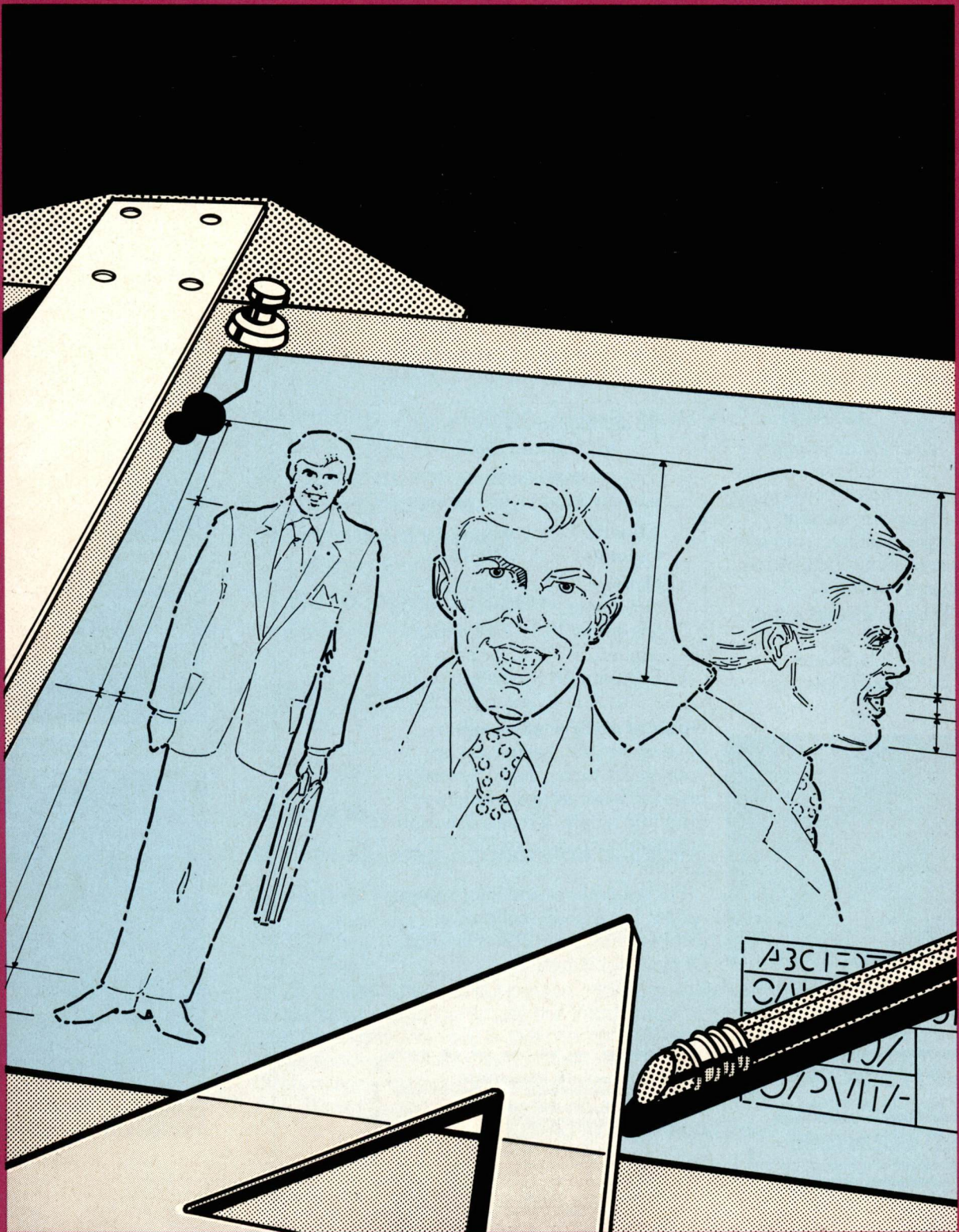


# The Toastmaster

SEPTEMBER 1982



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## Magazine Staff

### Editor

Debbie Horn

### Editorial Assistant

Michelle Cabral

### Art Director

Judy Turk

### To Place Advertising, Contact:

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Publications Department  
2200 N. Grand Ave., P.O. Box 10400  
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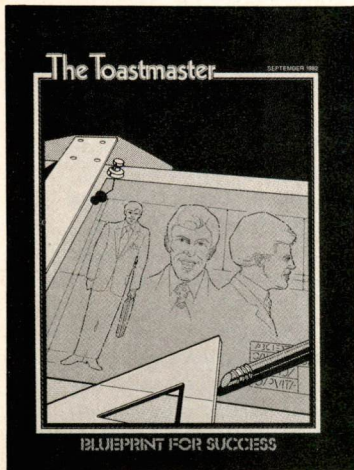
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## COVER

What makes a successful person? Some people believe it's having the knack of knowing where to go to get the information you need and how you interact with those around you. In this month's cover story, writer Vivian Buchan explores these success theories with career strategist Marilyn Moats Kennedy. She also offers advice on coping with plateaus — those times when you feel stuck in your job. "It's up to you to chart your course," Buchan writes. Learn how you can draw a plan of action by turning to her story on page 25.

Published monthly to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Second class postage paid at Santa Ana, California, and additional mailing office. Copyright 1982 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and non-member subscriptions should be addressed to THE TOASTMASTER Magazine (ISSN 0040-8263), P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. All other circulation correspondence should be addressed to Membership and Club Records at the same address. Non-member price: \$9.00 per year. Single copy: 75¢.



## Preserving Our Religious Freedom

Hannelore Aronstein's letter (July issue) taking exception to denominational invocations is right on target.

A reading of the Declaration of Independence and the United States Constitution will reveal no mention of the Bible or Jesus Christ. The original pledge of allegiance to the flag did not mention "under God"—this was added later by a president. Article VI, Section 3 of the Constitution ends with "...but no religious test shall ever be required as a qualification to any office or public trust under the United States." Article II, Section 1.7 quotes the oath of affirmation, which reads, "I do solemnly swear (or affirm) that I will faithfully execute the office of President of the United States, and will to the best of my ability, preserve, protect and defend the Constitution of the United States."

There are those who would like to change the Constitution without the appropriate amendment process. As good Toastmasters, we should resist. Freedom of religion is an important part of freedom. Let us practice it.

Betty McGill  
San Diego, California

I am compelled to reply to Mr. Aronstein's letter regarding invocations which are "exclusively Christian." He refers to our "constitutional separation of religion and education."

Our constitutional guarantees also include the free exercise of religion and the right of free speech. If Christians believe that the only prayers accepted are those prayed (invoked) in the name of the Saviour, then are not they offended when invocations are made which exclude Him?

Yet we are told to be silent and told how to pray (invoke).

In America everyone has the right to free expression. A Toastmaster should be allowed to pray (invoke) in the name of anyone, no one, Allah, Buddah, Jonathan Livingston Seagull, Satan or Christ. Let's stop interfering with that precious right.

I may not agree with what you say, but I defend your right to say it.

Geraldine Bauer, ATM  
El Cajon, California

Mr. Aronstein's plea for avoiding reference to Jesus Christ in invocations is shortsighted and smacks of atheistic humanism which is the archenemy of the traditional Christian values.

When a person is asked to invoke the name of God at the opening of a meeting, it is reasonable to expect that he will invoke his God in his own words. I would expect this from anybody, regardless of religious background. Please note that Christians invoke the name of Jesus Christ as "God the Son" in the Holy Trinity. The Bible teaches to approach the Father in the name of his son, and that's where the final reference to Jesus Christ comes from.

A minority of atheistic humanists since 1933, the year they published the first Humanist Manifesto, has been tearing away at church values and influence on the basis of their anti-God/communist beliefs. I find it sickening that the ACLU, in concert with the Humanist Society, has turned around the meaning of "separation of church and state" into license to demean the church and its values.

Mr. Aronstein seems to have been caught up into the fringes of this movement. I hope he gives serious thought to the full impact of humanism in our society.

Al St. George  
Lake Zurich, Illinois

## Portraying the Total Communication Picture

When I received my first issue of *The Toastmaster*, I was about to chuck it into a corner with all that other material I'll read if I am ever incapacitated and housebound. But something caught my attention. The same thing happened the following month, and the following...

I had expected repetitious reprints of traditional advice on public speaking and was pleased to find that you go beyond the narrow confines of tech-

niques to share with us the total experience of being a Toastmaster or communicator.

I was much comforted this time by Mr. Davidoff's article on questioning in the June issue: I am myself a mature student with a propensity for asking those very questions the instructor has not had the opportunity to research, and I too have been distressed to find that some of our tutorial leaders feel they must have all the answers. I would not expect even a seasoned full professor to be a walking encyclopedia or fountain of wisdom, much less a graduate student who is just trying out his wings. I only expect them to care and be as curious as I am.

Your covers are eye-catching, your articles range from mildly interesting to very enlightening. I've even been amused at times, and I am amazed to find myself showering that much praise on a little confraternity sheet like that.

Eve Smith  
Vancouver, British Columbia, Canada

## Evaluate Speeches, Not Speakers

Before joining Toastmasters, I believed I was a poor speaker. I learned from the organization a more helpful way of thinking about my speaking: Rather than being a poor speaker, I was a person who had not yet learned to produce a good speech. Toastmasters helped me to stop evaluating myself and to evaluate my speeches instead, enabling me to develop skills required for making better ones. It seemed easier and more realistic to develop skills and improve products than to change a trait.

The skills and product orientation of Toastmasters is reinforced when we are told, in presenting evaluations, to evaluate the speech rather than the speaker. Both evaluator and speaker are thus encouraged to maintain an objective, developmental attitude.

Therefore, I do not understand how Toastmasters maintains vestiges of my previous unproductive attitude. Specifically, at club meetings we cast ballots for Best Speaker and Best Evaluator. The

practice of voting for the best people continues through all levels of competition. Would it not be better to vote for best speech and best evaluation? Members could then compete not to be the best, but to create the best piece of work. The revised ballot forms would continually remind us of the skill development attitude toward speaking.

In delivering speeches, we might feel more willing to experiment with new ideas. We would recognize that should a poor speech result from our risk-taking, we are not personally diminished. Rather, the poor speech may be part of the process of developing our skills—a process that is not considered when we equate the speech with the speaker. In presenting evaluations, we might use the revised forms to remind us not to evaluate the person; the speaker, in turn, may become less inclined to take an unfavorable evaluation personally. Perhaps most importantly, guests and new members would be presented a clear, consistent message: we are interested not in judging people, but in helping them do better.

*Irwin F. Altrous  
Calgary, Alberta, Canada*

## Attacking the Use of Sexist Language

Women who object to sexist language are not necessarily suffering from an inferiority complex, as Deane Stevens suggests in the June issue. It may be the absence of such that makes us rise and complain about sexist language, which came from the era when it was acknowledged that women were chattels and that was "their place."

You can call me anything when women are earning the same as men and are treated equally in the marketplace. Now women earn 59 cents for every dollar earned by men and are moving ahead at the rate of two cents every century. The average female college graduate makes less than the average male high school graduate. Many women are supporting their families on this. That's why four out of five of the old, poor people in this country are women. By the year 2000,

90 percent of the poor people in this country will be women and children.

The equal opportunity laws do not make much difference if a woman cannot afford an attorney or cannot afford to be fired for filing a sex discrimination case with the Human Rights or Equal Opportunity Employment Commission. Both of these organizations have a good record of doing nothing. Even if a woman can afford an attorney, she cannot carry her case through the courts if she and her entire family do not have the constitution to stand up to a four-to-ten-year fight through the courts.

Equality is not when one superior woman makes it, but when female mediocrity marches along at the same rate as male mediocrity.

*Louisa Bouta  
Brooklyn Park, Minnesota*

I am responding to Deane Stevens' attack on the use of nonsexist language.

Our club is based on the idea that words are symbols which profoundly and unconsciously affect us all. The fact that only male pronouns are used to signify humankind is of monumental and deadly significance to women, underscoring and reinforcing the idea that not being male, we are therefore not human. Studies show that when people were given statements such as "early man discovered fire" and "when man invented the wheel," both men and women envisioned male persons. That's what it means to live in a patriarchy: the underlying assumption of our entire world view is that everything of importance is done by men.

As president of our Euphasia Toastmasters Club, I have reminded members that using sexist language puts a barrier between you and part of your audience (sensitive men and women). The perpetuation of treating women as "not human" says more to your listeners than any content to the opposite.

*Judith Pfohl  
Iowa City, Iowa*

It is obvious Deane Stevens misjudges the sensitivity of the individual who

wrote regarding sexist language and the use of nonsexist words.

One of the basic goals of Toastmasters is to improve the effectiveness of communication. A means to achieve that goal is to ensure that our language and usage are clearly understood by as many people as possible. To that end, the elimination of "Dear Sir," "his" or "him," etc., when addressing or describing a group of people or an individual of whose sex we are unaware, promotes more effective and accurate communication. That this may take some judgment, common sense and creativity in thought is, I believe, a challenge we as Toastmasters are qualified to meet.

Instead of accusing Susan Schmidt and others with her views of acting like "whining nannies," perhaps Deane Stevens would benefit from objectively discussing the matter with a wide range of people before making her judgment, keeping in mind that the respect of others' viewpoints is something most of us want for ourselves. The sensitivity of women and minorities to the language used to address and describe them is an important issue to Toastmasters as communicators and is to be respected, not joked about.

*Maxine Pegors  
Minneapolis, Minnesota*

After reading Deane Stevens letter, I came up with this intriguing idea.

Have you ever wondered why, in the word "woman," the word "man" is second? Is it possible that this word proves that women are already superior?

Therefore I ask you, with tongue in cheek, is it possible that the Bible, written by men, is wrong? Could it be that Eve came first and that Adam came from her, not the other way around? Isn't that an interesting thought!

Wouldn't this make a good speech? If anyone does form this idea into a speech, please send me a copy of it. I would like to hear what others think of this idea.

*Carole Lidgold  
159 Flora Drive  
Scarborough, Ontario,  
Canada MIP 1A7*



## WILLIAM MILLER: LEARNING AND GROWING THROUGH PARTICIPATION

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An interview with William O. Miller, Toastmasters' 1982-83  
International President.

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**T**oday more than 60 percent of all employed workers in the United States and Canada produce services rather than products," says William O. Miller, DTM. "This fundamental change in business and industry means employees will interact more with one another and with the public. Thus communication, public relations and human relations become important to the individual. Toastmasters training can help."

Such clear thinking and foresight are just some of the many qualities that enabled Mr. Miller to become Toastmasters International's new international president. After experiencing for himself the benefits of Toastmasters training and seeing the changes in our society, he is determined to share our organization with

others who need to develop their communication and leadership skills in order to succeed in today's world.

President Miller certainly has the strong leadership skills necessary to do this. He is branch chief for the U. S. Nuclear Regulatory Commission in Washington, D. C., and has won the commission's Superior Performance Award and the U. S. Atomic Energy Commission's Special Achievement Award. A Toastmaster for 14 years, he is active in three clubs — Bethesda 684-36 and Atomic Energy Commission Club 2901-36, both in Bethesda, Maryland, and Saint Jukes 4580-36 in Rockville, Maryland. He has conducted nine Youth Leadership Programs and has served as an officer at all levels of our organization.

With the support of his employer, his

wife Betty Jane and their six children, President Miller is eager to begin his year as president of Toastmasters. In the following interview with *The Toastmaster*, he discusses the Toastmasters program and what he intends to do for it in the coming year.

**The Toastmaster:** What is your presidential theme? What is its significance?

**William Miller:** The theme for 1982-83 is "Toastmasters... Learning and Growing Through Participation." This theme picks up and stresses Dr. Smedley's concept of "learning by doing." Throughout the year, members will be urged to participate to the fullest extent possible for maximum growth and career enhancement.

The simple rule which is the foundation

THE TOASTMASTER

for the pursuit of learning and knowledge is: The more one knows about something, the more interested one becomes. Members who participate in their clubs learn and grow, and they become more confident men and women. As their confidence grows and their communication skills develop, they become interested, loyal club members. The more interested they become, the more they will want to learn and the more they will learn. That's why participation in Toastmasters is the key to growing and learning.

**TM:** When did you first join Toastmasters? Why did you join?

**Miller:** I joined my first Toastmasters club in 1968. Three reasons contributed to my decision.

First, I had transferred into a new job where one of the requirements was public speaking. My only speaking experience was a college course in public speaking and an occasional address before a small group. Thus, to be successful in my new position, I had to improve my speaking skills and general platform presence.

The second thing that impressed me was the low cost of the program. Finally, there was the challenge. I have always enjoyed a challenge.

My decision to join and become a participating Toastmaster was a wise one. The experience has been enjoyable, and it has benefited my career. There have also been many rewards from Toastmasters in my personal life.

**TM:** What has Toastmasters done for you in your career and personal life?

**Miller:** Toastmasters training has helped me to become a more confident and effective communicator and, through the exchange of ideas with other leaders in Toastmasters, to develop my leadership skills. The skills I acquired — particularly effective communication — became the magic key to opening important doors in my work and personal lives. Through my experience in Toastmasters I gained a better understanding of human relations and the underlying psychology.

**TM:** How has Toastmasters changed since you joined?

**Miller:** Toastmasters has changed in many ways, all positive and beneficial to the membership.

I have been asked, "Isn't Toastmasters moving away from Dr. Smedley's concept of "a movement whose purpose is to teach public speaking?" And, of course, my answer is *no*. The vital skills of speaking, listening and thinking remain fundamental ingredients of all the programs of Toastmasters International.

Essentially, the changes have been to keep pace with the members' needs, which have undergone profound alterations recently as we turned from a product-producing society to a service-oriented

society where effective communication is vital. All of the educational materials have been updated or completely rewritten to keep pace with the changing member needs and to provide more training options for the members.

But the most significant change I have witnessed has been in attitude. Leaders and members have become "goal oriented," and have accepted growth and educational accomplishments as a challenge. The new attitude reflects a new spirit of teamwork and cooperation throughout Toastmasters. The members like what they see, and they are proud to be Toastmasters.

**TM:** What do you believe Toastmasters does for its members?

**Miller:** Toastmasters provides the opportunity for unique learning experiences. In its self-help program members are required to establish their own goals and pace for achievement. Through participation members acquire vital communication skills and develop their latent talents and abilities in leadership. They gain self-confidence and self-esteem, and are able to achieve self-fulfillment and self-actualization. Also, the learning and growing never stop.

**TM:** What are your goals as president of Toastmasters? Why?

**Miller:** My goals are targeted to growth for the member and growth for Toastmasters International. One goal for 1982-83 is, "Every district a Distinguished District" — something that has never been accomplished. More specifically, my goal for growth is 500 new clubs, a membership of 110,000 and a one-third reduction in the number of lost clubs. In education, my goals are to increase manual completions by 20 percent and ATMs by 10 percent.

It's only through growth that we bring the full benefit of Toastmasters to the member and to society. With growth, members increase their likelihood of success and satisfaction in work and in private life, while clubs and the entire organization achieve new vitality and gain new ideas.

**TM:** How do you plan to achieve these goals?

**Miller:** The foundation for a successful year in 1982-83 was in place when the new year started for Toastmasters International. It began with the election of outstanding, dedicated district leaders in the spring and was reinforced by the training provided these officers at the regional conferences. More than 180 top district officers participated in this training. These officers, in turn, have trained hundreds of division and area governors. Consequently, hundreds of well-qualified, motivated leaders are working in the districts to achieve the district's goals. Success for the districts will

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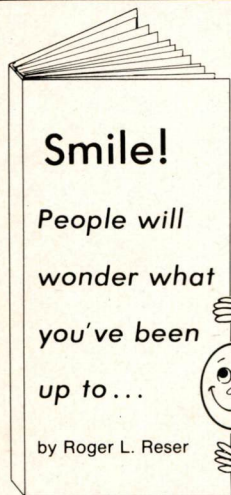
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bring success for Toastmasters International.

**TM:** What can individual clubs and members do to help you achieve these goals?

**Miller:** They can:

- Maintain quality and a standard of excellence in programming and club management by using the Club Management Plan.
- Become a "showcase" of programs for new members and guests.
- Maintain an effective new member orientation program and encourage member participation.
- Tell their associates and friends about Toastmasters, its programs and benefits.

**TM:** What new programs and educational materials are (or will be) available to the members? How will they help members grow?

**Miller:** The new Advanced Communication and Leadership program is available to all members who have completed the basic manual. This series of manuals enables members to acquire experience in almost any type of speech situation they would normally expect to encounter. It provides training options, which is a new approach in Toastmasters training.

The Success/Leadership series of seminar programs teaches the coordinator how to recognize his or her own predominant leadership and management style. It helps the individual gain insight in how to deal with leadership problems. Four modules of the series are currently available: *How to Conduct Productive Meetings*, *Parliamentary Procedures in Action*, *Speechcraft* and *How to Listen Effectively*. A fifth module, *Effective Evaluation*, is expected to become available early in 1983.

Two exciting new manuals are now available. *Your Speaking Voice* analyzes the human voice and contains a set of exercises designed to improve the voice and its sounds. The second manual, *Gestures: Your Body Speaks*, deals with nonverbal communication tools and techniques and their importance in effective communication. The newest cassette program, *Humor, Speaking and You*, features top speakers and covers the definition of humor, how it works, where to find it and how to use it in speeches.

The Accredited Speaker Program is available for Toastmasters who have developed their communication skills to the professional level and who desire additional recognition.

**TM:** As president, you will be visiting

many districts this year. What do you hope to accomplish through these visits?

**Miller:** I plan to meet with as many members as possible in these districts to learn their thoughts about the organization and its programs, materials and services. I plan to meet with the leaders in each district and encourage and help them to achieve their goals. I anticipate that time will be allocated during the visits for a good question-and-answer session with district leaders.

One of my objectives will be to "spread the word" about Toastmasters — publicize and promote the program in every practical way. I will meet with civic, business and industry leaders and tell them about Toastmasters and how the program is used by hundreds of businesses to train employees at low cost to the organization. I'll also use the media to publicize and promote Toastmasters in the districts when there is opportunity to do so.

**TM:** Over the past ten years our membership has increased dramatically. Why?

**Miller:** Perhaps the number one reason is the new attitude which has developed throughout the organization. Today members are proud to be Toastmasters, and they like what they see. The new attitude is reflected in a spirit of cooperation, teamwork and sharing.

But there are other reasons. The movement fulfills a very important educational need for men and women. Exciting new educational materials and programs have been developed which are tailored to today's members' needs.

Also, an effective program for training top district officers was instituted a few years ago, and each year the quality of this program has increased. As a result, today's district officers are effective leaders, and they are success-minded. They work effectively as a team. They have helped to increase communication within the organization, and this has proven to be a strong motivating force.

Finally, recognition has become an important part of the management system at all levels in the organization, and this has proven to be a strong motivating force.

**TM:** What do you see in Toastmasters' future? What do you hope it will achieve?

**Miller:** I believe that Toastmasters' recent success is but a prelude to an era of growth and achievement which will dwarf past records. Today millions of people know of Toastmasters International and its purpose. That understanding will grow. The result will be more and more people taking advantage of the training.

All of this leads to one thing — making effective communication a worldwide reality. With Toastmasters' help we all will enjoy and benefit from improved communication and understanding among nations throughout the world.



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# SPEAK UP! I CAN'T HEAR YOU!

by Sue Barnard

I could hear his telephone ringing, but Walt sat working, oblivious to the insistent bell. I tapped him on the shoulder. "Walt, your phone's ringing." "Oh, thank you," he said. "I didn't hear it."

I used to marvel at Walt's ability to concentrate. He could ignore telephones, arguments from the next office, and people walking in and talking to him from the other side of the room. Then his wife told me the noises didn't bother him because he couldn't hear them.

Walt was nearing retirement after a long and varied career that had taken its toll on his hearing. Age, printing presses, drills, jackhammers, loud music and illness had all subtracted from his ability to hear those sounds most of us take for granted.

Walt is not alone. Approximately 15 million or six to seven percent of the American population suffer from hearing loss, according to the American Speech, Language and Hearing Society. The society estimates more than 11.5 million have uncorrected hearing problems.

"There are more people afflicted with permanent hearing problems than all the people in the United States afflicted with blindness, multiple sclerosis, tuberculosis, kidney disease, liver disease, venereal disease and cancer combined," writes Richard Carment, author of *Our Endangered Hearing*.

Most suffer from what is called a sensorineural loss — damage to the inner ear that foils the ability to hear the higher frequency tones. The listener finds that he or she needs to turn up the sound on the radio or television and that voices, particu-

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larly those of women and children, are too soft.

"The first thing you notice is that you have to ask people to repeat things; the next thing you know, people are getting annoyed with you," says Gioconda Egan, director of the Deaf Counseling, Advocacy and Referral Agency, based in San Mateo, California.

It's frustrating. One can hear people's voices, but not understand what they are saying. Some sounds are actually louder than ever and more irritating while others can't be heard at all. It becomes difficult to pick out individual voices from a background of music, other voices or construction noises. Faucets dripping, watches ticking and the high notes of the soprano singer all disappear. The person who is hard of hearing finds himself missing telephones, alarm clocks and even sirens, or not being able to tell from which direction they're coming. It's like listening to a radio that isn't quite tuned in.

Those who can't hear often feel isolated from the rest of society at home, at work and at play. Embarrassed at having to ask people to repeat themselves, they try to guess, answering questions with inappropriate answers ("Walt, you look tired." "Who'd you say got fired?") Often they laugh at jokes even though they didn't hear the punch line. After a while the hearing problem can make one feel insecure: Is the telephone ringing? Is the baby crying? Will I hear the doorbell when they come?

Bluffing doesn't work, although many people try to hide their problem. While eyeglasses are common, hearing aids are comparatively few and far between. John Darby, executive director of the Bay Area Hearing Society, told of a woman who received a mysterious message from one of her co-workers at the office. When she dialed the number he gave her, she reached the Hearing Society. Darby explained to her that her fellow employees probably thought she needed help with her hearing problem. The woman slammed down the phone in anger, he said. She couldn't acknowledge that she had a problem, even though it was severe enough to spur her co-workers into action.

### Silent Sufferers

The most common type of hearing loss, the kind that comes with age and exposure to noise, cannot be cured; it can only be coped with. A large percentage of those with hearing problems never see a doctor or an audiologist. They just suffer in silence. The husband complains, "She just tunes me out" or "She never listens" and the co-workers say, "Hmm, Walt's not as sharp as he used to be."

Our ears are just as important as our eyes. People who suspect they don't hear like they used to should see a doctor to find out if a health problem is interfering with their ability to hear. If no medical

problem exists, the next step is a local hearing society or an audiologist, a trained expert in evaluating hearing problems and helping people deal with them. The audiologist may recommend a hearing aid, courses in lipreading or both. Neither one brings back the hearing lost, however.

Hearing aids amplify sound, but voices and other sounds seem different when they come through the hearing aid. It is difficult to pick one voice out of a noisy background, and some of the high frequency sounds are still lost. The main thing a hearing aid does is make sound louder.

Lipreading is a hit and miss proposition, especially in English. For every speech movement easily detected, two or three are all but invisible. "M" and "B" are clear, for example, but "K," "X" and "Z" are hidden. It takes a lot of guesswork and filling in the blanks.

Mutual understanding is needed to make life easier for the person with a hearing loss and those around him or her. Many things can be done to make life easier for both.

## Most of those with hearing problems never see a doctor. They just suffer in silence.

As a counselor for the deaf and hearing impaired, Egan advises clients to feel confident about their ability to do their job. Tell the boss about your problem, she says. If you need an amplifier on your phone or more cooperation from fellow employees, tell them. Most of the time they're happy to help.

It's difficult to hide a hearing problem anyway because it inevitably affects behavior. People notice you straining to hear, missing things or responding in ways that don't make sense. They can't help if they are not aware of the problem. Better to let them know you have a hearing disability than to let them think you're stupid.

If you have a hearing problem, you can do a lot to ease conversation by using your eyes to help your ears. Watch the speaker, observing not only his lips, but his whole body. Don't worry about staring and being rude; it's considered polite to look at someone when he's talking to you. Maneuver yourself so you can really see the speaker. Sit across from rather than next to him and avoid facing into a sunlit window or other visual obstacle.

If you notice someone speaking to you from another room or from across the room you are in, get up and move closer so you can hear what he or she is saying. Let the speaker know by your actions that you can't hear unless you're closer to him.

If he's speaking too softly, hiding his mouth or being drowned out by other noises, tell him.

Sometimes you're not the only one who can't hear. Find out if other people are suffering from a faulty public address system or a poor speaker before assuming it's just you.

### Be Aware

The rest of us can do a lot to help someone with a hearing problem, even if he or she doesn't ask for help, by being more

aware and following a few guidelines.

Face the person directly whenever possible. Enunciate. Try not to mumble. Don't eat, chew, smoke or do anything else that makes your speech hard to understand. Keep your hands away from your face when you are talking. Turn down background noises such as the television or radio while conversing. Never talk from another room, and be sure to get the person's attention before you begin speaking to him. If the listener has trouble under-

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standing what you're saying, rephrase your sentences rather than repeat the same words over and over.

Don't take the presence of a hearing aid as your cue to shout. Speak in a normal tone and let the hearing aid amplify your voice. Yelling will just distort the sound and make you both feel paranoid.

Little things can make life easier both for the hard of hearing and those around them. Rather than turn up the television or radio to a volume that drives everyone else out of the room, invest in a plug-in earphone or hook up a separate speaker that can be placed next to the hearing-impaired person.

Instead of hovering by the door for fear of leaving visitors stranded on the doorstep, install a bigger bell, one that resounds in a frequency you can hear, or hook up lights that flash when the bell rings. The feeling of security more than justifies the cost.

Telephones can be a problem for the person with a hearing loss, but a word to the telephone company can bring a variety of aids at little or no cost. Pacific Telephone offers receivers that can be equipped with an amplifier so volume can be modified to meet the needs of the user. Some coin telephones have amplifier switches on the receivers, and there are telephone

receivers with connections for hearing aid pickups.

To make sure the hearing-impaired person knows when the telephone is ringing, the telephone company has several types of signals. One connects to a lamp, making the lamp flash on and off when the phone rings. A low-frequency bell that most persons with impaired hearing can hear is available. There's also a louder-than-average bell and even a gong for those with severe hearing losses. For information, look in the telephone book under Telephone Services for Disabled Customers.

While a few churches and concert halls have installed aids for the hard of hearing, those are few and far between. Make a point of asking. If the place isn't equipped with hearing aids now, enough inquiries can get them to do something about it. Meanwhile if you or your companions can't hear, sit up front where you can see and catch the voices at full volume.

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## It's difficult to hide a hearing problem because it inevitably affects behavior.

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The hard of hearing rarely join Toastmasters, said Clark Whitten, a long-time member at McClellan Air Force Base in Sacramento. However, McClellan has a chapter that is an exception to the rule. The members are deaf, and they speak in sign language, using an interpreter when they get together with other chapters. Most of the approximately 15 members never used to socialize before they joined Toastmasters, Whitten said, but now they have come out of their shells. "To see the change in the people was really remarkable."

While most of us are lucky enough to have normal hearing, we need to remember that those who can't hear as well still have something to say.

Hearing losses inevitably lead to a feeling of isolation, but one need not suffer alone. Hearing societies and audiologists are in most major cities in the United States. They offer testing, counseling and help with hearing aids and hearing skills. Usually they are listed in the telephone book. In addition, the National Association for Hearing and Speech Action offers a collect-call information and referral service. Dial 0-801-897-8682. 📞



Sue Barnard is the "People" editor for the Pacifica Tribune newspaper in Pacifica California. She has written a novel, a book of poetry and short stories and has had her poems published in literary magazines.

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A speaker needs to know  
that you comprehend what  
he or she is saying.

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# ARE YOU LISTENING?

by David R. Young

**W**hy is it so disturbing to talk to a "poker face"? Why do television actors perform better before a live audience? Why do people have trouble learning to dictate to a machine?

The solution to each of these puzzlers lies not in the speaker but in the listener. Speakers respond to listeners — if the listeners respond to the speaker. A listener who only listens (like a tape recorder) doesn't provide what the speaker needs for sustenance: feedback.

A good listener is clever at taking the speaker's words, sorting them to find the hidden meaning, and feeding back clues to assure the speaker that the message is understood. Of course, that assumes the listener is interested in what the speaker is saying. But many times, this interest doesn't come through to the speaker

because it isn't demonstrated clearly. There are some simple feedback techniques that you can use to verify your interest loud and clear. In fact, even if your initial interest is only minimal, using these techniques can draw you more deeply into what the other person is saying, thereby increasing your sensitivity to someone else's concerns. What are some of these techniques?

Raising an eyebrow, smiling or frowning, hunching the shoulders, scratching your head, slapping your forehead, nodding yes or no, are all visual signs which show you're listening. Visual feedback helps the speaker, but because of its limited "vocabulary" it is vague.

Verbal feedback is much more powerful, but it's also more difficult to use effectively. The simplest form of verbal feedback is the "uh-huh" often heard punctuating telephone conversations. It usually signals that the listener is still alive, and little more. Several other minimum-feedback expressions ("Yes, I see," "Right," "What?" "OK") are only a smidgen

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## Admit your perplexity by saying "What do you mean by that?" You've got nothing to lose.

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better than an "uh-huh."

Like all great truths, the real key to being a good listener is very simple. Of course, it's not quite as easy to do as it is to describe, but the payoff is well worth the effort. Good listening is a two-step process: (1) Listen for the meaning of the speaker's words; (2) Reflect that meaning to show you've heard and understood it.

The first step is the most difficult. It's much too easy to just parrot someone's words and not really think about what they meant. You've probably experienced this yourself at some time, and been annoyed by the listener's lack of attention and understanding. Here's a typical example:

*Speaker: I just had some trouble with one of the students in the training session.*

*Listener: Having trouble with a student, eh?*

*Speaker: Yeah, just got up and stormed out, right in front of the group.*

*Listener: Wow, stormed out — in front of the group?*

*Speaker: I just said that! Are you putting me on, or are you spaced out on echo pills or something?*

Speakers really don't care whether you can repeat their statements word-for-word, but they do want you to understand what they meant. People in a conversation repeatedly ask for feedback that shows the listener is not just hearing their words but is comprehending their meaning. Right?

They need to know that you understand. Do you follow me? And they interrupt themselves constantly to see if you're still out there and listening. Got that?

### True Meaning

In the interchange that follows, think about the effect of each response on the speaker, and notice how easy it is to reflect the meaning once you have identified it:

You have just given a trainee a quick demonstration of how to thread a 16mm projector. She says: "Gee, that looks complicated!" She means: "I'm afraid that I won't be able to do it."

If you respond: "You bet it's complicated. Some people never get the hang of it," you'll destroy her confidence completely. That's what can happen if you respond only to the spoken words. Your response to her meaning might go something like this: "Yes, it looks frightening, doesn't it? (Reflecting her meaning to show you understand her fear) But it's not hard if you just take it one step at a time..."

By reflecting her meaning you've done several things. You've signaled that she said something worth listening to; you've shown her that you heard her concern and you accept her feelings of insecurity; and you've implied that you will take her fear into consideration as you proceed. You're communicating.

Here are a few more examples in abbreviated form. How would you have responded to this situation:

*Said: "I hate training sessions!"*

*Meant: "This is a difficult part for me."*

*Response to words: "How can you hate training sessions? Think of how they help people like yourself to become more productive and happy with their job."*

*Response to meaning: "What part of the session seems to be bothering you?"*

Perhaps you have experienced this:

*Said: "Do I really have to know this to do my assigned work?"*

*Meant: "I've got so many things to learn already. Is this important enough to warrant the extra effort?"*

*Response to words: "Everything in the program is important. Would I be teaching you this if you didn't need to know it?"*

*Response to meaning: "It may not be directly related to your specific job, but it is an important principle and worth knowing because..."*

Or maybe this has a familiar ring:

*Said: "I really worked on this assignment."*

*Meant: "Please notice how hard I've tried."*

*Response to words: "You're supposed to do your best on all your assignments."*

*Response to meaning: "Yes, I can see that you've put in many hours."*

Trying out any new skill can be hazardous. What happens if you're concentrating on listening for the meaning, but can't find it? Not much. This is very common. Just admit your perplexity by saying something

like "What do you mean by that?" You've got nothing to lose, and you'll show you're trying to understand. Or what if you guess at the meaning of the words but miss drastically? Again, it's no disaster. Listening is a very low-risk activity. If your feedback is off the mark, the speaker will probably correct your misinterpretation and keep right on going, glad that at least you're trying to understand. What you'll get, then, is an exchange something like this:

*Speaker: "Boy, I sure had a lousy day today!"*

*Listener (guessing): "Too much to do, eh?"*

*Speaker: "Naw, too many interruptions."*

*Listener (on track now): "That really can destroy your concentration."*

*Speaker: "You're not kidding. No sooner did I sit at my desk this morning when..."*

### Improving Relationships

It takes a bit of practice to "Listen for and Reflect the Meaning" in a fast-moving conversation. Most people find it as frustrating as playing one of those new TV games; the flying spot always seems to get past before you can intercept it. The

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## A good listener sorts the speaker's words to find the hidden meaning.

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meaning of the speaker's words often becomes apparent right after the moment for response has passed, but with practice you'll find the technique easier and easier to do. Each time you connect you'll experience the satisfaction of really communicating: the warm and exciting feeling an instructor gets when a student suddenly understands — the feeling of pleasure that wells up inside you when things are really clicking

It's worth the trouble to try to improve your listening skills. Good listeners are a rarity. They're often mistakenly called "good conversationalists" because they're so satisfying to talk to. As you become more proficient at listening and reflecting, you'll find that colleagues and subordinates will quickly sense your new talent, though they may not be able to identify it. They'll just sense that you're pleasant to be with. You may even find that people will seek you out — because you care enough to listen and be sensitive to them.

So, startle one of your co-workers today. Listen for the meaning of his or her words, then reflect it back. You'll both find it a very satisfying experience. Do you know what I mean? 🗣️

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*David R. Young is a training consultant.*

## A GOOD CLUB ENVIRONMENT: THE KEY TO PARTICIPATION

by Durwood English, DTM

During my travels for Toastmasters, one of the most common questions I've been asked is, How can we get our club members to attend meetings regularly and participate in our programs?

My answer is that five factors influence good members participation, and they all must be present to have a healthy, growing club and to insure each member's success. They are: 1) advance program planning, 2) high quality programs, 3) coordination of participants, 4) follow-up, and 5) enthusiasm.

When all of these elements are present, a stimulating environment is created — one that motivates members to attend meetings regularly and to actively participate. This same environment is what motivates people to join Toastmasters in the first place. So let's discuss each of these elements individually to see how your club can create this environment.

• **Advance program planning.** Club programs should be planned at least four weeks in advance and a written schedule given to all members.

Remember, members need plenty of time to prepare thoroughly for their speaking assignments and to schedule their time accordingly. This may seem like a natural thing to do, but I know of a number of clubs that give out assignments verbally one week prior to the meeting or, worse yet, give members assignments two or three days before the meeting.

• **High quality programs.** Quality programming is easily the most important

factor in stimulating member participation. All good programs I've seen have variety. Dull, repetitive programs bore members and discourage them from attending meetings.

Planning good programs requires imagination. Some of the best programs I've experienced have been debates, humor nights, spouses nights, officer installation dinners, picnics, patio meetings and evaluation workshops. Schedule one special program every four to six weeks. This will keep members' interest level high and stimulate them to stretch their minds.

• **Coordination of participants.** Good member participation is insured when program participants are contacted before every meeting and reminded of their duties. This can be done by simply reminding members of their upcoming assignments at an earlier meeting or by telephoning them. This not only stimulates attendance, it also helps assure a good program by allowing time for preparation of assignments and for finding replacements, if necessary.

• **Follow-up.** Members need to feel wanted, so it's important to let them know they are. When members miss two or three meetings in a row with no explanation, call or write them a note, telling them they are missed and needed.

Some club members shrug and say, "They are only hurting themselves" when other members are chronically absent. We can't afford to have that attitude in Toastmasters. We want all of our members to

participate fully and to obtain the best communication training they possibly can. That's why it's important members attend. Besides, they also hurt all club members, not just themselves, when they don't attend. The more people to offer ideas and support, the better the club and the more members learn.

• **Enthusiasm.** Have you ever been to a club meeting where members are deadpan, walking and talking like robots? They lack enthusiasm. Club meetings should be fun — excitement should permeate the air from start to finish. If a member has fun, he or she will return week after week. It takes effort on every member's part to build this atmosphere, but it's worth it. Enthusiasm makes learning easier and more enjoyable.

Do you have members who are not participating or attending meetings frequently? If you do, you should examine your club's environment. You may find one or more of the above elements are missing. Don't let a lack of good planning, quality programming, coordination, follow-up and enthusiasm keep your club from being active and productive. Follow these simple rules and your club will enjoy the Toastmasters experience to its fullest.



*Durwood English, DTM, is a past international president and a member of Mt. Helix 126-5 in La Mesa, California.*

# SHARING:

## An Interview With

## Dr. Mark Victor Hansen

by Paula M. Pederson

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A top speaker and businessman discusses his secrets  
for successful speaking and living.

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In 1968 Dr. Mark Victor Hansen, then 21 years old, heard speaker and author Bill Sands give a talk to 5000 students. In Hansen's words, "He made us stand up, sit down, laugh, cry and decide to change our life. I said, 'Someday I want to have that kind of charismatic power — to bring out the absolute best in people, so that they maximize rather than minimize themselves.'"

With the help of speaker Chip Collins, Mark Hansen started his public speaking career in August 1974 after the business he built went bankrupt. Now he travels more than 250,000 miles each year and makes more than 200 presentations. He has been called the "Million Dollar Motivator" because he has inspired hundreds of sales people to complete a single million

dollar sale as a result of his seminars. He has written three books and is president of three companies.

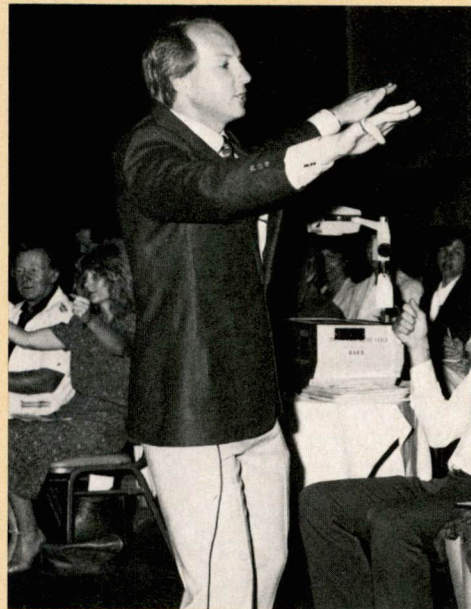
The following interview took place the night before Hansen addressed more than 350 Toastmasters at the District 42 conference in Edmonton, Alberta, Canada.

**THE TOASTMASTER:** What is your definition of a great speaker?

**MARK VICTOR HANSEN:** A great speaker lives fully and then shares deeply from that vast warehouse of information, insight and knowledge.

**TM:** Who are you?

**MVH:** I'm human, and I am a tremendous human resource. When people ask me what I do for a living, I say I am a profes-



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sional motivational speaker and sales trainer. I live it, eat it, sleep it, breathe it and I spend time, other than my family time, with other motivational speakers.

TM: Do you feel you are charismatic?

MVH: On the platform? Totally. I know about the charismatic speakers throughout history, like John Kennedy, and I've studied what made them charismatic. I know the history of speaking. I've read all the great speeches.

TM: Aren't you too young to possibly know all that?

MVH: I keep getting those kinds of questions. I've been alive 34 years, I'm an omnivorous reader of about 30 magazines a month. My retention is impeccable. I use selective learning. Once I decide to lock in something, I never forget it, but I choose what I lock in.

TM: If people can only motivate themselves, why do you describe yourself as a motivational speaker?

MVH: I agree that motivation is an internal thing, but it's like a candle. Everyone's got a candle but most candles aren't lit. I can help people to light their candle by teaching them to: 1) Write it down.

**"Once I decide to lock in something, I never forget it. But I choose what I lock in."**

You can be anything, do anything and have anything in the world if you write it down. If you get it written on paper and written in your mind, it shows in your actions. 2) Use visualizations. I teach the specifics from a concept called treasure mapping—how to go from A to B and end up with more vacations, feeling healthy, feeling wealthy, feeling joyful, feeling loving and feeling deep family relationships. 3) Create affirmations. Affirmations are what you do for or say to yourself on a repetitive basis.

TM: How did your parents influence what you do today?

MVH: My parents absolutely loved my brothers and me. My mother always said, "I've got the best boys on the block." She verbalized her love everywhere, even in the grocery store, which embarrassed us then. Now I say, "Good for you, Mom," and I'm thankful—it helped a lot.

TM: What do you get from all the people you meet?

MVH: My life is better because I've been with a lot of people in many dimensions—people who have made something of themselves. Everyone should make some-

thing of himself or herself. If you're a janitor, you should be the best janitor you can be and love janitoring.

TM: You can afford to say that because you are not a janitor.

MVH: That's not true. If I were a janitor, I'd be a good janitor. I work in my garden, so I work hard to have a great garden. My wife Patty (she's even better at gardening than I am) and I have the best flowers in the neighborhood. I want to be a multi-dimensional person.

TM: Besides reading, speaking and gardening, what other dimensions are you developing?

MVH: I love art. I want to be a cultured person. I love the idea of touching the world. We travel a great deal because of my speaking engagements and just for fun. I also enjoy bicycling and running.

TM: What three techniques do you recommend for speakers, especially Toastmasters?

MVH: 1) Intimately know your subject so you overflow with the information. 2) Make sure you have vivid eye contact with your audience. Spend time during your speech looking at them. Recognition by the speaker is their payoff for listening. If you see people with heads down, talking or yawning, ignore them. They'll come around to see to what the winners are paying attention. 3) Have fun speaking. Since the audience cues from you, if you enjoy what you are doing, they'll have fun, too.

TM: Do you write your own introduction?

MVH: Yes, it's even printed. I want to be launched right. I want people to know who I am. It's okay for Ed McMahon to say, "And here's Johnny." Carson has been on television for over 20 years. I'm an unknown. I have risen from local obscurity to national obscurity.

TM: What do you do ten minutes before you give a talk?

MVH: I'm not a religious person, but I am intensely spiritual. My spiritual preparation goes something like this: Before I speak, I go off by myself. I say the Lord's Prayer and ask to be a channel that enlightens, enlivens, encourages, excites and entertains absolutely everyone in my audience. I want them to leave better for having heard me. I want to be clear enough to be of service.

TM: How far can you go?

MVH: We all have unlimited dimensions. If my interest in doing something is high enough, I do it—I think I could play soccer and play it well, if I wanted to.

TM: What three books about speaking would you recommend to Toastmasters?

MVH: There aren't many good books for speakers, but Ira Haye's little book *Yak Yak*

*Yak* is a good one. Ken McFarland has a classic speech book. Dan Tyler Moore's *How to Lecture for Profit* was helpful to me, but it's outdated and not easily available.

**TM:** Which general books do you recommend?

**MVH:** Read *Think and Grow Rich* by Napoleon Hill and my own book, *Future Diary*. And no speaker should be without Zig Ziglar's book, *See You at the Top*.

**TM:** What do you consider your personal triumph?

**MVH:** My day is unfulfilled unless I have a peaking experience. My peaking experience today was running in the drizzle. I love to run. My goal is to achieve my perfect body weight of 194 pounds (I started at 237). Another peaking experience today was reading Leo Buscaglia's *Living, Loving and Learning*, a book that made me cry all the way through.

**TM:** To whose speeches do you listen?

**MVH:** Each year I have one person hit me and wind me tighter than anyone else. Joel Weldon has been the most inspirational person to me in the last year. There are always people I want to hear in person. If three people say, "Hear this speaker," I

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## "I ask myself, 'If I was listening, what would I want to hear?'"

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have to hear that speaker. I'll go out of my way to hear him or her.

**TM:** How do you evaluate your presentations?

**MVH:** 1) Evaluation cards which include these questions: What did you like most about the speech? What did you like least? What are you going to do with what you heard? How can Mark Victor Hansen improve his presentation? I implement any suggestions from the cards that I can afford to implement. 2) Quantity of letter flow. I don't ask all these people for letters, but I get over 300 letters weekly from all over the world, just from people who have heard me speak. 3) Evaluation sheets which I send to clients. They rate me on a scale of one to 10 on 15 different aspects of the talk. I also include space enough to write an essay. 4) Self-evaluation. I ask myself: What worked? What didn't? Why did that joke die? Why were some people offended at the humor?

**TM:** What is the most important aspect of giving a speech?

**MVH:** Attitude. I work very hard to get up and stay up, get motivated and stay motivated. When my own candle is lit, I am a catalyst much like Socrates. Where Socrates did it with questions, I do it with

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enthusiasm. I light other people's candle.

**TM:** How have you prepared for tomorrow's presentation?

**MVH:** Before I speak to a group, like the one tomorrow, I send out a two-page questionnaire that's absolutely confidential. The responses determine what the objectives of the meeting will be, what organizers want, and what those attending want to hear. I have a great deal of information, which I sort out for the group's needs. I then plug in the elements that fit the group. My mind is always in a state of preparation.

**TM:** Why do you use humor?

**MVH:** I use humor to get audience attention. Humor gets an audience listening. They feel good about jokes. I use at least one every three minutes, then I slip in the heaviest information. I make education fun.

**TM:** What else helps the audience learn?

**MVH:** The speaker must make the audience use as many senses as he or she possibly can. No one falls asleep during my talk because I have so much going on. I have as much going on as I can to entertain, enlighten and educate. I have my audience stand up every 15 minutes. They touch each other. They touch themselves. No one else packs more action in a one-hour speech than I do.

**TM:** What do you do to aid the listener's retention of the talk?

**MVH:** I've found visuals increase retention 100 percent, so I use tested visuals done by a Disney artist. I also use hand-outs to increase retention and I ask people to take notes on what they think, not on what I say.

**TM:** How did you feel when you first started giving talks?

**MVH:** Scared to death. I still get nervous now and then. When I do, I use the same techniques that Toastmasters teaches. I do deep breathing to relax, and I visualize

the end result — my audience having fun.

**TM:** What do you consider a failure in your own speaking?

**MVH:** When I don't hit the audience with 100 percent of who I am and they don't respond to me — they don't turn on and tune in to me. Audiences I've missed with? Just before I was scheduled to speak, the president of a company fired 15 of his sales force of 400. Then he said, "Now Dr. Mark Victor Hansen will motivate us." I thought, I'd like *not* to give this talk.

**TM:** Why do you recommend Toastmasters?

**MVH:** I think everyone should learn to speak, and Toastmasters is the most phenomenal organization for training people in speaking and for promoting the spirit of growth. Learning to speak builds self-confidence and enhances self-image. I like nothing more than teaching people the techniques of speaking I use. I would like to talk at every Toastmasters regional conference in the country. (*Anyone who writes to Hansen's office will receive a copy of his speaking schedule, and he invites Toastmasters to attend his public seminars — Ed.*)

**TM:** What do you have to say to Toastmasters about speaking?

**MVH:** You can stutter, you can stammer, you can be blind, you can be deaf, you can be tall, you can be short, you can be fat or you can be skinny, but your imagination creates your reality. I suggest Toastmasters visualize themselves as succeeding in every speech they make and getting better with each speech. Never entertain any visualization of failure. Remember, too, that love is a motivator. When you love yourself, love your audience and love the speech you're going to give, then it has to be good. 🗣️

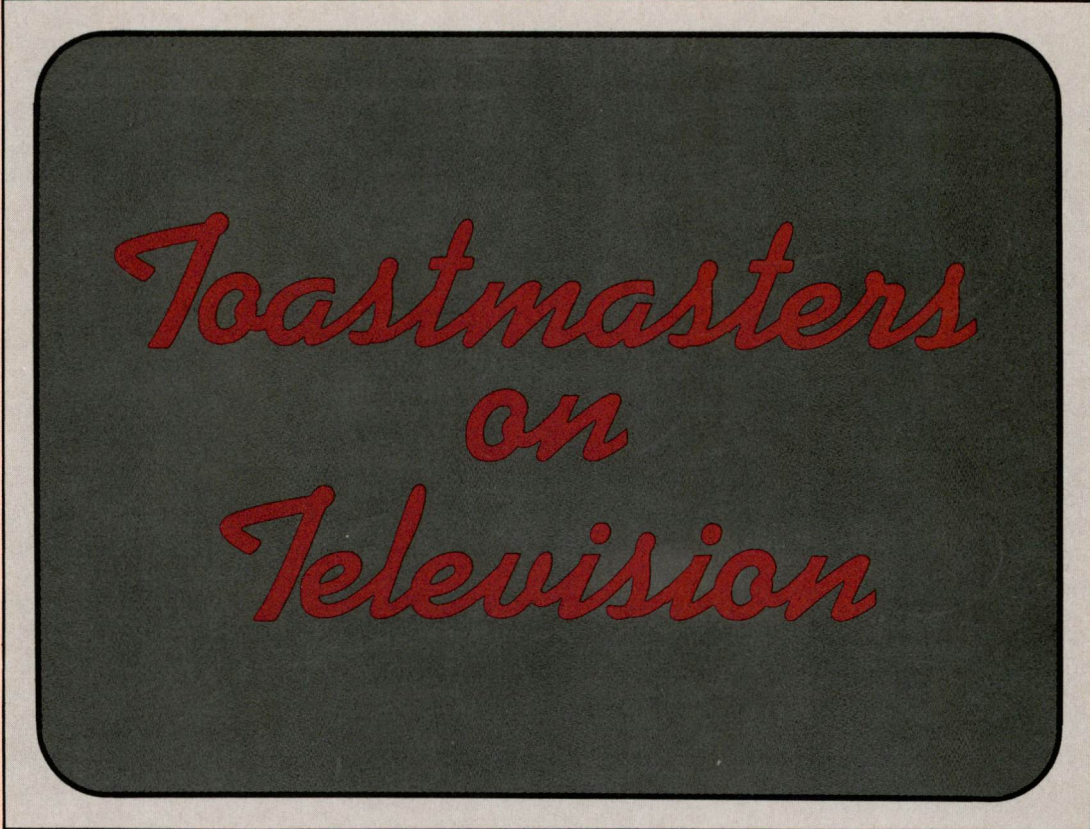
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*Paula M. Pederson is a writer based in Germantown, Tennessee. She is a former member of Kakwa Toastmasters Club 3068-42 in Grande Prairie, Alberta, Canada.*

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How the efforts of two people have brought Toastmasters into the homes of more than 25,000 television viewers.

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# Toastmasters on Television

by Debbie Horn

**T**oastmaster Ralph Pisano approached the lectern, smiling broadly, if not a little uncertainly. A Toastmaster for several years, he is usually not nervous when it is his turn to be Toastmaster for his club's meeting — except for today. Today as he approached the lectern not only could he feel the eyes of his fellow club members on him, he could feel the eyes of an unseen audience — the viewers of Cablesystems Channel 12.

Ralph Pisano's club (Winners Club 4244-F in Tustin, California) is just one of the more than 30 Toastmasters clubs that have participated on the program "Stand Up and Speak" since its inception last fall on a cable television system. The show is broadcast live each Tuesday between 7 a.m. and 8:30 a.m. It is recorded at the same time and aired again at two other times during the week. About 27,000 homes can receive the program.

The idea for the program came from John Bateman, DTM, municipal cable consultant for the Pacific Cable Television Authority, which serves the cities of

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**"I see cable television as the key to fostering understanding between countries."**

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Huntington Beach, Westminster, Fountain Valley and Stanton, California. Bateman is executive producer for the show. A former engineer for the British Broadcasting Corporation, he is a professional scriptwriter, producer and director and has

worked for companies around the world. Bateman joined Toastmasters 10 years ago. After experiencing the program he was so impressed that he wanted to expose it to others.

"I believe 100 percent in Toastmasters," Bateman says. "From my international background I've discovered it doesn't matter how well you get it together in your head if you can't get it out of your mouth."

#### Spreading the Word

With the help of his wife, Agnete (also a Distinguished Toastmaster), Bateman developed the television program. Various clubs in the southern California area are invited to guest on the show and present their regular Toastmasters club meeting, including speeches, evaluations and table topics. Mrs. Bateman serves as the show's associate producer and program coordinator on a volunteer basis. Clubs can bring



**STAND UP AND SPEAK** — Members of *Winners Club 4244-F* in Tustin, California, hold their meeting before the cameras of *Cablesystems Channel 12*, which serves four Southern California cities (upper right). Distinguished Toastmasters John and Agnete Bateman, the show's producers, make a camera check (lower left). Later club members and their spouses and guests gather at a member's home to watch a videotape of the meeting (lower right).

their own videotape equipment the morning of the show and have copies made from the live transmission. Or Bateman will provide copies of the tape at cost. This enables members to benefit from the television experience, too.

"Members can take a hard look at themselves," Bateman explains. "The tape offers feedback. Members also get the experience of speaking in front of a camera. That's important today, especially with videotaped job interviews and teleconferences becoming more common."

The weekly television show isn't the only way Bateman promotes Toastmasters. When Toastmasters in Founder's District organized a youth leadership speak-off for students in several local school districts, Bateman arranged for the final contest to be televised on Channel 12. Pacific Cable Television Authority even donated a special award for Best Television Personality

for the event. Bateman is working with other Toastmasters to develop a set of videotapes for teaching purposes, and he is planning a series of specials on Toastmasters educational programs. Also, he makes tapes of "Stand Up and Speak" available to other cable television systems.

"Stand Up and Speak" opens the door to the people who know they are not outgoing and need to be," Bateman says. "It tells them other people are in that position, too, and it tells them where they can get help. We have even placed people in some of our clubs."

#### Get Your Club on TV

Is it possible for other Toastmasters clubs around the world to promote Toastmasters on their local cable television systems? Bateman thinks so, especially with all of the cable television systems springing up in major cities.

"Most cable systems offer many chan-

nels, so individual interests can be served," he points out.

A Federal Communications Commission ruling requires many cable systems in the United States to provide television facilities and air time for public use on a first come first served basis, often free of charge. Bateman recommends that Toastmasters clubs approach these cable systems' public access coordinators with their programming ideas.

Bateman believes that opportunities for Toastmasters on cable television will grow even stronger in the next few years. He hopes to eventually see an international exchange among clubs via satellite.

"The potential is enormous," he says. "I see cable television as the key to fostering better understanding between countries."

*Debbie Horn is editor of The Toastmaster magazine.*

# 1981-82 International Hall of Fame

## International Speech Contest Winners

### REGION I

James Cummings  
Chamber 540-2  
Bothell, Washington

### REGION II

David Levinson  
Hughes Radar Systems 855-1  
Woodland Hills, California

### REGION III

John Wethey  
Silver State 3017-26  
Parker, Colorado

### REGION IV

Tine Thevenin  
Daybreakers 814-6  
Minneapolis, Minnesota

### REGION V

Jean Lebedun  
Evening 3804-8  
Cape Girardeau, Missouri

### REGION VI

Arabella Bengson  
Trillium 3419-60  
Etobicoke, Ontario, Canada

### REGION VII

Calvin Morgan  
Bristol 3176-53  
Hartford, Connecticut

### REGION VIII

Willie Trejo  
Stone Mountin 4144-14  
Stone Mountain, Georgia

## Taped Speech Contest Winners

- |                   |                    |                          |
|-------------------|--------------------|--------------------------|
| 1. Tom Daniels    | Dhahran<br>1059-U  | Dhahran,<br>Saudi Arabia |
| 2. Ghulam Hussain | Manama<br>2916-U   | Manama,<br>Bahrain       |
| 3. James Cordell  | Brussels<br>3286-U | Brussels,<br>Belgium     |

## President's Distinguished Districts

### DISTRICT 30

Sherry Sala, ATM

### DISTRICT 32

Pat Marston, ATM

### DISTRICT 49

Remy Riborozo, DTM

### DISTRICT 63

Linda Allen, DTM

### DISTRICT 65

Nancy Ellen Scott, ATM

### DISTRICT 68

Richard Welch, DTM

## Select Distinguished Districts

### DISTRICT 2

William E. Strong, ATM

### DISTRICT 3

Art Nieto, DTM

### DISTRICT 9

D. Roy Richards Jr., DTM

### DISTRICT 14

Hollis C. Hurst, DTM

### District 47

Frank Tillman, DTM

### District 62

Eleanor Horndasch, ATM

## Distinguished Districts

### FOUNDER'S DISTRICT

Adele Stagner, DTM

### DISTRICT 1

Mary Ann Beckner, DTM

### DISTRICT 4

Art Henderson, ATM

### DISTRICT 5

Vicki D. Wood, DTM

### DISTRICT 6

Louis P. Novak, DTM

### DISTRICT 11

Ed Baum, DTM

### DISTRICT 13

Barbara B. Geyer, DTM

### DISTRICT 17

Charles H. Rust, DTM

### DISTRICT 18

William H. Shryock, DTM

### DISTRICT 19

Mary R. Young, DTM

### DISTRICT 22

Millie Foley, DTM

### DISTRICT 26

Cecelia Cohn, DTM

### DISTRICT 31

Henry L. Donald

### DISTRICT 33

Herb Nowlin, DTM

### DISTRICT 36

Henry Harper, DTM

### DISTRICT 37

David A. Roberts

### DISTRICT 38

Robert Ambrose, DTM

### DISTRICT 40

Kathy Arbaugh-Patmon, DTM

### DISTRICT 42

Rick Sydor, DTM

### DISTRICT 43

James O' Brien, DTM

### DISTRICT 44

Don Dennis

### DISTRICT 45

E. Jean DeVigne

### DISTRICT 52

Joe Operskalski, DTM

### DISTRICT 64

Joe Fredette, DTM

### DISTRICT 66

Suzanne Fountain

### DISTRICT 70

Ken Rennie, DTM

### DISTRICT 72

Terry Bellamy, ATM

## President's Top 10 Distinguished Clubs

WESTWINDS	2436-F	West Covina, California
BLUE FLAME	2717-F	Costa Mesa, California
SOUTH COUNTY	1957-8	St. Louis, Missouri
BACHELORS/ BACHELOTTES	3374-33	Las Vegas, Nevada
GOLD MINE	241-37	Concord, North Carolina

MONDAY 6-0	1312-37	Charlotte, North Carolina
HI-NOON	2217-43	Little Rock, Arkansas
VENETIAN	952-47	Ft. Lauderdale, Florida
MASON-DIXON	2186-48	Huntsville, Alabama
LINCOLN-DOUGLAS	1196-54	Canton, Illinois

## Top 10 District Bulletins

<b>FOUNDER</b> District F Frank Ortega, DTM, Editor	<b>DISTRICT 22 REPORTER</b> District 22 Millie Foley, DTM, Editor Jay Bee Flesner, DTM, Editor
<b>THE ROADRUNNER</b> District 3 Jan Crawford, Editor	<b>THE SAGE</b> District 26 Gershon Cohn, DTM, Editor
<b>BIG SIX DIGEST</b> District 6 Joanne Dahlin, Editor Rodney Davies, Editor	<b>TOASTMASTERSHIP 35</b> District 35 Barbara S. Schuppe, Editor
<b>COMMUNIC-8</b> District 8 Phil Vonder Haar, DTM, Editor	<b>PRAIRIE HORIZONS</b> District 42 John Epp, Editor
<b>THE OKLAHOMA TOASTMASTER</b> District 16 Steve Peter, DTM, Editor	<b>THE OCTOPUS</b> District 74 Joe Garmeson, ATM, Editor

## Top 10 Club Bulletins

<b>TATTLES</b> 1-F Lesly Earls, Editor	<b>BUFFALO BUGLE</b> 2438-26 Christine E. Maylath, Editor
<b>WESTWINDS</b> 2436-F Frank Ortega, DTM, Editor	<b>THE WEST END TABLE</b> 2661-66 Marilynn Batte, Editor
<b>KAYCEE TALK</b> 638-1 Jerry Morrow, Editor	<b>KALORI</b> 1665-70 Greg Griffiths, Editor
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<b>ENERGIZER</b> 1141-4 Robin Kamradt, DTM, Editor	<b>THE HORNBLOWER</b> 35-75P Elvira A. Fuentes, Editor

## Outstanding Toastmasters of the Year

Roy D. Graham, DTM	D- F	James D. Beissel Sr., DTM	D-38
Pat Scottino, DTM	D- 1	Larry Knight	D-39
Remy Van Hout	D- 2	Mickey Ogden	D-40
Hayes Keeler	D- 4	Ed Melvin	D-41
Chris Kern, ATM	D- 5	Wayne Rutten, ATM	D-42
Joanne M. Dahlin	D- 6	William Eaton	D-44
Sheila Wilson	D- 7	Joan E. Kiuru	D-45
Phil Vonder Haar, DTM	D- 8	Ray Floyd, DTM	D-47
Margaret Henderson, DTM	D- 9	Charles E. Dobson	D-48
Vivian Sue Pansino	D-10	Doug Kelly, DTM	D-49
Chester J. Kolbus, DTM	D-11	R. Randolph Reck, ATM	D-52
Irene S. Martin, DTM	D-13	Mary Ann Gerber	D-54
William (Bill) J. Sutz	D-14	Evo Marini	D-56
Robert J. Keller, ATM	D-15	LaVern Lazzereschi	D-57
Stephen B. Peter	D-16	Greg McCarthy, DTM	D-58
Donna Van Heel	D-17	George A. Keenan, DTM	D-60
William O. Chase, DTM	D-18	Earl Douglas	D-62
Leo Cleeton, DTM	D-19	James G. Copp	D-63
Ron "Red" Saurdiff	D-20	Charlotte Newton, ATM	D-64
Eileen Hourie, ATM	D-21	Edwin A. Banaszak	D-65
F. Duane Roberts, DTM	D-22	Glenn J. Snyder	D-66
Betty W. Harris	D-23	James D. Garber	D-68
Gus Le Master, DTM	D-24	Walter Fisher	D-69
Edward L. Kitchens, DTM	D-25	Ray Toyer, DTM	D-70
William F. Lewis, DTM	D-26	Mary O'Connor	D-71
Maurice Miller, DTM	D-28	Harvey Cook	D-72
Kay Carlow, ATM	D-29	John Dutton, DTM	D-73
Henry Sharton, DTM	D-30	Joe Garmeson, ATM	D-74
Raymond Snay	D-31		
David R. Lewtas, ATM	D-32		
Glen Boire, ATM	D-33		
Edward H. Wolierbeek, DTM	D-36		
Robert M. Freeman	D-37		

## Outstanding Area Governors of the Year

Gladys M. Flint	D- F	Michael J. Suber	D-38
Gary Lane	D- 1	Dave Levine, ATM	D-39
Don Mack	D- 2	Betty Hershberger	D-40
John Cash	D- 3	Larry Weber	D-41
Hugh Curley	D- 4	Helgi Goodman	D-42
Allene Baker	D- 5	Dennis R. Connor, ATM	D-44
Ilene McGowan	D- 6	Leo Roach	D-45
Alan Snider	D- 7	Edward Light, ATM	D-47
Jack Rardin	D- 8	J. Larry Hayes	D-48
John Van Belle	D- 9	George Trist	D-49
Jerome (Jerry) Furey	D-10	Beverly P. Garcin	D-52
Walter Kenyon, ATM	D-11	Eldon Heitzman	D-54
Harry D. Windhorst Sr.	D-13	Pat Schuetz	D-56
Bill Baxter	D-14	Michail Meagher	D-57
Debbie Ogden	D-15	Frank Givens	D-58
Julie Peter	D-16	David McFarlane	D-60
Kath Sluys	D-17	Michael Rogers	D-62
John Christens	D-18	Ken C. Collins	D-63
Marvin T. Wilson	D-19	Linda Briggs	D-64
Linda Simmons	D-20	Paul A. Hofmann	D-66
Blair Farish	D-21	Richard Brown	D-68
Max Shellenberger	D-22	Russ Merritt/Dianne Ridell	D-69
Pat Koenig	D-23	John Fairman, ATM	D-70
Max Hernandez	D-24	Mary Dwan	D-71
Victor Prassel Jr.	D-25	David Gore, ATM	D-72
Brenda Bryan	D-26	Mavis O'Flynn	D-73
James Frusti	D-28	Peter Kuhn	D-74
Warren Dunn	D-29		
Jim Degerstrom	D-30		
Robert Sanderson	D-31		
Dale McBeth	D-32		
Jon Jackson	D-33		
Curtis B. Barret	D-36		
Steve L. Medlin	D-37		

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Just because a speech is successful once doesn't mean it will be when you give it again.

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# WHAT WENT WRONG?

by Fred Ebel

**T**he Toastmaster concluded his speech at an area contest and tried to smile as he shook hands with the contest chairman. But it was difficult. He knew he failed — miserably.

Only three weeks ago he had club members holding their sides in laughter when he gave the same speech. "Funniest speech I ever heard!" said one member. "You've got yourself a winner," said another.

But this time — a few polite titters. Why?

Many veteran Toastmasters have asked why. I asked the same question of a number of Toastmasters who had participated in many contests. Some shrugged their shoulders, frankly admitting the problem was an enigma. Others ventured reasons.

One recurring explanation was a different audience. It cannot be argued that at the club level the speaker is among his or her friends, which is akin to being with one's family. A popular speaker is bound to get laughs out of sheer friendship.

But at the area level the speaker is facing many strangers, some of them seemingly downright hostile! The speaker gets the feeling that he or she is challenged with "I dare you to make me laugh."

## The Agony of Failure

Those who are old enough to remember the Orpheum Circuit that featured 10 vaudeville acts will recall the despair of some of the comedians when they failed to get laughs. They would pantomime feeling for the curtain and ask, "Is the curtain up?" Or they would say the familiar lines, "I know you're out there. I can hear you breathing."

Just like some Toastmasters, they feel the agony of bombing. And they too must have asked, "Why?" when only a few days

earlier they had patrons laughing in the aisles in another city.

A different audience certainly is a factor in audience acceptability. But the difference can be more than just a strange audience. It can be a difference in background.

I once made a speech to a group of engineers, and my talk was received with loud applause. When I made the same speech to a nontechnical audience, it bombed. I made the mistake of using words such as "electromagnetic spectrum," "refraction," "absolute zero" and "Doppler effect" — common words to engineers, but not to laymen. Another time I referred to a praying mantis in a speech and several people asked, "What's a praying mantis?"

One cannot be too careful in avoiding words that might be unfamiliar to certain audiences.

A frequent reason offered for a speech failing the second time is different chemistry. This somewhat vague explanation is perhaps better identified by the new term "biorhythm."

The proponents of biorhythm speak of the periodic fluctuations in our physical, emotional and intellectual selves. We are all aware that on some days we perform better than usual. Biorhythm proponents claim that on these days our physical, emotional and intellectual selves are all functioning at their peak levels. Likewise, when our performance is below standard, our physical, emotional and intellectual selves may be out of sync. This may be what happens when a speaker fails the second time. Unfortunately, though we can't schedule our contest speech to fall on the day when our biorhythm curve is at maximum.

## Big Room

Another factor can diminish audience acceptability of a speech: seating arrange-


ment. I once competed with three other Toastmasters in an area humorous speech contest that was held in an enormous room. The speaker faced a large vacant area. On his left was one long row of seats and a similar row was to his far right.

All of the contest speakers were disappointed at the lack of laughter at their jokes; this was especially disturbing because each recalled the many laughs his or her speech produced at the club level.

Was the wide separation of tables a factor? I think so. It is quite likely that people hesitated to laugh for fear of appearing conspicuous.

Then, too, a coldness is created by audience isolation. The crowded nightclub is a good example of how proximity makes for an animated, lively audience. A speaker should make sure tables are positioned to encourage speaker-audience rapport.

Has the time of day an effect on audience response? Yes. We are conditioned to be more in the mood to listen to a speech after an evening dinner. With audience hunger pangs appeased, a speaker can even get away with several corny jokes!

The failure of a successful speech to elicit the same audience response at another time might, then, be explained by these differences. As for me, I have finally made peace with myself by a shrug of the shoulders and a philosophical, "You win some, you lose some." 



*Fred Ebel is a member of Calliope Club 2821-47 in Orlando, Florida, and Winter Park Club 3674-47 in Winter Park, Florida.*



# BLUEPRINT FOR SUCCESS

by Vivian Buchan

**S**uccess is not an accident. And successful people are not born, they're self-made. Success is the result of charting a course, drawing up a blueprint, knowing your goal and setting up your plan.

One of the most important things to remember is that no person ever succeeds without the help and cooperation of others. The support and encouragement from co-workers, friends, relatives are vital. Regardless of what success means to you, you can't achieve it without the help of others.

Marilyn Moats Kennedy, founder of Career Strategists located in Evanston, Illinois, conducts seminars and gives lectures to groups of business persons wanting to succeed in their jobs. Her advice is not just theory because it's based on experience dealing with professionals who've achieved success and understand how they did it.

In addition to understanding people, Kennedy says, you have to understand yourself as well. Knowing where to get the help you need and how to go about finding the people who can (and will) help you are essential first steps on the road to success.



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Presented by Your District Governor (Minimum of 5 New Members to Qualify)

**Use Anniversary Month** to help your club grow! (New, reinstated and dual members count; transfer members do not qualify.)



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*When you form a new club, you'll create for yourself a workshop in which you can gain valuable leadership training and experience. You'll also get the satisfaction of knowing you've helped bring the benefits of Toastmasters to others. In addition, you can earn credit toward your DTM.*

*No matter where you live, there's an excellent chance that new club opportunities can be found.*

*For information on how to get started, contact World Headquarters or your District Governor.*

These helpers are mentors and there are five different kinds you should seek out and cultivate.

The "peer" mentor is someone working where you work who sees things much as you do. You and this person should become allies and develop a relationship that allows you freedom to point out mistakes and misjudgments that may be working against you. You should also hand out praise to one another when it's deserved.

This person is someone who can say to you, "Before you take that request for an assistant to the boss, I think you should change the main reason why you want an assistant. To say you want one to handle customer complaints implies that you either can't handle them or don't want to."

The second type of mentor is someone who knows where to go for information

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## The people you work with shouldn't know you well enough to like or dislike you as a person.

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and how to get it for you. It could be a long-time secretary who understands the policies and procedures of your superiors and would be flattered by your asking her for help. You won't feel as embarrassed asking a person like this as you would a co-worker or your employer.

The third type of mentor is someone who may have had your job before you arrived and who may be retired or promoted to a higher rank. Get a historical background of your company, ask for information about persons you may be working for and with, get advice on troublesome problems you need to solve. You'll find this person will be thrilled to be consulted, for it means you value the help you can get from him or her.

Another mentor can be someone in a competitor's firm who holds a job similar to yours. This is someone you can talk shop with, share ideas with, gossip with, play golf with. It may be someone you see on a regular basis for lunch or just a friend you talk to now and then. But knowing such a person is going to help you maintain your perspective, give you new insights into your work and improve your performance.

The fifth type of mentor is the godfather or godmother figure who takes you under a protective wing and makes things happen that will benefit you. If this person sees you as a winner, he'll enjoy helping you get ahead. Usually this type of person is dedicated to seeing the company's image maintained along established lines, so if you show an interest in helping to main-

tain this image, you'll be groomed for promotion.

Keep in mind, however, that this is a relationship that carries obligations on your part. It's something that could become emotionally charged and develop into something difficult to handle. Furthermore, if this person should die or retire you may be left out in the cold and passed over by management in favor of some other protege of a top-level executive.

### Keep a Safe Distance

After you've surrounded yourself with these "mentors," you'll have to keep them depersonalized. Nothing is more dangerous than developing chummy relationships on the job because they become too personalized and too fragile to withstand pressure.

"Learn the techniques of personal distancing," Kennedy says. The people you work with shouldn't know you well enough to either like or dislike you as a person. A professional adopts a role for the office just as an actor does, and performs on the job like an actor on the stage.

This means that all personal feelings, attitudes toward co-workers, opinions about the boss and his or her family should never be expressed on the job—or elsewhere, for that matter.

Naturally, you can't be 100 percent depersonalized because you are a human being after all. You're going to get furious enough to want to punch someone on the jaw and depressed enough at times to want to break down and sob. But histrionics have no place on the job.

Don't come to work every morning with another chapter you've created in your personal-life soap opera. Your colleagues aren't all that interested . . . or shouldn't be. What you say could be used against you, for it simply gives everyone something to gossip about.

You'll be riding an emotional roller coaster if you can't handle your failures and successes objectively. If you react to everything good or bad that happens, you'll deplete your emotional and physical resources and cut down on productivity.

This isn't to say, however, that you have to be cold, indifferent, rigid or unapproachable. A professional on the job is always friendly, warm, courteous, interested in other folk. But the ego isn't on the line any of the time, and personal affairs are left at home.

Most successful people come slowly to the realization that they're successful. They usually can't pinpoint any specific achievement that made them feel successful. Successful people are strivers, so regardless of how successful they become, they never stop striving. When a person feels good about the job he or she is doing and believes that no one could possibly do as well, he or she feels successful.

One thing is certain, though. Successful people arouse envy and jealousy. Don't mishandle these reactions by sloughing off

your accomplishments as nothing much. Nothing is more aggravating than to hear someone say, "Heck, there's nothing to it. I just worked hard. There's no tricks to the trade."

Baloney! There are tricks to every trade, and if you withhold help or information that could help someone else achieve success, you've betrayed that person, made an enemy, and behaved unprofessionally.

#### The Slump

Another strategy is to cope with plateaus — those times when you feel stuck or shunted off onto a siding.

Every career has plateaus, so be aware of them and be secure enough to maintain your equilibrium without going into a tail-spin. A plateau is not a slump when you feel utterly useless or incapable of achieving anything. A plateau is a time when you feel bored with your job, a time when your co-workers or competitors are out-

### A plateau calls for positive action and a frontal attack.

...pacing or out-selling you, a time when the promotion you wanted went to someone else.

A plateau calls for positive action and a frontal attack. Sit down and review your failures and successes — not just those in the past few weeks but those in a long period of time. Take a hard look at your long-range goals and see if they need re-adjusting. Consider this plateau as a subconscious signal you're sending to yourself to clarify your position and review your goals. What exactly do you want out of life? Whatever it is, be sure it is what *you* want and not what someone else wants for you.

Plateaus are places to evaluate yourself and your life. Maybe you're bored, maybe you're getting lazy, maybe your love life is interfering with your work life (or vice versa). Whatever is wrong, get it right.

It's up to you to chart your course, draw up your blueprint, set your sails, and launch yourself. When you do that, you'll discover that success isn't an accident. It's the result of having a blueprint that will guide you to do the right thing at the right time for the right reason in the right way. 📌



*Vivian Buchan, a frequent contributor to THE TOASTMASTER, has published more than 400 articles in 75 publications. A resident of Iowa City, she is a former member of the faculty of the University of Iowa, where she taught expository writing, public speaking and literature.*

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**Anita Abraham**  
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## New Clubs

**4904-F NEMD**  
Anaheim, CA — 1st & 3rd Tues., 7 a.m., Northrop Corp., 500 E. Orangethorpe Ave. (871-5000, x 1204).

**4931-1 Memorial**  
Long Beach, CA — 2nd & 4th Tues., 7:30 a.m., Memorial Hospital Medical Center, Conference Room C, 2801 Atlantic Ave. (595-3138).

**4901-2 Datamaster**  
Redmond, WA — Thurs., noon, Data I/O Corp., 10525 Willows Rd. (881-6444).

**830-3 Continental**  
Green Valley, AZ — Tues., 7 a.m., First Interstate Bank South, 475 W. Continental Rd. (625-1082).

**4874-3 Best Western**  
Phoenix, AZ — Wed., 7 p.m., Best Western International, 6201 N. 24th Parkway (957-5775).

**4912-4 Good Hands**  
Menlo Park, CA — Wed., 10 a.m., Allstate Insurance Co., 2882 Sandhill Rd. (329-7187).

**4924-4 Lumberyacks**  
San Francisco, CA — 1st, 2nd & 3rd Tues., 7:30 a.m., Kemper Group, 180 Howard, 2nd Floor Conference Room (442-6628).

**4930-4 Ordnance Orators**  
San Jose, CA — Tues., noon, FMC Corp., BFV Div. (Conf. Rm.), 150 E. Brokaw Rd. (289-4024).

**4878-6 New Ulm**  
New Ulm, MN — Wed., 5:30 p.m., Kaiserhoff, 221 N. Minnesota (354-6537).

**4895-6 First Masters**  
Minneapolis, MN — Alt. Thurs., 7:45 a.m., First Bank Minneapolis, Rm. 3A, First Bank Place, West (370-5439).

**4911-6 Gopher Gabbers**  
Minneapolis, MN — Wed., noon, Phillips Wagensteen, 9-207, Fl. 9 (373-7637).

**4935-6 I. C. Success**  
St. Paul, MN — Thurs., noon, I. C. System, Inc., 3499 N. Lexington Ave. (483-8201).

**4898-7 Speakeasy**  
Corvallis, OR — Tues., noon, River House Restaurant, 325 N. W. 2nd St. (752-4271).

**4923-9 Center Sounders**  
Kennewick, WA — Wed., 7:30 a.m., The Bon-Columbia Center, Columbia Blvd. (783-4111).

**4936-10 Shaker**  
Beachwood, OH — Tues., 12:30 p.m., New York Life Meeting/Training Room, 24075 Commerce Park Rd. (831-6698).

**4903-14 Cobb-L-Stone**  
Marietta, GA — Thurs., 7:30 p.m., Cobb YMCA, 320 Austin Ave. (422-3300).

**4884-16 Graduates**  
Oklahoma City, OK — 2nd Wed., 4th Sat.; Wed., 6:30 p.m., Sat., 9 a.m., Swiss Family Restaurant, 2800 N.W. 39th St. (348-3433).

**4906-16 OKC Speaking Singles**  
Oklahoma City, OK — Fri., 6:30 p.m., Sweis's Restaurant, 2800 N.W. 39th St. (848-1300).

**4880-17 Gallatin Valley**  
Bozeman, MT — Thurs., noon, Elks Club.

**4900-18 Christiana**  
Newmark, DE — 1st & 3rd Tues., 4 p.m., Delmarva Power & Light Co., I-95 & Rt. 273 (454-4371).

**4928-18 Silver-Tongued**  
Wilmington, DE — Alt. Thurs., noon, Brandywine Bldg., C&P Dept., DuPont (774-2152).

**4932-18 Delmarvelous**  
Wilmington, DE — 2nd & 4th Tues., 4 p.m., Delmarva Power & Light Co., 630 W. Front St.

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# ARE YOU GOOD ENOUGH TO BE A PRO?

## Toastmasters' Accredited Speaker Program is now accepting applications for 1983.

Toastmasters' Accredited Speaker Program is now accepting applications for 1983.

The Accredited Speaker Program is designed to recognize those Toastmasters who have attained a professional level of excellence in public speaking.

To qualify, you must be an Able Toastmaster (ATM) and a member in good standing of a Toastmasters club. You must have completed a minimum of 25 speaking engagements outside the Toastmasters club environment within the past three years. Then, you must pass a rigorous two-stage judging process.

Those Toastmasters who earn the prestigious title of Accredited Speaker will receive widespread recognition both inside and outside the Toastmasters organization. They will have taken the steps that can launch them on exciting careers as professional speakers.

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you're one of them, write to World Headquarters for details on how to apply. **The deadline for the 1983 program is December 1, 1982.**

**4920-19 Good Morning**

Ottumwa, IA — Mon., 7 a.m., Heady's Southgate Restaurant, 1317 E. Mary (682-8998).

**4869-21 Kalamalka**

Vernon, B.C., Can — Wed., 7:30 p.m., Lion's Den, Goon Hong, 2801 33rd St. (542-1593).

**4879-26 Quality Kernels**

Denver, CO — 2nd Thurs., Colorado Wheat Administrative Committee, 5031 S. Ulster St. #330 (779-8178).

**4893-26 Early Words**

Denver, CO — Wed., 7 a.m., Security Pacific Mortgage Corp., 2460 W. 26th Ave. (480-7270).

**4926-26 First of Denver**

Denver, CO — Mon., noon, First of Denver, 621 17th St. (893-2211, x 2595).

**4890-28 Rochester**

Rochester, MI — Tues., 6:30 p.m., Denny's Restaurant (652-4355).

**4921-28 Wolverine**

Milan, MI — Tues., 6:30 p.m., Federal Correctional Institute, P.O. Box 1000 (439-1571, x 38).

**4886-30 Financial Eloquence**

Chicago, IL — 1st & 3rd Tues., 5:30 p.m., Amalgamated Trust & Savings Bank, One W. Monroe St. (969-6021).

**4888-30 Digital**

Rolling Meadows, IL — Thurs., 5:15 p.m., Digital Chicago District Office, 5600 Apollo Dr. (640-2313).

**4882-31 Wordworth**

Hudson, MA — Thurs., noon, Digital Equipment Corp., Bldg. HL2, 77 Reed Rd. (568-5853).

**1900-33 Mugu Mixmasters**

Pt. Mugu, CA — 1st & 3rd Wed., 11:45 a.m., Officer's Club, Pacific Missile Test Center (982-6467).

**4889-36 HP Data Masters**

Rockville, MD — Wed., 5:30 p.m., Hewlett-Packard Co., 2 Choke Cherry Rd. (258-2000).

**4883-37 Asheboro**

Asheboro, NC — Wed., 7 a.m., Sir Robert Restaurant, 1214 S. Fayetteville St. (625-4199).

**4922-37 Gastonia**

Gastonia, NC — Mon., 6:30 p.m., Western Steer Family Steakhouse, I-85 at New Hope Rd. (864-9716).

**4887-38 Moorestown Area**

Moorestown, NJ — Thurs., 7:30 p.m., Allen Middle School, Stanwick Rd., near Bridgeboro Rd. (829-1979).

**4891-38 Community**

Reading, PA — Thurs., 7:30 p.m., Washington United Presbyterian Church, 715 N. 10th St. (326-6846).

**4910-38 AFSCME**

Philadelphia, PA — 2nd & 4th Mon., 6:30 p.m., District Council 33 Hall, 3001 Walnut St. (895-5864).

**4915-43 First Tennessee**

Memphis, TN — Wed., 11:30 a.m., First Tennessee Bank, 300 Court St. (523-5709).

**4899-45 Toastmasters of Greater Burlington**

Burlington, VT — 2nd & 4th Thurs., 7 p.m., Bonanza Restaurant, Shelburne Rd. (244-7046).

**4919-46 ISO**

New York, NY — 2nd & 4th Fri., 8:15 a.m., Insurance Services Office Committee Rms., 125 Maiden Lane, 10th Fl. (487-7178).

**4872-47 Supersonics**

West Palm Beach, FL — 2nd & 4th Wed., 4:45 p.m., Pratt & Whitney Aircraft, GPD (840-5171).

**4917-47 Fellowship House**

Miami, FL — 2nd & 4th Tues., 6 p.m., Fellowship House, 5711 S. Dixie Hwy. (377-1771).

**4918-47 The Energizers**

Miami, FL — Wed., 5 p.m., Florida Power & Light Co., 9250 W. Flagler St. (552-4563).

**4877-49 Empyrean Winners Circle**

Kailua, HI — Fri., 8 a.m., American Savings Building, 2nd Fl., Holiday Mart Shopping Center (261-7880).

**4907-49 Liliuokalani**

Honolulu, HI — 1st & 3rd Thurs., noon, Liliuokalani Bldg., 1390 Miller St.

**4908-49 Mary Kay Cosmetics**

Honolulu, HI — 2nd & 4th Tues., 7 p.m., Honolulu Country Club, Salt Lake, Moanalua (538-3576).

**4909-49 Hawaii Professional**

Speakers & Leadership  
Honolulu, HI — Alt. Thurs., 8 a.m., 2535 Pacific Heights Rd. (523-1752).

**4881-53 GTE Toastmasters Club 2**

Stamford, CT — 1st & 3rd Wed., noon, GTE Satellite Corp., 30 Buxton Farm Rd. (965-2259).

**4885-57 Mervyn's**

Hayward, CA — Tues., noon, Mervyn's Central Service Building, 25001 Industrial Blvd. (786-8911).

**4896-57 Concord Community**

Concord, CA — Tues., 7:30 p.m., Founders Title Bldg. (687-0756).

**4916-57 Western Region Social Security**

Richmond, CA — Tues., noon, Western Program Service Center — SSA, P.O. Box 2000, Attn: EDTS/Toastmasters (483-6170).

**4873-62 North Kent**

Grand Rapids, MI — Thurs., 7 p.m., Pick Americana Motor Inn, 3221 Plainfield Ave., N. E. (363-6792).

**4876-63 Pennyrile**

Hopkinsville, KY — Thurs., 6:15 p.m., Hungry Farmer Restaurant, Pennyrile Mall (475-4247).

**4902-63 HCA**

Nashville, TN — Sat., 10 a.m., Hospital Corp. of America, Inc., One Park Plaza (327-9551).

**4913-65 Ithaca Area**

Ithaca, NY — Thurs., 6:30 p.m., Valley House Restaurant, 801 W. Buffalo St. (273-3210).

**4925-65 Batavia VA**

Batavia, NY — 2nd & 4th Wed., noon, VA Medical Center (343-7500, x 233).

**4927-66 Philip Morris Brunch**

Richmond, VA — Wed., 11:30 a.m., Philip Morris Manufacturing Center, Commerce Rd. (231-7949).

**4934-66 Naval Weapons Station**

Yorktown, VA — 2nd & 4th Wed., 11:30 a.m., Naval Weapons Station (898-7714).

**4894-68 Toastmasters Unlimited**

Baton Rouge, LA — 1st & 3rd Mon., 6 p.m., U. S. Postal Service, 750 Florida St. (389-0292).

**4897-68 GSU Baton Rouge**

Baton Rouge, LA — 1st & 3rd Wed., 5 p.m., GSU Main Office, 446 N. Boulevard (387-0100).

**4905-68 LE DE PO**

Ft. Polk, LA — 1st & 3rd Thurs., 7 p.m., La Louisiane Recreation Center (239-0308).

**4914-68 Ochsner Originals**

New Orleans, LA — Thurs., 4:30 p.m., Alton Ochsner Foundation Hospital, 1516 Jefferson Hwy. (838-3711).

**4929-68 Maritime**

New Orleans, LA — Alt. Wed., 5:30 p.m., International Trade Mart, No. 2 Canal St. (566-1723).

**4892-69 Southern Cross**

Toowoomba, Qld., Aust — Wed., 7 p.m., Queens Park Klosk, Lindsay St. (962151).

**4875-70 Kings Langley**

Seven Hills, N.S.W., Aust — Wed., Blacktown City Soccer Club, 62 Seven Hills Rd., N. (634-3693).

**4933-75P Durian**

Davao City, Phillipines — Fri., noon, Maguindanao Hotel, Claro M. Recto St. (7-48-86).

## Anniversaries

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**50 Years**

**Glendale 1 8-52**, Glendale, CA

**35 Years**

**Anthony Wayne 521-11**, Ft. Wayne, IN  
**Lancaster 526-40**, Lancaster, OH

**30 Years**

**Barstow 1180-F**, Barstow, CA  
**Newberg 588-7**, Newberg, OR  
**Lake Oswego 605-7**, Oswego, OR  
**Trenton 1100-38**, Trenton, NJ

**25 Years**

**Beverly Hills 2576-1**, Beverly Hills, CA  
**Scottish Rite 2289-11**, Indianapolis, IN  
**Goshen 2549-11**, Goshen, IN  
**Union-Camp 2587-14**, Savannah, GA  
**Manhattan 2570-22**, Manhattan, KS  
**Kearney 1799-24**, Kearney, NE  
**Nor Easters 2494-38**, Philadelphia, PA  
**TM Club Essex County 2567-46**, Montclair, NJ  
**Helmsmen 2522-57**, Vallejo, CA

**20 Years**

**Park Central 3527-3**, Phoenix, AZ  
**Greenlee 2927-43**, Greenville, MS  
**Alamo City 1855-56**, San Antonio, TX  
**Blueridge 1514-66**, Charlottesville, VA  
**Bankstown 1519-70**, Bankstown, N.S.W., Aust

**15 Years**

**Racine YMCA 2027-35**, Racine, WI  
**Bathurst 2381-45**, Bathurst, N.B., Can

**10 Years**

**Mun-E-Men 2732-2**, Everett, WA  
**Downtowners 2944-11**, Indianapolis, IN  
**Atlas 1536-49**, Honolulu, HI  
**TNT 1831-65**, Rochester, NY  
**Pukekura 2176-72**, New Plymouth, NZ  
**Hastings 3473-72**, Hastings, NZ

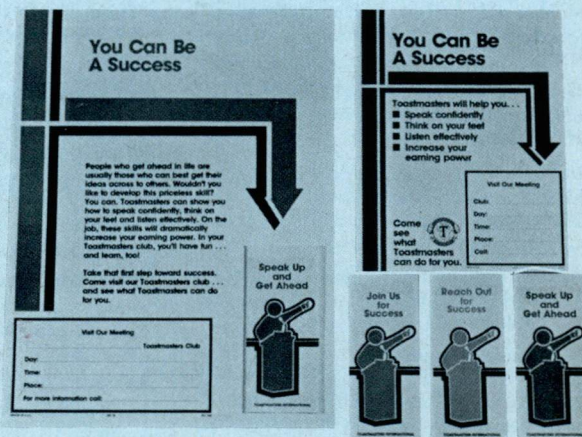
# Spread the Word About Toastmasters!

Toastmasters can lead you to greatness. And that's no secret. So why not tell everyone about it? Starting today — with these appealing promotional tools...

**367-368. New TI Posters.** These eye-catching works of art will help you get your message across quickly and eloquently. Two sizes available. The smallest (367), is 11" x 14". The color scheme is navy blue and white and there's space for your club's name, meeting time and place and phone number. Set of 10: \$2. The large red, white and blue poster (368) is 22" x 17" and comes with a plastic stick-on brochure holder. Set of three: \$4.

**99-101. New Brochures.** Toastmasters has completely revised its promotional brochures, giving them an attractive design that compliments the new posters. The new bro-

chures include *Reach Out For Success* (99), which tells prospective members what Toastmasters is all about; *Join Us For Success* (100), which includes statements from prominent persons who have been helped by Toastmasters; and *Speak Up and Get Ahead* (101), which is tailor-made for company clubs that want to promote their programs within their organizations. Clubs may request up to 15 of the above brochures at no charge. Additional copies are 2 cents each. Contact World Headquarters' order department for details on quantity prices for orders of 1000 or more.



**267. Communication Achievement Award.** Now your club can honor a local dignitary for outstanding communication achievements and gain valuable publicity at the same time! Comes complete with a handsome award plaque ready for engraving and a helpful "how to" booklet with valuable tips on who to select, how to present the award and how to gain the needed publicity. \$19.50.



**363. Highway Sign — 22".** Features the Toastmasters emblem in weatherproof paint with reflecting Scotch-like "T." Provides an excellent way to publicize Toastmasters — and your own club — in your community. Pre-drilled holes make this sign easy to attach. \$20.00.



**376. Membership and Extension Slide Presentation.** This unique 40-slide show provides a great way to introduce Toastmasters to a civic group, business association or prospective club. The show comes with professionally prepared slides and a script booklet. \$15.



**377-378. TV, Radio Public Service Announcements.** Let Earl Nightingale work for you! These 30-second television and radio public service spots will go a long way toward making the Toastmasters program better known in your community. Information sheets with tips on how to use the tapes are included. Television spots (377), \$25; Radio (378), \$5.



**369-370. TI License Plate Frames and Bumper Stickers.** Carry Toastmasters with you wherever you go... or give these popular items as gifts. Let everyone know how proud you are to be a Toastmaster. License Plate Frames (369) sold only in sets of two — \$2.50, plus \$1 postage and handling (U.S.). Bumper Stickers (370) come in sets of two — 70 cents each.



**384. Official Club Meeting Plaque.** White plastic plaque, 10" square. This attractive promotional tool to hang in restaurants, auditoriums, business rooms... wherever your club meets. Includes pressure-sensitive weather decals for posting the day and hour of your meeting. \$3.50.

