

THE TOASTMASTER[®]

SEPTEMBER 1996

COMMUNICATING INTERNATIONALLY:

How do people from other
countries perceive you?

Meet Robert E. Barnhill, DTM

An Interview with Toastmasters' 1996-1997 International President

Clarence Darrow: The Attorney as Orator



will mean better people, better business and a better world for all of us. question in our minds that "good speech is good business," and that better speech better world through making ourselves better as individuals. There can then be no Thus working together, both individually and unitedly, we can help to build a together for individual, personal improvement. himself, and yet it is every Toastmaster for every other Toastmaster as we work and yet helps his fellows to get their share at the same time. It is every man for Ours is a paradoxical plan, in which every man seeks the best for himself, great responsibility. second quarter-century with high hopes, tempered with a keen sense of our presents limitless possibilities for growth and service, we may enter upon our With 25 years of successful experience behind us, and with a future which is made as we work for the development of the highest type of citizen. son for being, is to train our members as individuals, and our best contribution in mass movements on behalf of our personal freedom. Our business, our rea- liberty is curtailed. It is not necessary for us to adopt resolutions, nor to engage We, as Toastmasters and intelligent citizens, cannot idly stand by while our and liberties in exchange for fancied benefits. is a growing willingness on the part of men to surrender their responsibilities threatens the freedom won through ages of struggle by our forefathers. There the individual man to mankind in the mass. This process of regimentation from days, when emphasis in society and government appears to be shifting from Our mission of individual development and responsibility is needed these and stronger individuals in all their relations in life.

broadened to include many elements calculated to help our members be better more important than the training or speech itself, and our field has been But we have learned that the by-products of speech training can be even we have built into our work. ings, and to promote good fellowship among the members." That purpose has practice and training in the art of public speaking and in presiding over meet- The purpose of the first Toastmasters club was simply stated: "To afford exists for the purpose of helping local clubs. Each club exists for the sake of its members, and the general organization ber, rather than the establishment of a great organization. The Toastmasters club has developed as a strongly individualistic group, in which the primary objective is the improvement of the individual mem- below, seems as relevant today as it was back in 1949.

the organization's 65th Annual International Convention. Almost half a century ear- her, St. Louis also was the site of a Toastmasters convention. The keynote speaker that year was our organization's founder, Dr. Ralph Smedley. His message, excerpted

Last month Toastmasters from around the world met in St. Louis, Missouri, to attend the organization's 65th Annual International Convention. Almost half a century ear- her, St. Louis also was the site of a Toastmasters convention. The keynote speaker that year was our organization's founder, Dr. Ralph Smedley. His message, excerpted below, seems as relevant today as it was back in 1949.

Message from the 1949 St. Louis Convention



VIEWPOINT

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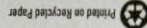
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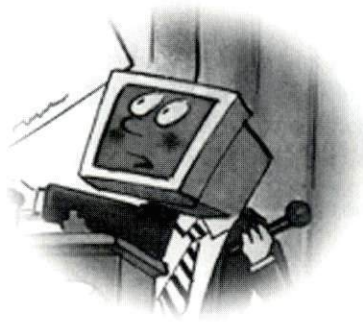
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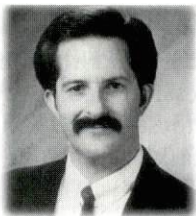
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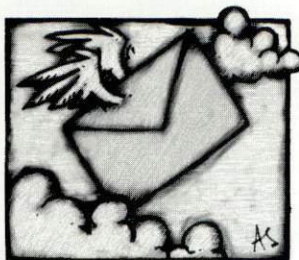
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

The Toastmasters Mission:

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

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

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



LETTERS

COMMON ZIP UP

I quickly turned to the article, "Oops!" (May) and read [the list of] the 10 most common slip-ups, only to discover that the one I commonly make was not included: XYZ, for "Xamine Your Zipper."

Steve Law
King Boreas Club 208-6
St. Paul, Minnesota

BEST ARTICLE IN 20 YEARS

Congratulations on publishing Alan Perlman's "Why We Love to Hate P.C." (June). It must have taken considerable courage to do so, in this age of widespread linguistic orthodoxy.

Perlman's piece is the best article I've seen in *The Toastmaster* in more than 20 years. It conveys – with humor, style and sensitivity – a very important two-part message: (1) We should try hard to avoid offending people with our language, but not at the expense of violating style and clarity. (2) We need to remember that if people are determined to be offended, there is no power on Earth that can stop them.

Keep up the good work! *The Toastmaster* has been upgraded tremendously in recent years, from the waste of reading that it once was.

W. G. ("Bill") Sutcliffe, CTM
Vienna Club 1762-27
Vienna, Virginia

P.C. IS DIVISIVE

Three cheers for Alan Perlman and his article "Why We Love to Hate P.C." Dr. Perlman is right on in his assessment of the political correctness movement. Having lived in other parts of the country and now in Madison, Wisconsin, I see every day the hypocrisy of those who profess the P.C. paradigm. I can confirm his analysis of P.C. as coer-

cive, fraudulent and sanctimonious. I agree wholeheartedly that this political correctness silliness only divides us.

J. R. Steurwald
M&M Fast Trackers Club 1366-35
Madison, Wisconsin

WORDS CAN DESTROY

Unlike Alan Perlman, I support the use of politically correct language virtually 100 percent. As former U.N. Ambassador Jeane J. Kirkpatrick has written, "Words can destroy. What we call each other ultimately becomes what we think of each other, and it matters."

I grew up at a time when females and minorities were virtually absent from school books (yes, "history" was "his story") and when women could not be firemen, policemen or mailmen. Today I rejoice at language such as *fire fighter*, *police officer* and *letter carrier*. As language has changed, so has our society – it has become more fair.

Language and culture affect each other: one of the fastest ways to create a more equitable society is to create a more equitable language. P.C. is one way to create a more sensitive and equitable language – and a more sensitive and equitable world.

Much of Perlman's article was simply hypocritical and mean-spirited and seemed out of place in *The Toastmaster*.

Rodelia Tooley
Speak Up and Out Club 2509-6
Minneapolis, Minnesota

IN THE INTEREST OF MUTUAL RESPECT

"...I believe strongly in mutual respect and good natured tolerance...I oppose in any form, the coercion of people who are doing others no harm..." So says Alan M.

Perlman in his article, "Why We Love to Hate P.C." Good statement.

But as I read his article I was reminded of Professor Higgins ("My Fair Lady"), who professed to be a misunderstood, fair and reasonable man, yet tried to resolve his conflict with a woman by insisting "Why can't a woman be more like a man?"

References to "them" and "us" and uses of the term "liberal(s)" as a pejorative sounds suspiciously like disrespect. And if I hadn't read his disclaimer, I would have sworn the author tries to squelch a contrary point of view when he tells us that persons who take offense to certain communications aimed at them are "intellectual fraud(s)" and part of a "culture of victimology."

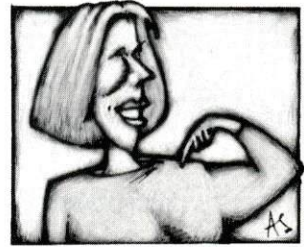
It seems to me that the only times the expression "politically correct" is used these days is in the middle of an attack on someone or some group. How that will lead to a true exchange of ideas and "social relations and social coherence" in an atmosphere of "mutual respect" escapes me.

Samuel A. Peters, J.D.
SCE Short Circuits Club 1391-1
Long Beach, California

TIMELY TOASTMASTER DELIVERY

Congratulations on sending *The Toastmaster* magazines on time! This is a big improvement since I became a Toastmaster 14 years ago. This year we received the January magazine in January and the February magazine in February – unlike previous years when we received the magazine two months later. Keep it up!

Augustine Lee, DTM
Lion City Club 2086-51
Singapore, Singapore



By Jim Carmickle, ATM

Letter to an Absent Toastmaster

DEAR FELLOW CLUB MEMBER:

SINCE YOU WEREN'T AT OUR TOASTMASTERS MEETING TODAY, I CALLED TO SEE IF EVERYTHING WAS ALL RIGHT. YOU SAID SEVERAL THINGS THAT HAVE BEEN ON MY MIND SINCE OUR CONVERSATION.

You said you have missed several meetings these past few months. We knew that. We have missed your smiling face and ready wit.

You said you had not paid much attention to the schedule, nor fulfilled the assignments as scheduled. That has been apparent, especially to those who filled in for you in your absence

You said you had a lot of things going on in your life – your family, your job and other obligations. Those concerns, while lacking in specifics, were generally known to your fellow Toastmasters.

Let me ask a rhetorical question. If you take swimming lessons at a pool and use floatation devices to help you, then go swimming in a river and the current starts to take you away, is it wise to throw away or abandon the floatation devices?

Say the “swimming lessons” are really your attendance at a Toastmasters meeting; the “pool” is the controlled environment of that meeting. Carrying the example further, the “floatation devices” are the positive support of your fellow Toastmasters, the “river” is the uncontrolled environment surrounding your personal life and all its challenges, and the “current” is made up of conditions and pressures beyond your control. So now we bring into focus the wisdom of forsaking Toastmasters at a time when you need the support, understanding and help that your fellow members can give you.

I specifically used the term “understanding” for several reasons. It relates to:

- **Your personal life.** There are several members who have had similar changes in the past and have come through one way or another. Maybe not the same pressures and conditions, but similar enough to provide empathy, consolation and counsel.

- **Your family life.** Many of us are spouses, as well as parents, who have faced similar problems and situations and may be of help to you during times like this.

- **Your job.** Look at your fellow members who have been affected

by down-sizing or re-organization. Look at others who have carried on in the face of adversity or gone on to other endeavors and become better for it. You have a wealth of experience to draw from in the membership of this club.

My point is this: At this critical point in your life you should not be giving up the opportunity to gain positive, experienced, nurturing, moral/mental/physical support from fellow members who care about you. In fact, reason cries out for you to be even more involved with Toastmasters: to fine-tune your communication skills so you may better face your adverse challenges; to gain knowledge from more experienced members who have faced similar obstacles; to feel good about the support your fellow members can offer instead of fighting these battles alone, ill-equipped and unprepared.

Perhaps I am reading too much into your absences. But the fact remains that you have missed several meetings the past few months. If you don't attend, you don't learn anything from the session, you can't practice your communication skills, and you deprive us from learning from you. Of course, the mutual, positive support works both ways, always.

It sounds to me like you need us more than ever during this difficult time in your life.

I hope to see you at the next, and every, Toastmasters meeting.

A sincere Toastmaster friend. **T**

Jim Carmickle, ATM, is a member of Sunrise Speakers Club 1449-39 in Red Bluff, California.

**Computer
technology
can dwarf the
speaker and
put audiences
to sleep.**

Multimedia Madness

By Frederick Gilbert, Ph.D.

A presenter walks into a corporate meeting room carrying a large suitcase that looks to weigh at least 30 pounds. He unloads a bulky liquid crystal display (LCD) device and spends the next 15 minutes connecting it to his laptop computer and getting it positioned on top of the overhead projector. The front of the room is now dominated by a large screen, an ugly overhead projector and a tangled mess of extension cords and connector wires.

As the presentation begins, the shades are closed and the lights are turned off. The presenter sits in the dark and starts typing on his keyboard. Bullet points come in from the right, from the left and from the top. The image quality on the screen is hard to read from anywhere in the room. Eyelids droop. Heads fall as people all around the room begin to drift off to the Land of the Nod.

Does this scene sound familiar?

This communication disaster is an example of what we are lauding these days as "multimedia." It's new. It's hot. Hardware and software multimedia products are selling briskly – for all the wrong reasons.

Multimedia has become a very expensive crutch and a terrific way to cure insomnia. Basically, nervous presenters – which includes most of us – do not want to be the center of attention. We feel awkward and embarrassed standing in front of a group. How reassuring it is to know that there are now lots of "presentation software" products available that promise to save us. Ads imply that all we have to do is create our visuals and – presto! – the talk is done and we are off the hook. All the audience has to do is read the screen. Hopefully, they won't look at us at all.

This was confirmed in a July, 1994, *MacWorld* magazine article in

which reviewer Deke McClelland began by saying:

"Whether you're selling an idea to five midlevel managers at your company or addressing 500 colleagues in a convention hall, presentation software allows you to organize your thoughts and gives your audience something to look at besides your sweaty brow."

The idea that we can use visuals to divert the audience's attention – and that the presentation is nothing more than the visuals – is fatally flawed. It may sound good at first, but ultimately the result is poor communication.

Like it or not, the presenter and his or her message is always more important than the visuals, no matter how fancy the visuals are. Stand-up presentations are about human communication – not about reading words on a screen or watching a movie. To be believed, to be persuasive, we have to show up!

Multimedia is only the next stage in the development of visual aids. For years business and technical presenters have overused and hidden



behind their overheads. Today we simply have a more glitzy, complex version of the same old problems. We are able to put our graphs and charts on a disc, bring in our laptop computers and run it all through an LCD panel. Even though the hardware is extremely expensive – not to mention cumbersome – the screen images are often hard to read. You have to ask yourself if bullet points twirling around on the screen are worth all the hassle and expense.

Since these special effects rarely improve communication, my answer is no. Let's not make the same mistakes with multimedia that we've been making with overheads all these years.

So what does enhance communication? A presenter who is well-prepared, confident and at ease in front of a group. This kind of presenter uses visuals as aids to the presentation – not as the presentation itself. With limited time to prepare for a speech, I would advise a presenter to spend

more time on his or her speaking skills and less time on learning to operate elaborate presentation software packages. A confident speaker with simple visuals will always be more effective than a timid speaker with fancy visuals.

Here are some guidelines for using visuals in general and multimedia in particular:

- First, ask yourself if you need visuals at all.

“Multimedia has become a very expensive crutch and a terrific way to cure insomnia.”

- If you do need visuals, go first with the simplest formats; i.e., flip charts, overheads, handouts. Think of multimedia last, not first. (Keep in mind that handouts are the most popular visuals with audiences.)
- Whatever format you select, remember to keep visuals big and bold, easy to read and understand. When possible, use

color and graphic images rather than word slides.

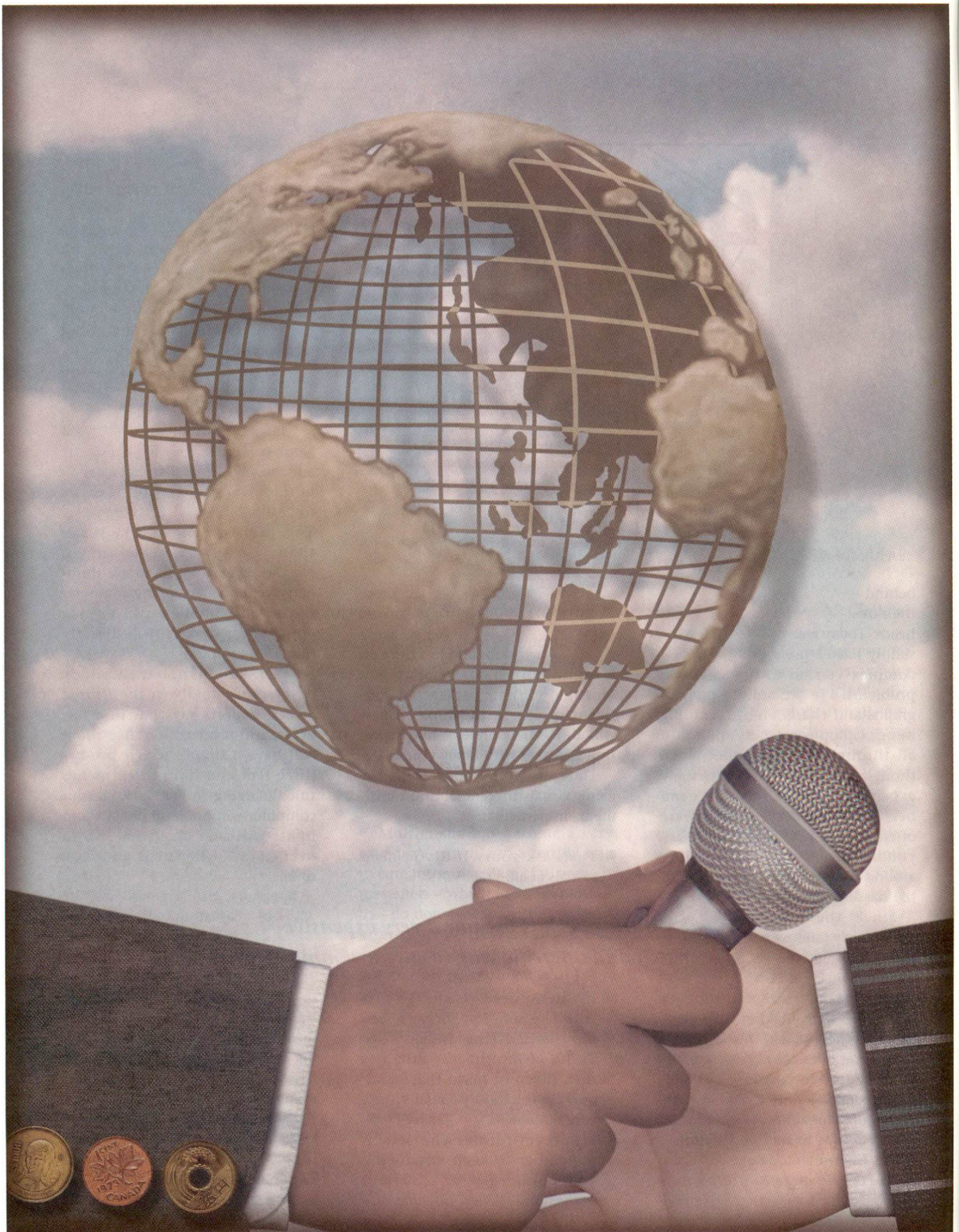
- If your visuals and your message would be greatly enhanced with movement, sound or video, then think about using multimedia.
- If you do decide to use multimedia, think about going through a large screen TV rather than an LCD panel device.

Running visuals directly from your computer to a TV has many advantages: the lights can stay on in the room, there is less hardware to deal with and it's less expensive. This process will soon be easier than you think. According to *MacUser* magazine, there are third-party vendors developing computer cards that will allow you to plug your PowerBook laptop directly into a TV monitor.

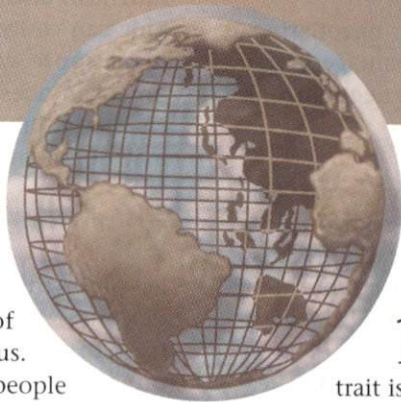
With flat panel technology developing rapidly in the United States, experts say that in a few years, a typical conference room will have a simple screen two-by-three feet and only three inches thick hanging from the wall. Your computer will hook up directly and lights will stay on. Good-bye to overheads, LCD panels and dark rooms.

Speakers, though, will still be sweating bullets. But the best ones won't lean on techno-gadgets for salvation. They will, as they've always done, remember that they have a human message to carry to other humans. For all the dancing bullets and snazzy graphics in the world will never replace the human touch. **1**

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Frederick Gilbert, Ph.D. a professional speaker and trainer, is founder of Frederick Gilbert Associates Inc. in Redwood City, California.



Communicating and Negotiating Internationally



The skills and mannerisms we use to negotiate successfully in our own country may not work as well when we try to negotiate internationally. One of the keys to communicating internationally is to be aware of how people from other cultures perceive us.

The minute you walk into a room of people from another culture, you are being stereotyped.

will serve you well when negotiating with people in the United States, but may be a hindrance when talking to people from another country.

1 Americans are seen as direct and open communicators. In some cultures this trait is considered pushy and blunt. This behavior can easily offend and is not typical in Latin American

We need to be aware of how people from other countries perceive us.

Whether it is right or wrong is beside the point – it happens and you have to be aware of it. Others' perception and stereotyping of you affect the negotiations; so do your perception and stereotyping of others.

If you are an American, for example, it's good to know how you are seen, in general, by your foreign counterparts.

Probably the best piece of advice you can get on dealing with foreign audiences is to surprise them by busting their stereotype of you. Start by knowing some things about their country and culture. Most non-Americans see Americans as geographically and culturally illiterate, and with good reason. But it's easy to fix this. Before you begin negotiating with others, pull out an atlas.

and Asian countries. By being blunt, you may miss the nuances of what's being conveyed. For example, rarely will Mexicans and Japanese answer "yes" or "no." When, for instance, the Japanese say "yes," that only means they heard you. When they say "that will be difficult," that means "no." You have to judge the response through the context of what is being said, not what they literally say.

Many Europeans, just like Americans, don't let emotions or relationships run the negotiations. Some Germans can be as deal-oriented as Americans. The English are also direct, but are sometimes perceived as more willing to take their time than Americans and Germans.

Many Europeans are a bit more formal than Americans in business relationships. The English tend not to

By James G. Patterson ■ Illustration by Gwendolyn Wong

Look up their country, study the oceans, mountain ranges and city names. Read a little bit about the region. Then, armed with some knowledge, you can ask intelligent questions about their homeland.

In addition, most non-English speakers think Americans only know English. So surprise them by speaking a few words of their language, like "hello," "goodbye," "how are you," etc. You don't have to be fluent, although it would no doubt help; just make the effort. Effort and a friendly way are universally understood!

Frank Acuff, in his book, *How to Negotiate Anything with Anyone Anywhere Around the World*, identifies seven key traits of American negotiators and their effect on negotiating internationally. Again, many of these traits

appreciate personal questions, for example. The Germans put great emphasis on titles, preferring to be called, "Herr Shultz or Professor Shultz," rather than Helmut.

When in doubt, ask. "What would you like me to call you?" isn't a bad opening question. Better to err on formality.

Advice? Relax, fight the temptation to want to "speed it up," listen more, watch more.

2 Americans are impatient and seem rushed. This behavior can lead to Americans making premature concessions to their foreign business partners, who may be very patient.

Advice? Slow down when negotiating internationally. Or at least don't let the other side know you have a time pressure.

3 Americans normally negotiate alone rather than in teams. The perception here might be the American doesn't take the negotiations seriously and isn't very prepared. Americans are often seen as "lone cowboys" who want to do it all and in a hurry.

My advice? Work within a team when negotiating. Break up the workload. You're at a disadvantage if you let one person try to handle the entire negotiations when the other side is working as a team.

4 Americans tend to emphasize the short term – the immediate deal versus the long term relationship. This behavior probably comes from the Americans' "quarterly report" mindset. Your foreign counterpart often is compensated on results over a period of years, not months.

Asians tend to be very relationship-oriented. They trust the person with whom they are negotiating rather than a contract. The agreement is the starting point, and not the final solution. In some Asian countries, in fact, a signed contract can be invalidated because of changing situations.

Advice? Look for the long term payoff and prove it to the other side by your language and actions.

5 Americans have limited experience with other cultures. The perception here is that Americans are culturally myopic and arrogant about their nationality. Americans can be seen as people who refuse to learn about other cultures and languages. This may be the top problem facing Americans in international negotiations.

Again, the advice is to make an honest effort to learn about the other side's culture and language. In general,

think in terms of making friends and building a relationship that will last over years, and not just making the deal in front of you. Make the effort to understand; linguistic fluency is nice, but the effort is crucial.

6 Americans emphasize content versus relationships. After exchanging pleasantries, the typical American wants to get down to business. In general, the American also is logical, factual and legalistic. This attitude can easily turn off people from other cultures who place more value on building relationships. If the American doesn't take time to build a relationship, others may think the American has something to hide and may not be trustworthy. So, again, slow down and listen!

7 American negotiators are seen as legalistic. As a result of our litigious culture, Americans tend to write lengthy written contracts. This gives rise to the perception that Americans don't trust themselves or others and have to protect themselves with wordy contracts. This can be seen as an affront to friendship and trust, especially among Middle Eastern and Latin American negotiators.

Frankly, most of our contracts are too lengthy and hard to read. If you need something in writing, make it short and conversational. No court ever threw out a contract because it was too easy to understand.

The successful international negotiator has to be flexible and must approach people of other cultures from their vantage point.

The communication style that works for you may offend and annoy people from other countries. So do some research before you meet, then pleasantly surprise your audience early on in negotiations. The goodwill will serve you well throughout your relationship. **T**

James G. Patterson is a training and marketing consultant from Tucson, Arizona.

Are You **GOOD ENOUGH** to be a **PRO?**

*Toastmasters' Accredited Speaker Program
is now accepting applications for 1997.*

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 Toastmasters International. 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 1997 Accredited Speaker Program is November 1, 1996.

You've hired interpreters, you've consulted the dictionary, you've even tried to learn the language. Yet you still don't get the business. Could your body language be letting you down?

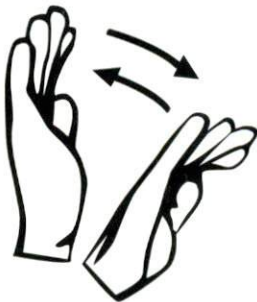
By Desmond Morris

Louder than Words

It's the communication system that we all employ every day in our face-to-face dealings with our friends and colleagues: the language of hand gestures, facial expressions, body postures and movements.

COUNTRY TO COUNTRY

Most people imagine that they can get by with their own body language wherever they go and that



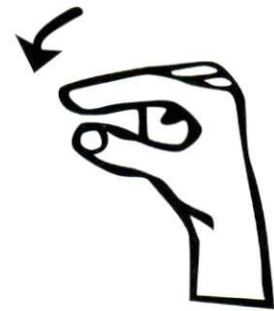
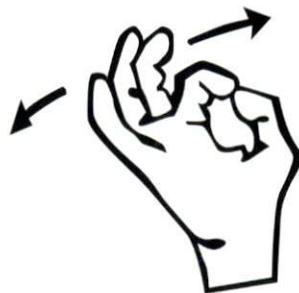
their usual gesticulations will get their messages across anywhere in the world. It is true that most people can understand the meaning of a clenched fist or a soft smile, but it is a dangerous mistake to think that all of our gestures are global in their significance. Many of them change their meanings

from region to region and country to country.

To unravel these differences, I have traveled to over 60 different countries, recording the local gestures and what they mean. I have assembled these into an international dictionary of gestures, *Bodytalk: A World Guide to Gestures*, that can act as a guide through the globe-trotter's minefield of misunderstandings. Let me give you a few examples:

ONE THING TO ONE PERSON...

We are all familiar with the American "OK" sign, when the hand makes a ring shape with the thumb and forefinger. We may observe this abroad and may even feel inclined to use it ourselves to say that something is "excellent!" But caution is needed, because the



symbolism of the ring-shape is different in different regions. In the south of France, for instance, it signifies "nought," and the ring-sign means that something is a big zero — in other words that it is worthless. So if you are asked what you think of the wine and you make your OK sign, you are in fact saying that the wine is "zero," or worthless — the precise opposite of what you want to say.

In other countries the ring-sign is a foul obscenity and the misunderstanding can become even greater. In Japan the meaning changes yet again, the circular shape there symbolizing not a zero, but a coin. To the Japanese, the ring-sign indicates money.

Other gestures that can lead to difficulties as you move from place

*"Thumbs up can sometimes mean thumbs down,
while ear pulling can often be worse than a leg pull."*

to place are the V-sign, the thumbs-up and the ear-touch. In some countries these actions mean that something is very good, but in others they are extremely rude.

TRAGIC MISUNDERSTANDING



Even the simple action of beckoning someone to come close to you can be dangerous. In Northern Europe we beckon with the palm up. In Southern Europe we beckon with the palm down. As a result, to Northerners, the Southern beckon looks like a "go back" signal and they may respond by retreating instead of approaching.

On one occasion this difference in style of beckoning led to a tragic killing. Two swimmers, on holiday from Northern Europe, had accidentally approached a secret naval base on the shores of the Mediterranean where they were taking a holiday. Armed guards beckoned to them to come ashore for questioning. But what the swimmers saw looked to them like a "go back" gesture, so they quickly turned and swam away. Seeing this reaction, the guards opened fire and killed them, assuming they were spies trying to make their escape. Misunderstanding a gesture is not always a trivial matter.

TOO CLOSE FOR COMFORT?

Even the way we laugh, sit or stand can cause friction if we do not adapt our body language to that of our hosts. For example, each cul-



ture has a typical "standing distance" when talking face to face. For Northern Europeans, this distance is roughly arm's length. For Arab cultures, it is about half arm's length. In other words, British travellers feel uncomfortable when foreign colleagues stand very close to them. Foreign colleagues, on the other hand, feel uncomfortable if British colleagues are apparently being "stand-offish." This may sound like a small matter, but it can lead to a general feeling of unease when what is needed is relaxed friendliness.



It is amusing to watch this difference in body distance operating at, say, an embassy party, where British diplomats are talking to their Arab counterparts. The Arabs advance closely and the Brits feel threatened. The Brits retreat until they feel at ease. Now the Arabs feel rejected and advance again. Now the Brits feel threatened once more and retreat yet again – and all around the embassy rooms one can see British diplomats pinned to the walls by advancing Arabs, both sides feeling that something is

wrong, with neither side knowing quite what it is.

HOW DEEP SHOULD YOU BOW?

With ever-increasing business travel it is becoming more and more important to learn the body language of the countries we visit. And the farther away the countries are, the greater the difficulties we may face. In Japan, for instance, it is crucial to understand the language of



the bow, and to use it correctly. Too much bowing (the usual Western error) is just as embarrassing as too little to the Japanese. For example, a deep bow to the porter who has carried your bags to your hotel room in Tokyo is as upsetting to that porter as if you had suddenly fallen on your knees in gratitude to him. Unless we take the trouble to learn the nuances of body language, our strategy for being ultra-polite can lead us into just as many social gaffes as being brusque and offhand.

There is nothing for it but to become fluent in international body language – a language that so often can speak much louder than words. **1**

Desmond Morris is the author of *Bodytalk: A World Guide to Gestures*, published by Jonathan Cape in 1994.

This article first appeared in Business Life, the British Airways magazine for Europe, in June 1995. Reprinted with permission.



By Roslyn I. Atwood, ATM

Membership Recruiting the Easy Way

THE LAST TIME SOMEONE ASKED YOU TO VOLUNTEER SOME TIME for a worthy cause, I'll bet the first thing on your mind was how busy you already were and how to say no gracefully. You are not alone. In fact, it's common knowledge that busy people are asked to do more, simply because they

have proven themselves to be individuals who honor their commitments, set goals and get things done. The heartbeat of any organization is people who accomplish what they set out to do.

The problem is that people associate the idea of volunteering with huge time and energy commitments – thus they naturally feel reluctant to participate.

There is another way. When you ask someone for their time, consider the following:

- **Make it finite.** For example, "Would you give me two hours a month?" This way the person can see a beginning and ending. Or, "Would you make five phone calls a month for Toastmasters?" This would probably take less than a half hour to do.
- **Consider wearing your Toastmasters pin and/or badge one day a week, all day.** This way people will ask you about your club and you'll have an opportunity to explain how the Toastmasters program has benefited you personally.
- **Ask each club member to place five Toastmasters flyers at various locations in your community.** People can do this while they are out doing their daily activities without too much inconvenience. Places to consider are business establishments, bulletin boards in grocery stores and laundromats, doctors offices, corporate employee lounges, bowling alleys, schools, bookstores, libraries, fire departments, police departments, health clubs, etc.
- **Mention Toastmasters to at least one person a day.** So many times we have opportunities but say nothing. We need to remember to promote our club a little bit every day!
- **Create a club business card.** Distribute it freely during your everyday activities and give it to business associates.
- **Have club members take turns attending local chamber of commerce meetings.** This is an opportunity

to meet other business people in the community and exchange cards and information. Don't forget to wear your Toastmasters pin or badge. Your club will become better known, and individual Toastmasters will benefit from networking with other professionals.

- **Arrange to have a Toastmasters booth at a fair, festival or business gathering.** Ask your club members if they would be willing to volunteer one or two hours each to host the booth and answer questions.
- **Ask your members to bring a guest** to meetings and to upcoming contests. Arrange a small reward for members whose guests become members.

Take one step at a time. Be positive and confident! Have all club members decide what commitment they will make. Put the Vice President Membership in charge of monitoring the club's progress. Each week have one member give a two-minute talk about what he or she did to bring in new members.

The bottom line: Being a volunteer does not have to be scary or demanding. With everyone doing a little bit, a great deal can be accomplished. Happy volunteering! **T**

Roslyn I. Atwood, ATM, is a member of Vista Sunrise Club 276-5 in Vista, California.

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Consider Cadence

It didn't dawn on me until another Toastmaster gave her speech that she and I have a common fault. We try to stuff too much data into the allotted time. As I listened to her, I understood that both of us write flowery essays full of what we

consider important information. Because we think everything we say is important, we include every word we have written in our presentations. We attempt to speak our essays. But with too much information and too little time, the audience does not respond as anticipated. And for good reason. They are trying to hear us, but cannot tune in.

Why is this so? There has been preparation, research and study, and our great masterpiece has been practiced and then delivered within the time boundaries. But we recognize as soon as we begin that all is not right.

I have listened to speakers, preachers, and politicians ever since my friend gave her speech, trying to determine why they command attention while my friend and I cannot generate such focus. I believe I have figured it out. Now I know how to change my audience from an inattentive to an attentive mode, and how to stop cramming too much material into one speech. When preparing my speech, I count syllables. Cadence is the secret.

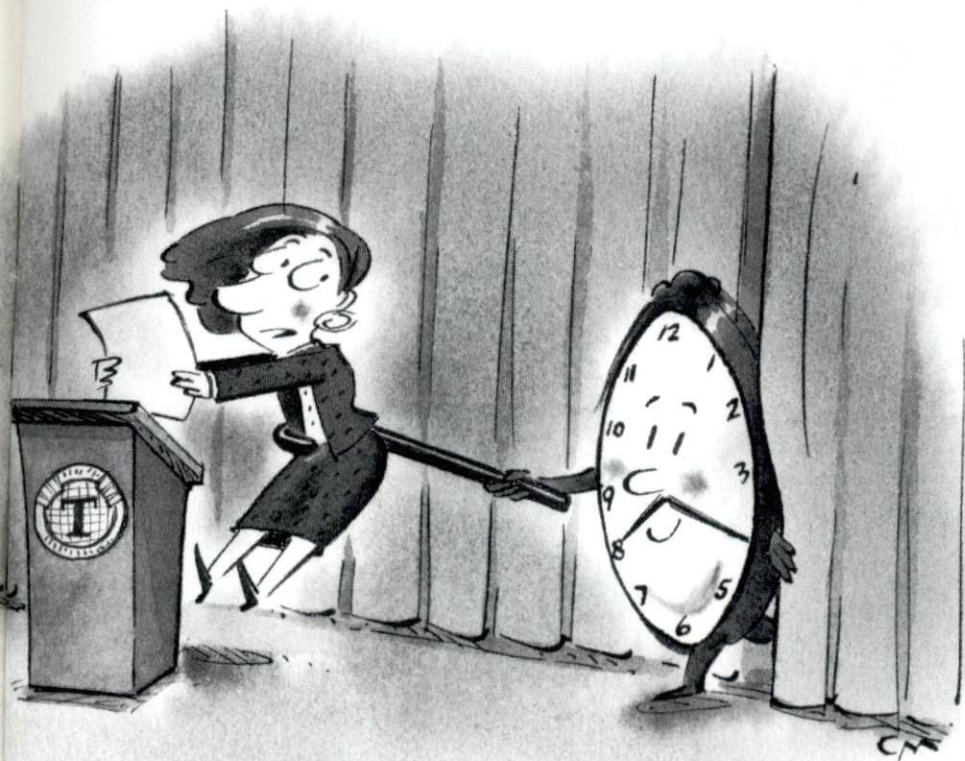
Most speakers use 10 or fewer syllables per thought. At the end of each thought, they pause. Occasionally, a

**When preparing
your speech,
count syllables.**

good speaker will recite a run-on sentence, but these breath takers are few and far between. Surprisingly, this pattern is similar to the cadence in popular songs. Count the syllables in your favorite song or a good oldie. The song below is introduced with a run-on sentence and then slips into a conventional cadence mode:

*Sometimes I wonder why I spend the
lonely night, dreaming of a song.
A melody haunts my memory,
and I am once again with you.
Though our love was new,
and each kiss an inspiration.
But that was long ago,
and now my consolation
is in the stardust of a song.*

Feel the rhythm? Count the syllables. Notice how much drama is packed into these simple sentences? Try saying them out loud



Are all people alike?
 In this, the twentieth century,
 many say,
 If we are equal, we must be alike.
 Freud agreed.
 Is this philosophy indicative of
 democracy?
 If we are all equal,
 are we all alike?
 Freud says we are all driven,
 driven by basic instinctual
 cravings.
 We are driven, he says,
 from within by Eros.
 Adler said we are all the same,
 but his reasoning is different.
 Adler says we all seek power.
 But Jung –
 Jung disagrees.
 He says we can be typed,
 But we are different in fundamental
 ways.
 Regardless of the many similar
 inner instincts,
 One is no more important than
 another.
 We are different by preference, of
 function,
 Preference for a specific function,
 that permits our “typing” by this
 preference...

as though you were giving a short dramatic speech.

Turning your lovely essay into a dynamic speech can be a simple matter of adjusting to the cadence mode. I have developed a method: I set up a long narrow page on my computer and make each sentence fill only that line, followed by another short sentence and so forth. By doing this you will find that you start eliminating many words and start looking for ways to express yourself more succinctly and dramatically. In other words, by eliminating clutter, you make the significant thought stand out clearly and in cadence. Look at the first paragraph of my friend's speech, which was first written in note form. I have lengthened it into prose. It reads well enough on paper:

The belief that people are fundamentally alike appears to be a twentieth

century notion. This idea may be related to the growth of democracy. If we are equals, we must be alike. Freud proposed that philosophy. He believed we are all driven from within by “EROS” a basic instinctual craving. Adler said we are all seeking power. Jung disagreed. He said that people are different in fundamental ways even though they have the same multitude of instincts (or archetypes) to drive them from within. One instinct is no more important than another. What is important is our preference of how we function. Our preference for a given function is characteristic, and so we may be “typed” by this preference.

But try saying those thoughts out loud in a speech and you'll put your audience to sleep. Here's a revised version transformed into cadence mode:

While this may not be a great speech, I do believe you will recognize that cadence is important once you say it out loud. Your audience will not only hear but digest what you are saying. Pauses at the end of each sentence give the audience an opportunity to absorb and reflect upon the message through the cadence of your speech.

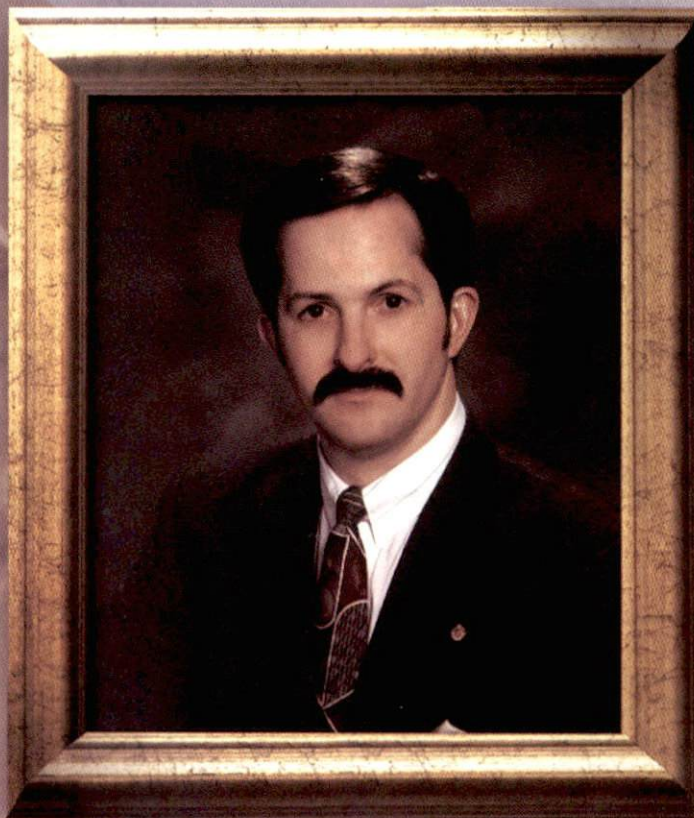
It won't be easy for me to give up the old method of speech writing and delivery! But I will, because I now know that I have discovered one of the secrets of inspiring oratory. The whole purpose of the Toastmaster adventure is, after all, to strive to improve by doing your best. **T**

JoAnn Niemela, CTM, is a member of Speakeasies Club 8805-27 in Reston, Virginia.

Introducing

*Robert E. Barnhill,
DTM*

*An Interview with Toastmasters'
1996-97 International President*



Robert Barnhill is a native of Lubbock, Texas, where he operates a legal and accounting practice focusing on wealth accumulation and transfer. He obtained B.B.A., M.B.A. and Doctor of Jurisprudence degrees from Texas Tech University in Lubbock, Texas, graduating Magna Cum Laude. A licensed attorney, certified public accountant and certified financial planner, he has written three books and various articles on estate and compensation planning issues. For the last ten years, he has been an adjunct professor at Texas Tech, teaching several business and financial planning courses. Robert and his wife Jana, who is a DTM and placed third in the 1993 World Championship of Public Speaking, own L*I*V*E Speakers, Inc., a training and consulting

firm. Robert travels throughout the United States conducting seminars for professional associations. In 1991-92, he was named the Outstanding Discussion Leader for Texas by the American Institute of Certified Public Accountants. He is a member of the American Bar Association, International Association for Financial Planning, Texas Society of Certified Public Accountants and the National Speakers Association.

In 1983, Mr. Barnhill joined Lubbock Toastmasters Club 884-44 because he saw an opportunity to continue his quest for learning. He quickly began working in the leadership track and, in 1986-87, led District 44 to the honor of President's Distinguished District. Barnhill served as an International Director in 1989-91 and subse-

quently served as Third, Second and Senior Vice President. Although he has focused primarily on the leadership track, achieving four DTM awards, Barnhill has obtained several ATM-B and ATM-S awards. In 1992, he earned the title of Accredited Speaker.

Q: *How did you select your theme, "A Passion for Eloquence," and what is its message to each member?*

A: Each of us has a special gift to share with the world; however, most people fail to let their song be heard. Only through the cultivation of one's communication and leadership skills can a person develop the confidence to share with the world his or her unique thought. Eloquence means "a thought on fire." When we realize the potential that lies within and allow ourselves to change, we begin to tell the world our special thoughts and eloquence occurs. With all the negative factors affecting us each day, maintaining the energy to stay the course becomes difficult, if not impossible. Without a heartfelt desire to pursue our goals, most people quit. A passion provides the energy to overcome any situation and allows us to continually strive to reach the goal.

What do you hope to accomplish during your term as President?

My dream for the year is to begin changing our culture so quality becomes an expected result. At the member level, quality means fulfilling the Toastmaster's Promise (see sidebar next page). Each member needs to know and pledge to uphold the Promise. At the club level, quality means becoming a Distinguished Club. Instilling in each club the passion to become a Distinguished Club is a goal of mine. At the district level, quality is measured by performance in the Distinguished District Program. I look forward to 50 or more districts being Distinguished this year. At the International level, quality means making our vision and mission statements the motivation behind everything we do. Toastmasters is about opportunity and change. If each district grows by one net club per division, we can afford more people the opportunity to improve their skills.

When did you join Toastmasters and what were your personal goals?

In February 1983, I visited the Lubbock Toastmasters club meeting at 6:30 a.m. I was looking for an avenue to become more active in my community. Traditional service

clubs did not excite me, because I wanted something more than just a meeting. After my first visit, I knew Toastmasters was for me. As a service professional, effective communication is my main tool in helping others. I saw the chance to improve my skills while serving others. Toastmasters enabled me to start my own professional practice 11 years ago and helped me achieve my goal of helping others.

Many members leave Toastmasters after a year or two. What has kept you active and committed to our organization?

When I joined Lubbock Toastmasters, our club had an International Director as a member. He constantly encouraged each of us to explore the various programs and events Toastmasters has to offer. Since I love learning, I took him up on his invitation. There is not one Toastmasters program or event I have not experienced, and I have learned from each. Without question, my first district conference made a lasting, positive impact on how I saw our organization. When I saw the club ribbons and the head table, I made it my goal for our club to get a President's Distinguished Club ribbon and for me to become district governor. My wife, who was not a Toastmaster at the time, decided to join and become a speech contestant. At that conference, I saw how much fun the district officers were having and how committed to Toastmasters they were. That love of our organization was contagious. One year later, my club received its President's ribbon, and I was appointed area governor.

Why does Toastmasters spend so much time emphasizing growth, new members and new clubs?

A single thought runs through our international, district and club mission statements and that single thought is "opportunity." How can we empower people to realize their full potential and achieve their dreams if we do not give them the opportunity to do so? If we are to achieve our mission statements, each member must be dedicated to offering the opportunity for growth to every person. Sometimes this means inviting them to your club or starting a new club for them. With time pressures and other commitments, it is easy to lose focus of why Toastmasters exists. Our success is solely measured by how many people have taken advantage of the opportunities Toastmasters offers. Unless we constantly remind all members to share the benefits with others, Toastmasters will fail to achieve its mission of making better communication a worldwide reality.

What personal goals do you encourage new members to set?

I encourage all members to achieve their CTMs and serve as president of their clubs. While everyone joins to improve their communication skills, few, if any, join to become more effective leaders. By exposing every new member to the leadership opportunities, my goal is to open each person's eyes to the plethora of possibilities Toastmasters offers. Unless we do a better job of helping people discover the scope of the Toastmasters' program early in their membership, retaining members past their fifth or sixth speech will continue to be a challenge.

Does each member have a responsibility to the organization and the club?

YES! The only way Toastmasters can achieve its mission and realize its vision is for each member to accept the fact that nothing happens unless they make it happen. While Toastmasters has an outstanding staff in California, it is the volunteer member who is responsible for the accomplishment of the international, district and club missions, and these missions cannot be fully achieved until quality permeates our culture. However, quality cannot become part of our culture until each member demands quality from every other member.

Quality starts with the Toastmaster's Promise. When our club elects us into membership, every member pledges to carry out the Promise to the best of his or

her abilities. "The best" does not mean perfection, but a dedicated attempt to fulfill the Promise in every situation. Next, each member must become passionate about having a Distinguished Club. No one joins Toastmasters International; we all join a club. Our impressions of Toastmasters are directly shaped by the quality of the club we join. Unless every member is dedicated to making his or her club the best it can possibly be, something will always be missing. Finally, the quality of my learning is determined by the other members' commitment to help me learn. Without each member acknowledging and accepting the responsibility to help every other member grow, none of us can reap the total benefits of the Toastmasters program. Every club has certain activities that must occur for its members to benefit. The next time a job needs to be done, ask "If not you, then who?"

How can a club assure itself of a 50th anniversary?

While nothing can guarantee a club will celebrate its 50th anniversary, four elements will help a club increase its chances. First, a club needs a dedicated team of club leaders focused on making the club's mission a reality. Second, a club needs a group of experienced Toastmasters willing to be a mentor to each new member. Third, a club needs a membership committed to achieving Distinguished Club status. Finally, a club needs a permanent membership recruitment program. If a club focuses on these four items, its chances for a long life are greatly enhanced.

Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members, and to the organization as a whole.

A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise...

- To attend club meetings regularly;
- To prepare all of my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communication and Leadership Program manuals;
- To willingly prepare for and fulfill meeting assignments;
- To provide fellow members with helpful, constructive evaluations;
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- To willingly serve my club as an officer when called upon to do so;
- To treat my fellow club members and our guests with respect and courtesy;
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.

What is the main challenge facing our clubs?

Time pressures! People are extremely busy today, and with competitive pressures at work, people do not have time for extraneous activities. Our clubs must do a better job of showing how Toastmasters is worth the investment of time. This requires an unwavering commitment to quality in club operations. Cutting corners can no longer be tolerated. As an educational organization, we ask people to do two of the most stressful activities in life: speak before a group and receive feedback in front of a group. The more rewarding this experience is, the more likely members will invest the time. Following the Toastmasters program in every way will assure that each club provides the quality experience members demand and deserve.

What is the main challenge facing Toastmasters in the future?

Since Toastmasters counts on volunteers to recruit new members, conduct programs and manage clubs, we have to discover ways of increasing involvement in our leadership track. As we grow, Toastmasters will need more and more volunteers to accept club and district officer positions. While most members readily accept club assignments, the same does not hold true for district leadership. Our districts exist to expand and enhance the network of quality clubs, so more people will have the opportunity to benefit from Toastmasters. Each year, we experience a growth in clubs. These clubs need district

officers who can provide the required service to help the clubs maintain a high degree of quality programming. With the large number of new club officers each year, experienced Toastmasters, serving as district officers, can provide guidance and support that will enable each club to maintain a consistency in operation.

Encouraging these experienced Toastmasters to accept the invitation of district leadership is the greatest challenge facing Toastmasters in the foreseeable future. Although Toastmasters International is committed to leadership development, too few people perceive Toastmasters as a source for leadership training. We must be diligent in changing this perception. Our High Performance Leadership program and the implementation of the new leadership track in July 1997 (more information about this will be published in next month's issue of this magazine) should begin the process of altering people's views, but we must be tenacious in our quest to make leadership development as much a part of Toastmasters as communication training is today.

If you had one message to impart to every Toastmaster, what would it be?

Every person has a special blessing which can improve our world. Through enhanced communication and leadership skills, each of us can begin to let the world hear our song. This year I invite all Toastmasters to pursue "A Passion for Eloquence" and the development of their own personal song! **T**

NOTICE OF ACCEPTANCE OF NOMINATIONS FOR INTERNATIONAL OFFICE

People have asked what qualifications are needed to hold International Office. Following are the qualifications:

FOR INTERNATIONAL OFFICER:

- active member of a Toastmasters Club during the entire 12-month period immediately preceding nomination.
- served a two-year term on the Board of Directors.

FOR INTERNATIONAL DIRECTOR :

(DISTRICTS WITHIN REGIONS)

- active member of a Toastmasters Club during the entire 12 month period immediately preceding nomination.
- served an entire term as District Governor at the time of election.
- not more than one of the elected Directors may be from one Club or any one District.

FOR INTERNATIONAL DIRECTOR AT LARGE:

(DISTRICTS OUTSIDE REGIONS; ELECTED IN EVEN-NUMBERED YEARS)

- active member of a Toastmasters Club during the entire 12-month period immediately preceding nomination.
- served an entire term as District Governor at the time of election; or Chairman or Chief Officer of a non-District administrative unit during the entire administrative year immediately before the unit became a District or Provisional District; or as District Governor during the entire administrative year in which the unit became a District or Provisional District.

If you are interested in running for International Office at the 1997 International Convention and meet the qualifications stated above, please write or call the Policy Administrative Department at World Headquarters for a booklet called "Information for Candidates to the Board of Directors of Toastmasters International." This booklet contains a "Letter of Intent" to be sent to the International President by December 31, 1996.



1996-97 District Governors



F Jeffrey L. Chess, DTM
Irvine, CA



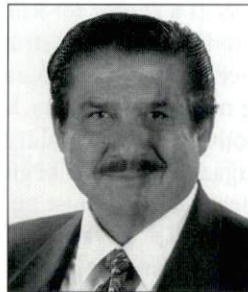
1 Marsha A. James, DTM
Redondo Beach, CA



2 Arlene Doennebrink, DTM
Seattle, WA



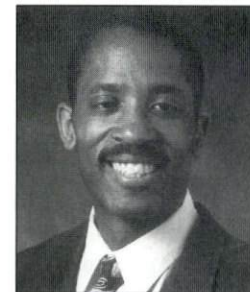
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4 Carlos Figueroa, DTM
San Jose, CA



5 Linda E. Jackson, ATM
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6 Keith A. Hardy, DTM
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7 Robert R. LaDu, DTM
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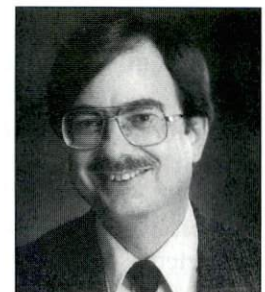
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10 Matthew Surak, DTM
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11 Robert McDonald, DTM
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12 Paul Clark, DTM
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13 John R. Clarke, ATM
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14 Geraldine Cabil, DTM
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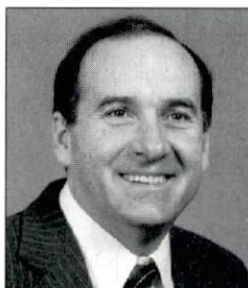
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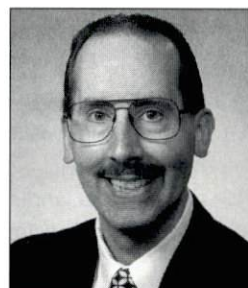
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18 Dilip Abayasekara, DTM
Newark, DE



19 Thomas Stockebrand, ATM
West Des Moines, IA



20 Mark Buschena, ATM
Bismarck, ND



21 Lorna Cook, DTM
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23 James Hammitt, DTM
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24 Leo L. Allen, ATM-S
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25 Jeffrey Johnson, DTM
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26 Catherine Maul, ATM
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27 Dale L. Moyer, DTM
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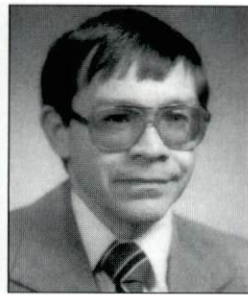
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29 Joan Weldy, ATM
Saraland, AL



30 Jacquelyn Cohen, DTM
Chicago, IL



31 Stephen Licari, ATM
East Boston, MA



32 David Alldredge, ATM
Kent, WA



33 Jerry Theo, DTM
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34 Maria Gonzalez, DTM
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35 Janet Ann Koss, DTM
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36 Joice O. Franklin, DTM
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37 Richard T. Reece, DTM
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38 Terry G. Schutt, DTM
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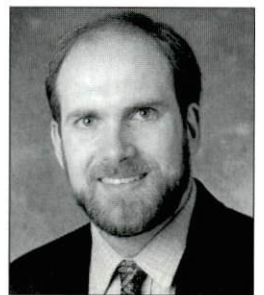
39 Patricia L. Fong, DTM
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40 Erin Hutchinson, CTM
Kingston, OH



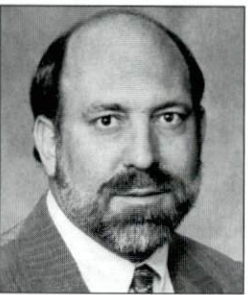
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Edmonton, AB, Canada



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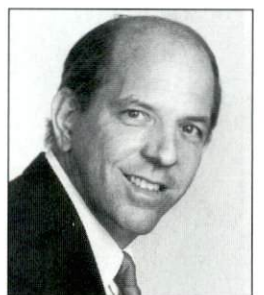
44 Bart Arbuthnot, DTM
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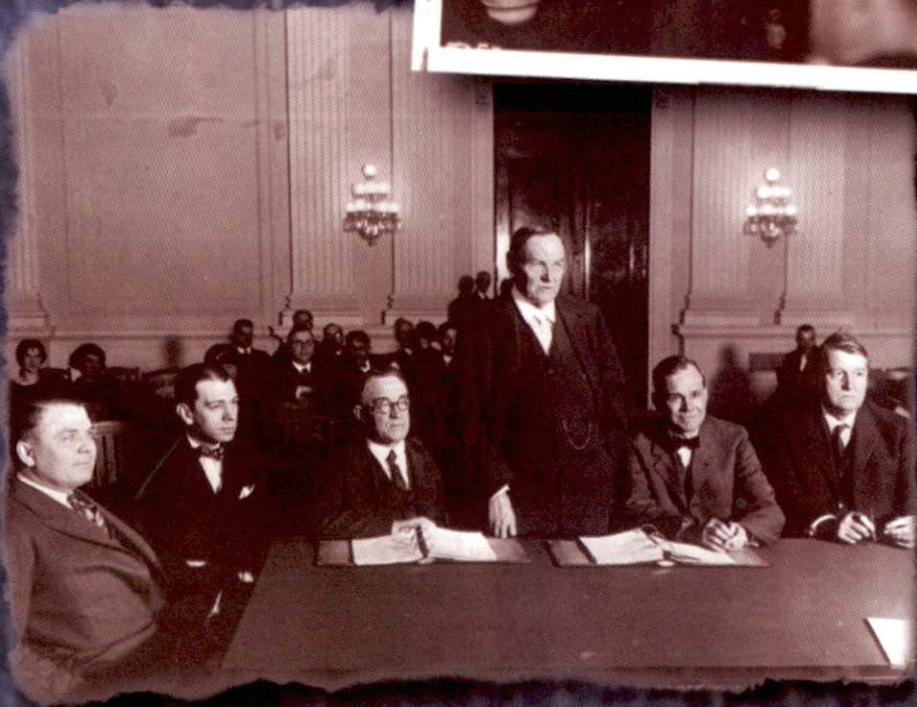
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Clarence Darrow:



The Attorney as Orator

By William H. Stevenson, III, ATM • Illustration by Jason Clemens

IMAGINE MAKING A SPEECH THAT WOULD LITERALLY DECIDE WHETHER YOU LIVED OR DIED. DEFENSE ATTORNEYS

do this every day on behalf of their clients, calling forth from them the greatest efforts of persuasion. In law schools all over America and beyond, one name is more often mentioned as an example of the highest standard of this art – Clarence Darrow.

When Darrow became an attorney in 1878, both the legal profession and the style of legal oratory were in the midst of change. Darrow represented both the old and new. Universities were only beginning to monopolize legal training and Darrow, like most lawyers of the time, learned law not in a classroom but by private study in an attorney's office. He briefly attended the University of Michigan law school, but soon dropped out, impatient with the plan of instruction he considered rigid and formal. Throughout his career he had little liking for the book work of law. Precedents and details he left for others to hunt down; he would focus his talents on what he considered the key to any trial – the jury.

one of his tricks – to a farmer on the jury, he looked like a farmer.

This plainness of style and language did not mean Darrow was not an intellectual. An omnivorous reader, he avidly devoured works on psychology, criminology, evolution – the “new sciences” of this day – as well as poetry past and present. He used all these works to support his arguments, but his genius allowed him to translate the most abstruse scientific tome into readily understandable speech.

After a promising start in Chicago advising the city and representing corporations, Darrow astonished his cohorts by resigning as attorney for the Chicago and Northwestern Railway to support the very workers who were striking the line. For the rest of this career he represented unpopular defendants – labor agitators, communists, minorities – often for no fee. Overcoming the public's bias against his clients was often the biggest prob-

His 1926 defense of the Sweet family illustrates Darrow's formidable powers of persuasion.

If Darrow rejected the new style of legal training, he also rejected the old style of legal oratory favored by the Eastern establishment. It, too, he considered rigid and formal – full of classical allusions, Latin quotations and rhetoric more akin to declamation than conversation. Darrow would have none of it. He spoke to people in language they could understand, the language of the small-town Midwesterner that he was.

Besides speaking like the common man, he looked the part. Six feet tall with a craggy face, Darrow must have been a relief from the dressed up city slickers that too often stood in front of the juries of his day (and ours). His rumpled suit and slouching manner were legendary. But this carelessness of dress was not an affectation. It was genuine, part of the essential honesty of his nature. Later in life he refused to cover up his wrinkles, saying he had worked hard for them. This plain simple honesty came through to his audience in the jury box. He did not seem like a lawyer who was trying to pull a fast one with

lem he faced. But, as he once told a jury, “I am not bound to believe them right in order to take their case, and you are not bound to believe them right in order to find them not guilty.”

Darrow always portrayed himself as the defender of the underdog – the poor, the weak, the helpless, the oppressed – an “attorney for the damned.” His defense of the Sweet family in 1926 illustrates his formidable powers of persuasion.

It is hard to imagine a more difficult case for a defense lawyer. The Sweets, 11 in all, were charged with murder for having fired into a crowd outside their home in Detroit, Michigan. The Sweets claimed they had acted in self-defense against a mob that was about to attack them. The Sweets were black. During a housing shortage in Detroit they had broken an unwritten law by purchasing a home in a white neighborhood. The victim was white. They faced an all white jury in a city that greatly resented a recent influx of Southern blacks.

"I am not bound to believe them right in order to take their case, and you are not bound to believe them right in order to find them not guilty."

— CLARENCE DARROW

In his final argument, Darrow masterfully combined elements of reason and emotion. These elements are often thought of as opposites, combining no better than oil and water. But this need not be the case. While emotion can act as a red herring to distract a listener from the message, Darrow showed how to mix reason and emotion so they enhance each other.

He first pointed out that there had indeed been a mob outside the Sweets' house, not for just one night, but for two nights in a row. Darrow reminded the jury that the prosecution had itself paraded 71 witnesses that swore they had seen only "a few" people on the scene at the time of the shooting. Seventy-one witnesses had only seen a few people? It was pretty easy to agree with Darrow when he said, "The State claims there was no mob there that night. Gentlemen, the State has put on enough witnesses who said they were there, to make a mob."

How did the Sweets' react to the mob around their house? Darrow replied by depicting the ominous gathering of the crowd:

"They did not shoot the first night when the crowd came. They did not shoot the second night when the crowd threw stones up on the roof or through the window. They did not shoot when the crowd gathered around the front part of the house. They did not shoot when they started up the walkway."

When did they shoot, asked Darrow? Only when the mob was at the door of the house. Was there a more obvious case of self-defense? The trial had nothing to do with the law; it was about "nothing but prejudice." Not content with painting the actual scene, Darrow put the jury in the picture, asking them to imagine the situation if they had been in the house and the racial roles had been different:

"If it were reversed and 11 white men had shot and killed a black man while protecting their home and their lives against a mob of blacks, nobody would have dreamed of having them indicted. I know what I am talking about and so do you. They would have been given medals instead."

In answer to the prosecutor's charge that the Sweets had fired too soon, Darrow asked how anyone could judge in cold blood, months after it happened, how the Sweets had felt in the heat of the moment. Once again,

he did not give the jury a dry recital of legal precedents. He gave an emotional analogy of men shipwrecked at sea in a small boat "tossed on the wild waves of an angry sea; their food disappearing, the boat heavy and likely to sink and no friendly sail in sight... What will they do? They throw a companion overboard to save themselves... Yet a jury, months

after it was over, sitting sagely in their jury box, pass upon the question of whether they acted too quickly or not."

No, said Darrow, to judge the Sweets, they would have to put themselves in the mindset of the Sweets, and see the mob through their eyes.

Darrow rose to the height of his powers of description as he traced the history of the black race in America, from their kidnaping in Africa onto the slave boats "packed like sardines in a box, half of them dying on the ocean passage," to their slavery in a strange land and to the lynchings, discrimination and prejudice of the 1920s. What would these people see when they looked on a white mob surrounding their home?

"Put yourself in their place. Make yourself colored for a little while. It won't hurt, you can wash it off. They can't, but you can; just make yourself black for a little while; long enough, gentlemen, to judge them... that is all that I ask."

Darrow made sure to put a human face on the defendants, introducing them to the jury as individuals. Here was Ossian Sweet, a poor boy who had worked hard and become a physician. Here was his wife, his infant child, his younger brother, and all the rest of his relatives, living in that small house simply because "they must live somewhere!" How was Dr. Sweet any different from the members of the jury? He was trying to do nothing more than start a life for himself and his family. This personalization of the defendants was essential in a case as racially charged as this. Darrow knew that a jury would be more sympathetic to someone they knew than to a member of an abstract and unpopular minority. They might convict a "Negro defendant" when they would acquit Ossian Sweet, husband, father and home owner.

Darrow never missed a chance to raise an individual case to a universal cause, to remind the jury their decision could be a monumental symbol, a real step forward in civilization. He did this in his closing argument, saying that he spoke not for the Sweets but for "a million blacks" that were looking to "you 12 whites, feeling that the hopes and fears of a race are in your keeping."

Again and again, he addressed the jury as individuals. He would not allow them to escape their responsibility

by taking cover behind the anonymity of a group of 12. Darrow told the members of the jury that the Sweets' eyes "are fixed on you, their hearts go out to you, and their hopes hang on your verdict... I ask you in the name of progress and the human race, to return a verdict of Not Guilty in this case!"

The jury did acquit the Sweets.

Darrow's formula of combining reason with emotion, painting vivid word pictures, personalizing the defendant, raising the case to a universal cause, and squarely assigning responsibility to the jury, was one he used many times and with great effectiveness. It is no coincidence that in his leisure time Darrow was both a novelist and a writer of articles on issues of the day. His addresses combined the drama and color of a novel with the reasoned argument of a legal tract. They read well, even today.

But mere written words do not convey the full power of Darrow's courtroom presence, which biographer Arthur Weinberg describes vividly: "[Darrow was] strid-

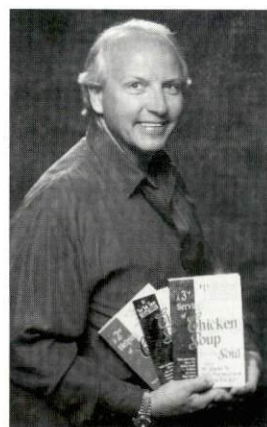
"While emotion can act as a red herring to distract a listener from the message, Darrow showed how to mix reason and emotion so that they enhance each other."

ing forward and then stopping, starting straight into the jurors' eyes, turning, head hung in thought as the retreating voice comes over the shoulder slowly, carefully, then all at once booming again. Sometimes witty, smiling; sometimes angry, scathing, merciless. Sometimes with tears streaming down his cheeks."

Darrow made the Sweet case a turning point in history. Not everyone will agree with Darrow's opinions, but most people agree that he was one of the most effective persuaders that ever spoke before a judge or jury. **T**

Author's Note: Darrow had to make two arguments for the Sweets, due to a mistrial in the first case. Most of the quotes in this article are from transcripts of the second trial, May 19, 1926.

William H. Stevenson, III, ATM, is a lawyer and member of Toastmasters Singles Club 6201-48 in Huntsville, Alabama.



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Toastmasters Share Their Lessons Learned

Ideas for Eye Contact, Speech Subjects and Travel

Many of the most useful tips we Toastmasters receive are via word of mouth from others. This column is a forum for sharing those kinds of ideas with each other. Here are the latest tips submitted by our readers (real this time!):

■ *"I have found it beneficial when practicing a speech presentation to walk around and look at items in the room. This way I am memorizing the speech, getting comfortable standing and talking along with practicing eye contact. My evaluations (so far) have always listed eye contact as a strength."*

VICTORIA KERN – CHATTANOOGA, TENNESSEE

■ *"I like to give out 3x5" cards when I'm presenting the 'Word of the Day.' Club members may put the card in their pockets and refer to it all day."*

ANONYMOUS – SHIREMANSTOWN, PENNSYLVANIA

■ *"When you are the main speaker or "under the glass," diminish your importance by dressing conservatively. Be modest with jewelry, and before commencing, pause to smile directly toward several members of the audience. You will soon see that your audience becomes very appreciative."*

STELLA SHEPARD, CTM – MARYSVILLE, OHIO

■ *"I choose to not allow self-consciousness or shyness rule my life when I say "yes" to speechmaking. In grade school, book reports were a time to get sick and not show up. College wasn't any better; I spent many a sleepless night in anticipation of speaking. With better self talk – such as "everyone out there loves me and can hardly wait to hear what I have to say" – it becomes a self-fulfilling prophecy. Now, when it is time to give a speech, I let my mind be my ally and friend."*

CAROL HITZ – BELLINGHAM, WASHINGTON

■ *"The best material for my talks comes from the most unlikely places. Examples are the offbeat articles seen in airline magazines, local community newspapers or trade publica-*

tions. Those personal experiences people share in ordinary conversation also are very powerful – the trick is to recognize and remember them"

KEN CAMPBELL – DEARBORN, MICHIGAN

■ *"When preparing for each upcoming Toastmasters meeting, I challenge myself to do two things: a) write down (usually through a word processor) whatever it is that I have to prepare, even if it's just the "word of the day" — this gives me an ongoing record of even the little things I'm accomplishing at Toastmasters; and b) come up with at least five to 10 new topics for my growing speech topic list. I now have about 600 possible speech topics."*

EDWIN BEBEE – TUCSON, ARIZONA

■ *"Travel with Toastmasters. Schedule in a Toastmasters meeting or two while away on business. It's a stimulating alternative to an evening of television in your hotel room. I've gotten fresh ideas in Florida, met new people and shared ideas in Silicon Valley, and generally expanded my comfort zone during several business trips."*

GLENN HOFFMAN, CTM – NOVATO, CALIFORNIA

How about you share your favorite tip, word of mouth strategy, or lesson learned? Take action now to share your favorite Topical Tip on a postcard, letter or electronic mail. The more feedback we receive, the better this column will be.

Be sure your name and address are included so you can receive credit for the published Topical Tip. Entries may be edited for clarity and brevity.

Mark Majcher, ATM

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Irene Konzelmann, 3541-60
Sadan Mankikar, 808-61
Norman S. Hart, 9560-61
Frank Horne, 3930-63
Lorraine Sweeney, 413-70
Steve Howard, 1117-70
Arthur Thomas Ware, 2274-70
Norman T. Hanscombe, 3186-70
David Shepherd, 3783-70
Kim Malcolm, 5073-70
Paula Bayley, 4518-72

ATM Bronze

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

Michael Herskovits, 4634-3
William E. Bristol, 7918-3

Julia Olkin, 1435-4
Reema Mahamood, 1435-4
Donna Chen-Snow, 4270-4
Douglas C. Evans, 888-5
Marian White-Vassilakos, 788-12
Gregory D. Scott, 1348-12
Jan Roberts, 1976-12
C. Ed Baumgartner, 2488-12
Joseph P. Thompson, 5349-26
Sharon Chyr, 6397-26
Margarete A. Ralston, 9395-26
Helen L. Burkett, 1792-27
Landon Lewis Elswick, 8920-27
Judith M. Ebner, 1909-28
Joanne Corbett, 6131-42
Arlene Jorgenson, 8990-42
Henry S. Youd, 1359-43
Namon Harris, Jr., 1684-43
Calvin G. Edie, 3751-64
Mark Buettner, 4574-64
Nenita A. Uygen, 4729-64
Betty Loraine Oakes Muka, 4913-65
Judith P. Staples, 5460-65

ATM

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

Linda Northrop, 316-F
Diana R. Irish, 1300-F
Katzi Kayser, 2436-F
Elizabeth E. Leland, 4042-F
Kerry Joseph Davidson, 6469-F
Jim Busse, 9377-F
Edward Leong, 9567-U
Donald C. Hugh, 174-1
Allison Drew, 743-1
S. Jeff Jennewein, 3645-1
Philip Carlisle Stewart, 4404-1
M. Jean Hendricks, 4419-1
Dino Champagne, 5631-1
Patricia Farnham, 514-2
Jean Wallace, 822-2
Joseph C. Rielly, IV, 7137-2
Richard Bailey, 9509-2
Robert E. Hampton, 9509-2
John J. Zatarski, 213-3
Mary S. Morris, 4725-3
Roshana Ohmoto, 5072-3
Elizabeth de Clifford, 33-4
Kelly Emo, 4270-4
Michael Steven Bradley, 4860-4
Robert Mascarotti, 6654-4
Richard Preston, 7596-4
Trish C. Brown, 54-5
Paul Steinke, 623-5
Lynn Mulhern, 895-5
Leonard Wiener, 5528-5
Steven R. Miller, 5528-5
A. G. Cooper, 7129-5
Michael Busak, 162-6
Phyllis Snyder, 1523-6
Linda Ann Ripka, 2140-6
Steve M. Lockwood, 2206-6
Donna Carew, 3246-6
Kathryn S. Bakke, 4554-6
JoAnne Boche, 6144-6
Janice E. Sullivan, 7119-6
Elaine Thompson, 2034-7
W. Richard Allen, 9235-7
Marilyn A. Lewis, 448-8
Betty Sue Walsh, 1957-8
Dan Corsair, 1957-8
George H. Parker, 1957-8
James F. Salih, 1957-8
Jim Hertel, 1957-8
Paul A. Ederer, 1957-8
Brian Keith Goldsby, 9643-8
Eujetta Fleming, 9643-8
Huntley Ruff, 9643-8
Charlene Upton, 50-9
Stephen R. Iverson, 160-9
Edward J. Stahlman, 1760-9
Keith A. Yoder, 2683-9
Theodore W. Yocom, 143-10
Greg Czarnecki, 912-10
Loretta E. Kotnik, 8142-10
Keith A. Yoder, 8563-10
Kenneth Renner, 9347-10
John E. Mogush, 1096-11
Kenneth Kautz, 2182-11
Lee W. Thrasher, 4742-11
Jean Miller, 5233-11
Brent A. Seaman, 8365-11
Peter L. Baker, 8365-11
Dan Buchanan, 290-12
Dan Uthappa Chourira, 414-12
Scott A. Huseth, 414-12
Donald R. Beck, 8691-12
Geoffrey Webb, 8691-12
Roy J. Nichols, 9501-12
Bruce T. Einfalt, 1219-13
James W. Dunn, 1219-13
Bess T. Chappas, 705-14
Phil Houston, 833-14
Michael James, 2523-14
Claire S. Lee, 2906-14
Karen M. Haynes, 3379-14
Lu Ann Cooley, 5489-14
Eddie Calloway, 5803-14
Dariush Entesary, 7841-14
Jeanette Gowen, 8291-14
Glenda R. Suchy, 1130-16
Paulette Lorsbach, 1859-16
Richard Parker, 3139-16
Jim Verdugo, 5477-16
Richard Knatterud, 3878-17
Stella Chung, 2562-18
Sylvia M. Hardy, 2929-18
Paulette Derkach, 8461-18
Steven A. Shirer, 504-19
Teddy J. Edwards, 4728-19
Amy J. Soliday, 6271-19
Linda J. Terpstra, 6271-19
Debra A. Vonnahme, 6443-19

Elaine Wold, 376-20
 Colleen O'Connor, 9027-20
 Betty Caplette, 800-21
 Robert R. Neill, 1938-21
 Carla MacGillivray, 6265-21
 Nick Pearce, 6265-21
 Bernadette Racette, 6952-21
 Dan R. Perry, 9073-21
 Roderick Edwin Schnob, 9890-21
 Jerry Cooke, 1928-22
 Timothy (Tim) Powell, 6297-22
 Terry F. Sleight, 122-23
 Jo Roybal Izay, 846-23
 Lorenza M. Bedgood, 4013-23
 Van A. Branham, 4357-23
 Darlene Jeanette Tafoya, 9391-23
 Franklin D. R. Norman, 4362-24
 Joseph M. Wallace, 4362-24
 Annette M. Kildare, 7585-24
 Lola LaCrosse, 2476-25
 Paul E. Mills, 3067-25
 Laurence A. Pimentel, 5213-25
 Brad W. Kershaw, 5360-25
 Lee Mixon, 8055-25
 Diane Warren, 2237-26
 Natalie C. T. Van Tyne, 2626-26
 Sharon Littrell, 3044-26
 Thomas D. Gross, 3218-26
 Suzie Bellendir, 3989-26
 John W. Barksdale, Jr., 5158-26
 Marshall Barrington, 6835-26
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 David R. Mowrer, 7873-26
 Beverly Neville, 7952-26
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 Veronica Perry, 5986-27
 Richard F. Tymoch, 8224-27
 Caridad Aquino Talastas, 8877-27
 Laciinda Green, 5043-28
 Neville A.D. Thompson, 1919-29
 Shane Moore, 2552-29
 Tim Hampshire, 2805-29
 Louis B. Henderson, 7055-29
 Kenneth J. Branch, 336-30
 Paulette R. Dohrmann, 614-30
 David Kluge, 1605-30
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 Victoria Cueva Gomez, 8964-34
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 Van Sherrill, 1278-37
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 Esther J. Mino-Slover, 7575-38
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 Bill Lee, 1131-42
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 Mabel Barker, 9091-42
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 Deanna Othmer, 22-47
 Tim Morell, 22-47
 Howard Elfman, 952-47
 Richard A. Moore, 1980-47
 Paul Pelletier, 2166-47
 Jay Badgett, 2225-47
 Valerie M. Wright, 2385-47
 Edward A. Tracey, 2903-47
 Tal Dungee, 3466-47
 Cardie G. Cox, 3596-47
 Marlin Smith, 5193-47
 Diana Loy, 5390-47
 Dina B. Froug, 5758-47
 Linda-Anne Glickman, 5807-47
 Marta Micheli, 6193-47
 LaVerne D. Stephens, 8345-47
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 L. Duke Tieman, 9187-47
 Joe Kindred Gillis, Jr., 6206-48
 Beryl S. Rodero, 248-49
 Jeff Reiss, 910-49
 Timothy Keck, 2805-49
 Raymond Rose, 3701-49
 Barbara F. Kawakami, 5244-49
 Nancy Hodgkinson, 1495-50
 Brian Bearden, 2146-50
 James T. Wallace, Jr., 2251-50
 Joe Bosso, 4015-50
 S. Kevin King, 5509-50
 Robert Harms Bliss, 8552-50
 Lim Kean Seng, 655-51
 Shirley Hia Siihah Ngu, 2936-51
 Natasha Maimunah, 4067-51
 Robert Purnomobagyo, 4067-51
 Cynthia Chua, 5334-51
 Sandra Shunmugam, 7315-51
 Sidney L. King, 341-52
 William C. Moon, 2374-52
 Turhan A. Johnson, 2692-52
 Margie Lewis Nelson, 3622-52
 Robert V. Pierre, 5487-52
 Raymond M. Johnson, 803-53
 Joseph D. Peck, 7379-53
 Mary Jayne Gribler, 127-54
 Marvin R. Paulsen, 467-54
 Karen L. West, 904-54
 Kay McArthur, 904-54
 Randy R. Richards, 4339-54
 Elizabeth Hardcastle, 5012-54
 Raymond R. Weedon, 5012-54
 David Jones, 8863-54
 Helen J. James, 745-56
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 Frances S. Rubio, 9325-56
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 Ronald L. Edmondson, 1034-57
 Shirley Gow, 1580-57
 Keith Hall, 5708-57
 Cornelius M. Steeman, Jr., 1355-58
 Shirl M. McHenry, 2124-58
 David Oakes, 3380-58
 Georges Fadel, 8719-58
 Ian C. Bender, 1603-60
 Elizabeth Burns, 2735-60
 Kevin Mooney, 2735-60
 Patricia McKeown, 3074-60
 James L. Panes, 3234-60
 Suzen Fromstein, 3568-60
 Antonio Aguiluz, 4447-60
 Lea McKean, 4537-60
 Vina M. Otis, 5712-60
 David M. Hobson, 6234-60
 Munira Premji, 7985-60
 Paul Andrew Lurkins, 8644-60
 Roy Thaller, 3319-61
 Dalma Hunyadi Brunauer, 3417-61
 Fateh B. Singh, 5310-61
 Greg Watson, 7706-61
 Guy Lemire, 7857-61
 Noel Pominville, 8783-61
 Thomas Raphael Mulconry, 2050-62
 David Norczyk, 2399-62
 Virginia P. Baxter, 2826-62
 Bob Metzger, 3306-62
 John LeTourneau, 6846-62
 Joyce Tarrier Brownell, 8003-62
 Bruce D. Skaggs, 9488-62
 Yvette R. Dolan, 3916-63
 Wendy L. Ashdown, 3930-63
 James R. Hayes, 4703-63
 John D. MacLise, 313-64
 Jo-Anne McDowall, 1419-64
 Melanie Shumilak, 3977-64
 Donald Frederick Schau, 7695-64
 Kenneth M. Chizick, 9274-64
 George D. Patnoe, Jr., 1136-65
 Dewitt Henricks, 4784-65
 Margot L. Fass, 8789-65
 RaNetta R. Mitchum, 6460-66
 Henry P. Henson, 6822-66
 Xavier J. Stelly, Sr., 2678-68
 Dale Gaudet, 6571-68
 Lynelle Ross, 2763-69
 Michael John Wilkinson, 7418-69
 Graham Edwards, 7709-69
 Ted Schuneman, 7894-69
 Rex Arthur Butler, 9137-69
 Marie Elizabeth Ward, 9256-69
 Bertha Rieke Podobranski, 1519-70
 Brian William Lockley, 2254-70
 Peter Raymond Cane, 2893-70
 Robert Welner, 2893-70
 Wayne Johnston, 3558-70
 Ian Gibson, 4213-70
 Daniel James McNickle, 4424-70
 Peter McCarthy, 5323-70
 Kenneth W. Green, 5795-70
 Maxine Kent Johnston, 6204-70
 Edna M. Curley, 6691-70
 Angela Ree, 7577-70
 Judy Deacon, 9504-70
 Joy Wallman, 9691-70
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 Ciaran Niall Blair, 3677-71
 Phillip Khan-Panni, 4141-71
 Cecil Kirk, 5794-71
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 Brendan O'Dea, 2256-72
 Warwick James Lowndes, 3353-72
 Selwyn James Steedman, 7482-72
 Geoff Gregory, 7505-72
 Sue Thompson, 8657-72
 Muiris O'Keefe, 9341-72
 Margaret Howie, 9360-72
 Marlene C. Sinclair, 1179-73
 Thea Anglin, 2141-73
 Steve Humphries, 3062-73
 Alan Davis, 5036-73
 Tania Park, 5839-73
 Alan Campbell, 1347-74
 Meriel Landing, 1974-74
 Helen Jesse Dell, 2132-74
 John Adrian Cross, 2249-74
 Denton Barnard, 2856-74
 Margy Reeler, 4688-74
 Mercia De Souza, 4983-74
 Margaret Helen Lombard, 5624-74
 Lajos (Louis) Pinter, 7363-74
 Ian Hamilton, 7526-74

Eliria Heloise Haigh, 7609-74
 Pablo Canonigo Lim, Jr., 4159-75
 Alexander Franco A. Delantar, 5406-75
 Evelyn F. Lupango, 5406-75
 Balma D. Nandwani, 5706-75
 Ma Brenilda C. Medina, 6804-75
 Romeo P. Flores, 7156-75
 Avenescio A. Piramide, 7447-75
 Ma Anita F. Romano, 7770-75
 Randy Nelson S. Cabahug, 9874-75

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 Riverbend, 4728-19
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 Quinebaug Valley, 4719-53
 Energy Capital, 4703-63
 Christiansburg, 3715-66
 Executive, 4688-74
 Manila Bay, 1088-75

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 Boulder, Colorado
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 Vienna, Virginia
 Power Talkers - Downtown, 4506-20
 Detroit, Michigan
 State Farm West Metro, 7597-28
 Livonia, Michigan
 Chatterbox, 1356-30
 Deerfield, Illinois
 Boston Technology, 1302-31
 Wakefield, Massachusetts
 State Farm Chow Charters, 6076-33
 Bakersfield, California

Kati Kati, 7990-72
 Kati Kati, New Zealand
 Subic Bay, 8559-75
 Subic Bay Freeport Zone, Olongapo City, Philippines
 Pasar, 7544-75
 Makati City, Philippines
 Academe, 8334-75
 Mandaluyong City, Philippines

Anniversaries

JUNE

50 years

La Crosse, 411-35

45 years

Monterey Peninsula, 934-4
 Milwaukie, 656-7
 Kinston, 962-37
 Castro Valley, 961-57

40 years

Andrews, 2184-27
 Researchers, 2201-31
 Penn-Harris, 2128-38
 TM-Breakfast Club, 2056-57

35 years

Procurement, 3344-14
 Bellevue Breakfast, 3369-24
 New Southwest, 3314-27
 Wayne, 2099-46

30 years

Grand Falls-Windsor, 3477-U
 Fort Leonard Wood, 493-8
 Innovators, 1023-11
 Tifton, 1434-14
 Dalby, 2622-69
 Tamworth, 2762-70

25 years

Boca Raton, 3299-47

20 years

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 Poway-Black Mountain, 2955-5
 Lexical, 1367-16
 Stampede City, 2105-42
 SWD Corps of Engineers, 2760-50

15 years

Stockholm, 4700-U
 Wry, 4723-2
 Dobson Ranch, 4705-3
 Laughmasters, 4727-5
 Super Speakers, 4701-6
 Maximizers, 4726-6
 Daylighters, 2039-7
 Waynesville-St. Robert, 2842-8
 Pomona Professionals, 3810-12
 President's Club, 1713-14
 IRS Express, 3531-15
 AIG, 4717-18

10 years

YW Rapper, 4744-11
 Williams Lake, 5253-21
 Heartland Communicators, 1676-24
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 Expressionaires, 1184-25
 Parker, 4881-26
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 Ejecutivos, 4551-34
 Capital Toastmasters II, 4977-36
 Tobacco Road, 5230-37
 Oahu Olelo, 256-49
 Diablo View, 4160-57
 Pleasanton Community, 4762-57
 Laurens County, 3394-58
 Elliot Lake, 1007-60
 Concord Spellbinders, 2993-65
 King, 1641-74
 Caltex, 1097-7

New Clubs

CLUBS RECEIVED IN MAY

Philex, 6293-75
 Baguio City, Philippines
 Pasar, 7544-75
 Makati City, Philippines
 Academe, 8334-75
 Mandaluyong City, Philippines

CLUBS RECEIVED IN JUNE

Tile Talkers, 7295-F
 Santa Fe Springs, California
 Happy Life, 7613-U
 Keelung, Taiwan
 High Noon, 5325-3
 Lake Havasu City, Arizona
 Express Yourself, 7837-4
 Santa Clara, California
 Out to Lunch Bunch, 7803-6
 Luverne, Minnesota
 Springfield Speakers Club, 8553-7
 Springfield, Oregon
 Thank God It's Monday, 6039-11
 Fort Wayne, Indiana
 Southwest Expressions, 7429-11
 Louisville, Kentucky
 Norwest, 2364-20
 Fargo, North Dakota
 San Juan, 4922-23
 Farmington, New Mexico
 Stand & Deliver, 5956-25
 Lewisville, Texas

Bakersfield, California
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 Bakersfield, California
 Energizers, 8094-33
 Las Vegas, Nevada
 Orizaba, 674-34
 Orizaba, Ver., Mexico
 Diogenes, 793-34
 Tijuana, BC, Mexico
 Daybreakers, 4981-35
 Milwaukee, Wisconsin
 Buen Extio, 3441-44
 Abilene, Texas
 Renaissance, 2915-49
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 Plano, Texas
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 Dallas, Texas
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 Houston, Texas
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 Bureaubrats, 7754-70
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 Camden, New South Wales, Australia
 Alpine, 6842-72
 Timaru, South Canterbury, New Zealand
 Edenvale, 8945-74
 Edenvale, Gauteng, South Africa
 Olongapo, 5542-75
 Subic Bay Freeport Zone, Olongapo City, Philippines
 Cargo Handlers, 7101-75
 San Dionisio, Sucat Paranaque, Metro Manila, Philippines
 Kawasaki, 7567-75
 Muntinlupa City, Metro Manila Philippines

Ralph C. Smedley Memorial Fund

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 Canterbury Green Toastmasters Club No. 857-11
 Robert Schmitt
 Coast Toasters Toastmasters Club No. 1626-37, in memory of Jack Bohland
 Acorn Toastmasters Club No. 1068-28, in memory of Alvin Bell

Contributing Club

Double C Toastmasters Club No. 8502-70
 Riverside Toastmasters Breakfast Club No. 1348-12
 FEISCO Toastmasters Club No. 7719-47
 Peterborough Toastmasters Club No. 3427-60
 Toast of Rockdale Toastmasters Club No. 8352-14, in memory of Vicki Skinner
 Placer's Gold Toastmasters Club No. 6080-39
 Dorval City Toastmasters Club No. 5600-61, in memory of William August Clough
 Parklawn Toastmasters Club No. 502-36, in memory of Dr. William Van Arsdel, ATM
 Oshawa Toastmasters Club No. 2398-60
 The Daybreakers of Westlake Toastmasters Club No. 3332-33, in memory of Chuck Estes

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 Toast of Rockdale Toastmasters Club No. 8352-1, in memory of Vicki Skinner, ATM

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500-B	Second Place	
500-C	Third Place	
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10.01 to 20.00	4.25	150.01 to 200.00	13.00
20.01 to 35.00	5.75	200.01 to _____	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed through your Club's account. California residents add 7.75% sales tax.

See the Toastmasters International Supply Catalog for additional items and descriptions. Add shipping as indicated.



TOASTMASTERS INTERNATIONAL

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