Toastmasters from Area 4, District 62 discussed the goals of Toastmasters on WKQO-TV's "Accent" Program. Featured on the program were **A. D. Bonds**, **Sampson Burge Jr.**, and Area 4 Gov. **Arthur Schulenberg**.

News Media Honored

Towson Club 2707-18 in Kingsville, Md., recently recognized members of the local news media for exemplifying effective communication. **Lou Corbin**, WFBR Radio and **Jerry Turner**, WJZ-TV were selected as the men most worthy of the award.

Featured on TV

Schlitz Club 1985-35 in Milwaukee, Wisc., was featured on regional network television when the announcer of the Milwaukee Brewers American League Baseball Broadcast delivered a two-minute tribute to the club's various achievements.

CLUB RECEIVES HONOR — Tipton Club 1434-14 in Tipton, Ga., garnered honors at their District 14 spring conference. Admiring their awards are from the left, A. W. Johnson, Howard Fowler, Ellis Hauser, and Robert Hellwig.



TOASTMASTER MONTH — Watching Washington Gov. Daniel J. Evans sign proclamation declaring June as Toastmasters month are, from the left, Past District 32 Gov. Robert L. Erckert, E. D. Brumback, and International Director Conrad Peterson.

TOASTMASTERS WEEK — Dryden, Ont., Mayor George Rowat signs his Toastmasters Week proclamation for Dryden Club 344-64. Looking on are club members, from the left, D. Matson, J. Johnston, B. Braid, A. M. Van Fraassen, and A. K. Chatterjee.

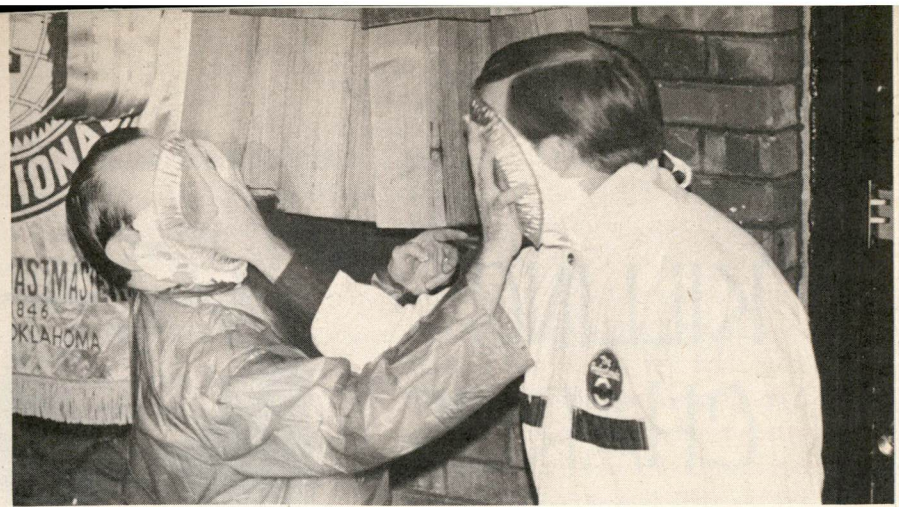




GUIDE LEADERS' SEMINAR — Dartmouth Club 3119-45 in Dartmouth, Nova Scotia presented a seminar to provide tips on public speaking and audio visual aids for **Girl Guide Leaders of Nova Scotia**. Looking over audio visual equipment are E. J. Nichols and members of the Guide Leaders.



CHARTER NIGHT — District U Gov. **Gaylord Giles**, on the left, presents Mayfair Club's 2355-U charter to President Khogu Das.



PIE-IN-THE-EYE CONTEST — **Dick Schneider, DTM**, on the left, and **Tom Faulkner** both of Ponca City Club 1846-16 in Ponca City, Okla., present simultaneous awards during the Ponca City Clubs fourth annual Pie-In-The-Eye Contest.



WINS DISTRICT 37 GAVEL — **Charles Fetters** of Queen City Club 1420-37 in Charlotte, N.C. and winner of the district speech contest is holding the District Gavel. The gavel is a traveling trophy which is kept one year by each winner. A club whose participants win three times keep the gavel permanently. Since Mr. Fetters is the third winner from Queen City Club, the gavel will become the club's permanent possession.

YOU'RE INVITED PROGRAM — North Dakota Governor **William L. Guy**, on the left, discusses the "You're Invited Program" with District 20 Gov. **Dale O. Anderson**.



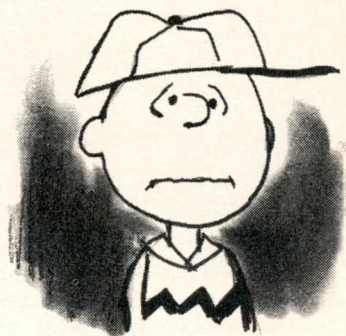
SIGNS PROCLAMATION — Arizona Gov. **Jack Williams** signs Proclamation declaring Toastmasters week from May 7-14. Watching the signing are, from the left, **Jim Quinn**, **Ken Buxton**, **Marshall Austin**, **Dave Haynes**, **Wes Pierce**, and **Bill Hamilton**.

GOLF TOURNAMENT — District 21 Gov. **Ron Drane, DTM** presents Top Club Trophy to **Don McAndlish**, North Shore Club 1085-21 in North Vancouver, B.C., winner of the District's first annual golf tournament.



KILLING CHARLIE BROWN

By H. CLEN JOHNSON, ATM



I am going to climb on my soap box and talk. I am going to put on my work gloves and work. I am going to put on my walking shoes and walk. I am going to put on my fighting gloves and fight. I am going to kill Charlie Brown.

Wait a minute! Don't think I have flipped! I know that Charlie Brown is a comic strip character, but I am not talking about that Charlie Brown. I am talking about the Charlie Brown that is in me and the Charlie Brown that is in you. Everyone has a Charlie Brown in him. That is the Charlie Brown that I am fighting to kill.

All of you are familiar with the comic strip Charlie Brown. He presents a negative image. Things are always happening to Charlie Brown because he is a negative image. The way to get rid of a negative image is to convert it to a positive image. That is how to kill Charlie Brown.

First Step

Charlie Brown expects defeat. His friends expect nothing but defeat from him. So he is defeated in whatever he does. The first step in killing Charlie Brown and building a positive image is to think positive and replace the negative image. Believe that you can do it and you

will. If you believe in yourself, others will believe in you. When you see that others believe in you, this encourages and motivates you so that you will know that success is yours.

Second Step

Now that you have your positive attitude started, feed it. Start acting positive. If you pray for rain, take along an umbrella. If you are selling something, take along a sample and be prepared to deliver.

Bill Russell gave us a good illustration of this point in commenting on the players in the final NBA playoff game. He was speaking of Gail Goodrich and Earl Monroe. He said that Earl Monroe was facing a very difficult combination. He said that Gail Goodrich thinks he is better than Earl Monroe and when a good player thinks he is better, he has to prove it to himself, to the other players and to the spectators. This results in an unbeatable combination. Here we see the result of thinking positive and acting positive. Each tends to strengthen and motivate the other.

Third Step

There is a third important step in creating and maintain-

ing a positive image instead of a negative image. You must visualize. Use foresight. Visualize where you want to go, the goal you want to achieve. Visualize the resources you will need. Visualize the obstacles that you must overcome and be prepared to face them and overcome them. Visualize the direction you expect to travel. Then start moving. You have dreamed your dream, but now it takes action to make your dream come true.

Knockout Punch

Still there is a fourth step to be followed in delivering the final blow, the knockout punch that will kill the Charlie Brown in you. You must not forget to use hind sight. It has often been said that hind sight is better than foresight. This is not so unless it is used to improve your foresight. As you move forward toward your goal, you will meet with both success and failure. Don't be fooled with either. Learn from both. Success should be a reason for pride, but not to feed your self-ego and to lull you into complacency. Give others credit for their share in your success. Be on the alert for ways to improve on success.

You may not want to argue with success, but there are always ways of improving. Your next success depends on your improving on the last.

It is still more important to learn from your mistakes. Don't let them scare you. A successful industrial executive once said, "I really don't want mistakes, but I want what mistakes can buy . . . a team of capable executives who have learned by

making mistakes."

Each of us has a little of Charlie Brown in us, our negative image. Each of us can kill this Charlie Brown by changing the negative image to a positive image by thinking positive; acting positive; visualizing and putting our visions in motion; and using hind sight to improve on our successes and to learn from our mistakes.

ABOUT THE AUTHOR

H. Clen Johnson, ATM, is a member of Bellwood Club 3282-66 in Richmond, Virginia.

Changing Your Address?

If you're planning to move, let us know your new address eight weeks prior to the scheduled move. Be sure to complete all the necessary information. This will insure uninterrupted delivery to you of **The Toastmaster** magazine and other TI materials. **Send to: Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A. 92711.**

Name _____ Club No. _____ District No. _____

Present address _____

City _____ State/Province _____

Country _____ Zip Code _____

NEW ADDRESS _____

City _____ State/Province _____

Country _____ Zip Code _____

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

On the Move —

TOASTMASTERS

Joins Firm

J. Philip Florence of Eye-Openers Club 3718-40 in Columbus, Ohio, has joined the **Galbreath Mortgage Company** as syndication and packaging officer.

Hospital Veep

Carlton J. Smith of Sunshine City Club 3524-47 in St. Petersburg, Fla., has been elected regional vice-president of the Florida chapter, **Hospital Financial Management Association.**

Receives Promotion

International Director **Gene Smythe** has been promoted to regional division manager of the **United Electronic Institute.**

Appointed Assistant V-P

David A. Smith of Eye-Openers Club 3718-40 in Columbus, Ohio, has been named assistant vice-president of **Galbreath Mortgage Co.**

PRESENTS PLAQUE — Area 10 Gov. **Donald L. Chesshire**, on the left, presents Texas Senator **John Tower**, center, a plaque making him an honorary member of the Dallas and Fort Worth chapters of the American Institute of Banking. Looking on is Fort Worth Mayor **R. M. Stoval.**



Announces Candidacy

Past District 58 Gov. **Thomas M. Marchant III, DTM**, recently announced his candidacy for the Republican nomination for seat 9 in the South Carolina House of Representatives.

Pulling Together

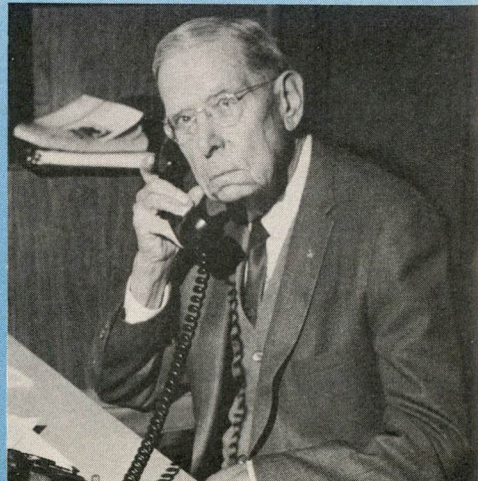
Larry Dirrin, Joe Pepera, and Leonard Huffman from Twilight Club 3480-3 in Tempe, Ariz., won various honors in Area 4 activities.



BUTTON AWARDED—District 9 Area Gov. **George Stearns** receives a gold button from high school student **Cathy Piordean** as **George Smith**, chairman of Spokane's **Operation Drug Alert**, holds a collection can for donations. Stearns was one of the first to contribute to the program.

OUTSTANDING EDUCATOR—**Sterling Hayden** of Santa Monica Club 21-1 in Santa Monica, Calif., is presented the **Outstanding Educator Award** by a member of the local Jaycees.

MR. TOASTMASTER—Alton Club 330-8 in Alton, Ill., named **Fred W. Delano** as "Mr. Toastmaster." Mr. Delano has been a member of the Alton Club for 30 years.



Public Opinion And You

By JOE THORNE

Historians tell us that the two facts principally responsible for the growth and development of our civilization are transportation and communications.

There's general agreement on the point that we've come a great distance in improving transportation. With planes flying faster than the speed of sound and with America's landings on the moon now history, progress in that area has been spectacular. Thus, the world's globe has shrunk in size to the point where the man in Africa, Japan, and Russia — once considered so remote — is virtually our next door neighbor.

While we can also applaud technical accomplishments that have taken place in the communications field, we must take a good, hard look at certain deficiencies when we think in terms of our ability to communicate with one another.

Right to Express Our Views

In a republic, each person has the demanding right and duty to express his views and opin-

ions. By doing so, he helps to develop the principles of our republic and the methods that can be used in maintaining a peaceful world. It's indeed regrettable that as individuals or groups, we have either ignored or substantially avoided our responsibility to speak out vigorously on the issues of the day.

Why is this true? These are the five primary reasons:

1. There's a lack of communication between people and their leaders.
2. There's a lack of communication between members of society.
3. There's a fear of...
 - a. losing status or being misunderstood.
 - b. becoming unpopular.
 - c. being considered disloyal.
4. People are too engrossed with their daily affairs to give the attention needed to public affairs.
5. Our society has become steadily more complex. Getting a problem solved, or a need recognized, often is a formidable job. With

this handicap to overcome, people are prone to say: "What's the difference?" and from this an "I don't care" attitude is born.

Look at the Issues

As you look at the issues of the day, one fact stands out sharply. There's nothing so essential to each of us as the freedoms which our constitution gives us. BUT — while these freedoms are woven into our present way of life, there's no one that can guarantee they'll be with us one year, 10 years, or 20 years from now. They constitute a part of our heritage that we must work hard to preserve on a day by day basis. But are we?

Let's consider these points for a few moments and then give ourselves some frank answers. As an example, what is your reaction to these people who scream long and loud for their rights on one hand . . . and then in the next breath, make statements indicating they'll determine what laws of the land they are willing to obey? How can we countenance the open defiance of our laws, something that is now occurring regularly as teachers, postmen, air traffic controllers, and others let it be known by their actions that their rights transcend the orders of the court.

Are you getting nauseated by the filth peddlers who have launched an obscenity race, who try to foist on us the belief that filth is an integral part of our culture?

Are you among the group of tired citizens who resent those among us who try to establish the belief in our high schools and colleges that "capitalism" is a dirty word and that free enterprise and private initiative are merely synonyms for greed? These same people are the ones who are at the head of the line demanding their share of the better way of life!

And what was your reaction when a group of hoodlums went on a rampage of destruction that included the burning of a bank? Or caused more than \$100,000 in damage to the draft offices in St. Paul, Minnesota? What possible justification could there be for these actions?

What We Can Do

The creators of our government sought above all else to establish the worth, dignity and freedom of the individual. However, this certainly was not done with the thought in mind that the actions of a vociferous and well organized minority could thwart the legitimate rights of the majority. We're going to see the rights of the majority steadily wither away unless we stand up . . . and

speak up. Each of us, without exception, must recognize his public opinion — making responsibilities, and here's what we can do, at least in part, to discharge them:

1. Form groups to discuss the major problems of our day. These groups could meet in the home, church, club, at the luncheon or breakfast table. The purpose would be the devotion of the time required for the thoughtful consideration of some subject.
2. Newspapers, radios, TV, and magazines are media for the exchange of opinions. We may often feel their views are slanted in the wrong direction. Let's pitch in and tell them so. Or, why not utilize the paper's people's column to express an idea we've had buried for a long time?
3. Don't forget our governmental representatives are chosen by us. They're extremely sensitive to our wishes. We should inform them of what we believe they should do. Otherwise, can we complain if they

do something else because an organized minority did make themselves heard?

4. Let's take a long searching look at ourselves. Do we have standards and beliefs and do we stick with them? Are we people of decision who can answer with some degree of certainty simple questions, such as: "What are the facts? Where do I stand? What should be done? Who should I express my views to? In other words, we should jack up our backbones and make our beliefs felt and known!

As Ralph Smedly once said: "It's my earnest conviction that the power to communicate is one of man's greatest endowments. I believe that all civilization grows out of that ability, and the uses made of it. Certainly it follows that if we improve our abilities to communicate our ideas, we will all stand a better chance of improving life in all its phases."

Mr. Toastmaster — that's a job that must be done **now** — as it may be later than you think.

ABOUT THE AUTHOR

Joe Thorne is a member of Lake Harriet Club 400-6 in Minneapolis, Minn. He is vice-president in charge of mortgage and consumer loans with the First Federal Savings and Loan Association of Minneapolis.

NEW CLUBS

Chartered during June, 1972

District F

POMONA VALLEY REALTORS "SPEAK EASYS" Club 1382-F. Meets Thurs., 7:30 a.m., Heritage House, 1767 N. Garey, POMONA, Calif. Contact: 624-5066. Area: B-5. Sponsored by **Dr. Dick Floberg**.

District 10

BARBERTON AREA Club 706-10. Meets Wed., noon, Norton Brown Derby, NORTON, O., Contact: 753-9054. Sponsored by **FAIRLAWN CLUB 2803-10**.
EUCLID ORATORS Club 2006-10. Meets 1st & 3rd Wed., 7:00 p.m., St. Clair Savings & Loan, E. 260 St. & Lake Shore Blvd., EUCLID, Ohio. Contact: 732-9415. Sponsored by **DIAMOND CLUB 2486-10**.

District 11

SCOTTISH RITE Club 2241-11. Meets 1st & 3rd Wed., 6:30 p.m., South Bend Shrine Club, 427 N. Main St., SOUTH BEND, Ind. Sponsored by **TUESDAY "Y" CLUB 394-11**.

District 13

FALLING SPRING Club 275-13. Meets 2nd & 4th Wed., 7:30 p.m., Knights of Columbus Hall, CHAMBERSBURG, Pa. Contact: 762-6513. Sponsored by the officers of **District 13**.
FIRST CHAUTAUQUA Club 3164-13. Meets 1st & 3rd Thurs., 6:30 p.m., Welch Foods, Inc., Conf. & Meeting Rm., WESTFIELD, N.Y. Contact: 326-3131. Sponsored by **PRESQUE ISLE CLUB 2493-13 & ERIEZ CLUB 2705-13**.

District 16

INSURANCEMASTERS Club 3193-16. Meets alt. Fri., noon, Oklahoma Farm Bureau, 2501 N. Stiles, OKLAHOMA CITY, Okla. Contact: 946-5621. Sponsored by **UPTOWN CLUB 627-16**.

District 18

COLUMBIA Club 3755-18. Meets 2nd & 4th Thurs., 7:00 p.m., Getz's Rest., 9091 Baltimore National Pike, ELLIOTT CITY, Md. Contact: 730-3649. Area: Ten.

District 19

STATESMEN Club 1937-19. Meets Tues., 7:00 a.m., Lucas State Office Bldg. Cafet., Capitol Complex, DES MOINES, Ia. Contact: 281-3231. Sponsored by all clubs in Des Moines.

District 22

BLUE RIDGE Club 2425-22. Meets 1st & 3rd Tues., 6:30 p.m., Happy Chef Rest., I 70 at Blue Ridge Mall, KANSAS CITY, Mo. Contact: 833-1350 or 252-2104. Sponsored by **SUBURBAN CLUB 1009-22**.

District 25

METROPOLITAN Club 3662-25. Meets Tues., 11:30 a.m., 500 Ervay Bldg., 500 S. Ervay, Rm. 417, DALLAS, Texas. Contact: 745-2298. Sponsored by **DOWNTOWNERS CLUB 3663-25**.

District 36

MOBILITY Club 3643-36. Meets 2nd & 4th Wed., 11:45 a.m., U.S. Army Mobility Equipment, R & D Center Cafet., FORT BELVOIR, Va. Contact: 664-5555. Sponsored by **BELVOIR CLUB 2578-36**.

District 37

SPEAK EASY Club 3335-37. Meets Sat., (bi-weekly during the summer), 10:00 a.m., Howard Johnson's, U.S. 1 N., RALEIGH, N.C. Contact: 467-3791. Sponsored by **Oscar L. Olive**.

CAMP LEJEUNE-JACKSONVILLE Club 3478-37. Meets 1st & 3rd Thurs., noon, Camp Lejeune Marine Corps Base Steak House, CAMP LEJEUNE, N.C. Contact: 455-1221.

District 39

ROUGH AND READY Club 416-39. Meets 1st & 3rd Wed., 11:30 a.m., Rough and Ready Island, Station Theater, Training Rm., and various clubs, ROUGH AND READY ISLAND, STOCKTON, Calif. Contact: 466-6031, Ext. 434. Sponsored by **GREATER NORTH STOCKTON CLUB 64-39**.

LAKE OROVILLE Club 3730-39. Meets Tues., 6:45 p.m., Prospector's Village, 580 Oro Dam Blvd., OROVILLE, Calif. Contact: 533-8482. Sponsored by **TWIN CITIES CLUB 735-39**.

District 40

IN Club 1008-40. Meets Mon., noon, Industrial Nucleonics Corp., 650 Ackerman Rd., COLUMBUS, Ohio. Contact: 267-6351. Area: Fourteen. Sponsored by **FRANKLIN CLUB 524-10**.

District 46

EAST PATERSON Club 1552-46. Meets 2nd & 4th Mon., 7:00 p.m., St. Leo's Rectory Meeting Rm., 328 Market St., EAST PATERSON, N.J. Contact: 796-4013 or 797-5083.

District 48

FAYETTE Club 1159-48. Meets 2nd & 4th Mon., 6:00 p.m., Loftis Cafe, Columbus St., FAYETTE, Ala. Contact: 932-6005. Sponsored by **TUSCALOOSA CLUB 858-48** and **DRUID CLUB 987-48**.

District 52

NORTHRIDGE Club 1906-52. Meets 1st & 3rd Tues., 7:00 p.m., White Horse Inn, 17710 Roscoe Blvd., NORTHRIDGE, Calif. Contact: 885-0221.

District 56

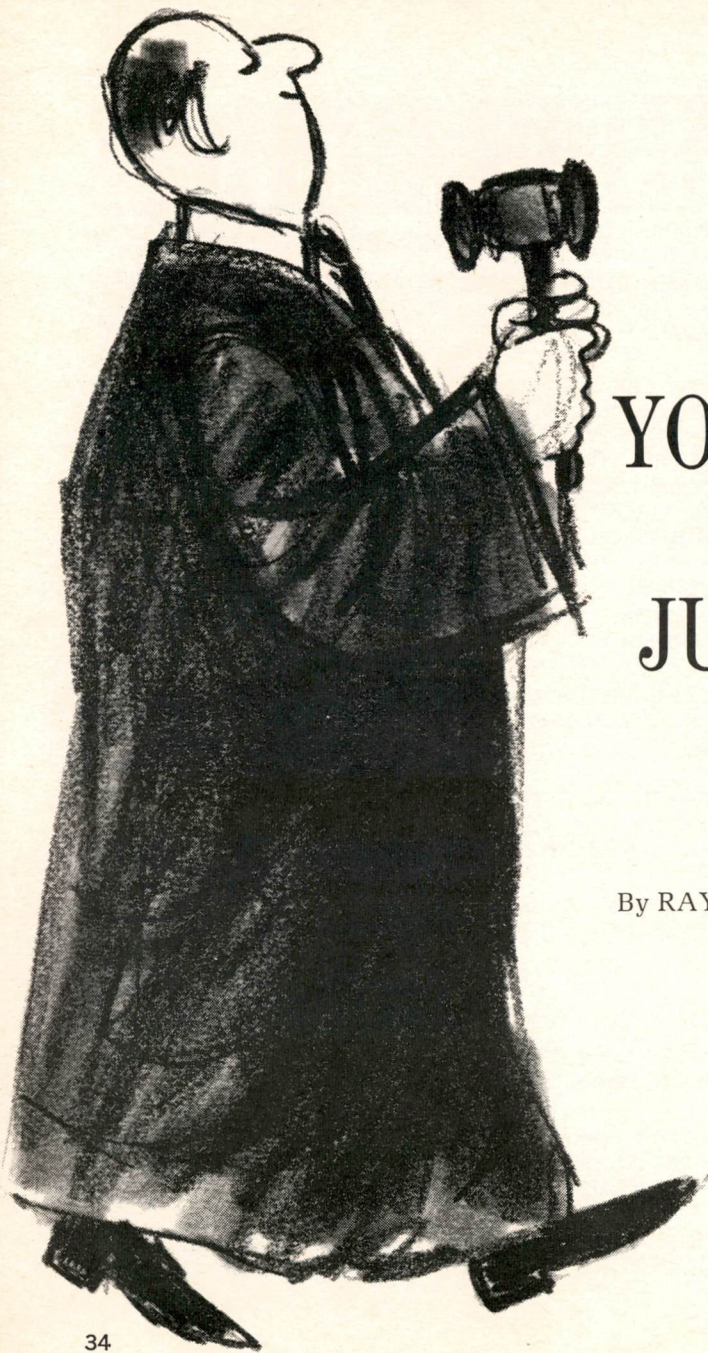
USAA Club 181-56. Meets Tues., 7:00 a.m., USAA Cafet., USAA Bldg., 4119 Broadway, SAN ANTONIO, Texas. Contact: 824-9011, Ext. 503.
MISSOURI CITY Club 2359-56. Meets alt. Wed., noon, W-K-M Valve Division, MISSOURI CITY, Texas. Contact: 499-1511, Ext. 390. Sponsored by **PACSETTERS CLUB 3239-56**.

District 57

ALAMEDA Club 3904-57. Meets Thurs., 7:30 p.m., Security Savings & Loan Bldg., 1526 Webster St., ALAMEDA, Calif. Contact: 521-9663. Sponsored by **District Governor H. Bert Morogan**.

District 69

WESTERN SUBURBS Club 2477-69. Meets alt. Wed., 6:30 p.m., Lupi's, Kenmore Village, KENMORE, Qld., Australia. Sponsored by **ADVANCE CLUB 3050-69**.



SO YOU'RE A JUDGE

By RAYMOND FLOYD

Many times we are called upon to judge a product, the work of another, or the capabilities of a co-worker. In each instance we use our best *judgment* to render a fair answer to the question at hand, a *judgment* based on many personal and professional factors. In other words, we have a base of knowledge to guide us in reaching a final decision. Professional judges in reaching their decision on the finest rose, the champion steer, or the flakiest pie crust, all have a firm base knowledge to aid in their final choice. Should we Toastmasters be any different? Should we choose our speech contest winners in any less a professional manner?

Each year hundreds of Toastmasters are called upon to judge at speech contests from the Club through International levels. Each year many of these volunteers will discharge their assignments without benefit of the professional knowledge and dedication that is required. Perhaps the greatest failing of these judges is that they enter the assignment as an *evaluator* rather than a *judge*. The difference is stressed since the duties of an evaluator are distinct from the duties of a judge.

Evaluator's Role

Consider first the evaluator who provides an important

function in the prime goal of Toastmasters education. In the process of completing his task the evaluator's road is, in effect, a straight one. Each speech project within the *Communication and Leadership* and the *Advanced Communication and Leadership* manuals has a *specific goal to be achieved by the speaker*. To this end the evaluator need only review the speech of interest noting its purpose, hear the speech, and then present his findings answering a set of pre-stated questions orally and in writing. This is not an easy task, but it is much simpler to concentrate on a prime objective such as gestures, vocal variety, making your point, etc., rather than rating the entire speech as a unit. In addition, the evaluator and speaker can enter a dialogue during which any points in question can be further explained. Thus, in two very simple ways, objective and communication, the evaluator's task is simplified.

Judge's Role

Consider now the contest judge. At first glance the job seems very similar to that of the evaluator. The judge is indeed listening to and evaluating speeches of Toastmasters. Perhaps the beginning of a difference can be found by a review of a Speech Contest (1182.)

This form provides eight categories to be used as the basis for scoring each speaker. From the form it can be seen that four of the eight categories constitute only 40% of the point total. These four are the *mechanics* of the speech: vocal variety, physical appearances, speech structure, and language. Some of the questions the judge must answer in each category during his review are included in the following paragraphs.

Vocal Variety — Has the speaker used his voice in its best extent, varying both the pitch and volume to help make his point? Does the speaker use the dramatic pause and the equally effective rapid rush of words to help paint word pictures for the audience? Have the vocal variations matched the speech material in timing and meaning?

Physical Appearances — Is the speaker well dressed (which may be a problem with today's variety of definitions of the well dressed man)? Are the gestures used applicable to the speech, and are the gestures timed to coincide with the points they are attempting to emphasize? Are the movements of the speaker smooth and natural and do these movements match the speech material?

Speech Structure — Did the

speech have a clear opening, and did that opening relate to the speech title and the remainder of the speech? Within the body of the speech did the speaker fully develop a limited number of ideas? Did the speaker summarize his salient points and move cleanly into his conclusion, or did he stumble into an uncertain finish? Was the total structure a smooth presentation from the opening to the close?

Language — Has the speaker used acceptable grammar and pronunciation, devoid of such words as "ain't" and the ever present "lazy g"? Have the words fit the speech the speaker fully develop a appropriate, natural, and easy? Has the speaker's language been appropriate, without off-color jokes or questionable innuendos?

Value Parameters

All of these questions must be answered in the mind of the judge and yet only 40% of the speech has been evaluated at this point. Thus, while keeping all of these questions active on the *mechanics* of the speech the judge must also concentrate on the other 60%, the *value* parameters. It is these *value* parameters that separate the *evaluator* from the *judge*, *value* parameters that must be examined and rated based upon a sound

knowledge of public speaking. Here the *rules* change to *guides*, and the sense of "rightness" has more meaning that book "correctness." What are these *value* parameters, and what are some guidelines to be used relative to them in speech judging?

Development — Speech development relates many concepts, with the source material and speech organization being fundamental. The judge must recognize the lack of originality on the part of the speaker. While leading periodicals and journals may have excellent articles that are useful as source material, a verbatim reading from these sources does not constitute an original speech. In the same vein, a direct quote used to support a point, or position, is perfectly acceptable and is often used by effective speakers. Thus, a *judgment* has to be made as to the *original* versus *copy* value of the speech.

Organization

In terms of organization, the judge must note the flow of the speech from the opening remarks through the closing statement. A determination must be made that each point blends into the speech structure, and each point in turn introduces the next. A speech can be totally ruined

by the casual placement of ideas and supporting material. Thus, the judge must recognize the effectiveness of the beginning which tantalizes the listener, followed by the ideas to be presented, and concluded with confidence and certainty.

Manner — The manner in which a speaker presents the speech can directly affect its acceptance by the audience. The speaker must present himself as knowledgeable on the topic, and enthusiastic for his position. The effectiveness of enthusiasm is real and should be carefully observed by the judge.

The judge must also be aware that the use of humor is an effective force and does not detract from the seriousness of the topic. In fact, it is the balance of humor and seriousness that marks the truly effective speech. This fine balance that is so difficult to obtain demands great attention and "audience sensitivity" by the judge to sense its "rightness."

Overall the judge must detect togetherness between the speaker and his audience, that directness and assurance that exudes the feeling "we" rather than the "me and you."

Speech Value — Here the

judge must consider the ideas presented and the speaker's contribution to the methods to be used to correct, or strengthen, those ideas. The judge must decide whether or not the speaker has developed his ideas on the subject in a logical, coherent method, and that the subject material is factual, relevant, and meaningful in terms of audience understanding.

Effectiveness—The final category the judge has to examine is an objective one; how effective was the speaker. If the speaker planned to promote action by his listeners, did he appear to achieve the proper reaction? Was the purpose of the speech to inform the audience, if so, did the speaker present his topic in such a manner as to ignite their interest? Did the speaker through his presentation, material, and speaking ability, move the audience emotionally; move the audience to want to become involved? It is desire for involvement, the wish to reach out and help, the helpless feeling of anger, and the stirring of pride with the audience that must be detected by

the judge. Here the judge must not be trapped by sentimental feelings, or frustration with matters peculiar to the local level. To best represent a Club or Area the speech should have a broad base of acceptance, not limited to a single issue at the community or county level. If the speech has this broad based appeal and provides the emotional impact desired, then the judge can rate the speech as having satisfied this category.

Thus, acting as a judge for a Toastmaster speech contest requires no less dedication and professionalism than other judging endeavors. When the final points are totaled, those points must represent a professional opinion of the speeches. So, the next time you are asked to be a contest judge and you plan on attending the contest for the purpose of being entertained, *don't accept the position*. If you are a judge, be prepared to listen, evaluate, and finally to present your findings in a true professional manner. Toastmasters expect and demand professionalism when you're a judge; be ready to accept that responsibility.

ABOUT THE AUTHOR

Raymond E. Floyd is a member of Cosmopolitan Club 2655-46 in Whippany, New Jersey.

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Congratulations to these 52 Toastmasters who completed the TI Communication and Leadership Program between June 6 and June 30.

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