

The TOASTMASTER®

SEPTEMBER 1998

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Meet Terry Daily, DTM:
Toastmasters' 1998-99
International President

•
Test Your Speaking Smarts

The Impromptu Speech:

*Survival Guide to
Table Topics*





VIEWPOINT

Our Toastmasters Emblem



The official emblem of Toastmasters International, that familiar design in blue and gold worn and displayed with pride by so many members, is something that grew up with the movement. Like so many other features of Toastmasters, it had a beginning long ago, and it has been subjected to repeated revisions for improvement.

The first attempt at producing such a mark of distinction came in 1928, before we had any formally organized federation. I published a mimeographed "manual" to provide information for many inquirers. For the frontispiece, I used a design consisting of a gavel standing erect, with the letters "T-C" twined around it. This was a very simple design, made simple intentionally so that it could be reproduced on the mimeograph stencil without great trouble or artistic ability. It served its purpose.

In 1931, when we were in the process of developing our formal organization, some Toastmasters felt the need for a distinctive emblem. At an executive meeting on January 24 of that year, Clarence Marshall of Pasadena and George Hedstrom of Anaheim presented for consideration a sketch of a design for use on printed matter, and intended to reflect our purposes. This had for a background a circle filled with a map of continents with the letters "T-M" upon it. Crossed gavels were behind this circle, with the gavel heads showing at the margins. Around the edge was a strip of blue bearing at the top the words *Oratores Omnes*, and at the bottom the word "International."

This emblem, in blue and gold, was adopted, and a little later, a lapel button was created and readily accepted for use by members.

In 1941, there was another revision. Instead of the "T-M" there was substituted the single "T" on the face of the globe. The Latin words for "all orators" were dropped, and in their place was the word "Toastmasters." This is the emblem used today by a multitude of members who are proud to be known as Toastmasters. The pin should remind each of them of his obligation to conduct himself as a Toastmaster should, whenever he speaks or conducts a meeting, and even when he converses casually.

According to the dictionary, an emblem is "a visible sign of an idea; a symbol or typical representative." For the member, the TI emblem is a constant reminder of the ideals and principles of the organization. For others who observe it, the emblem suggests skill and fluency in speech. Let every man who wears it be reminded of his obligation to be worthy of displaying it.

Ralph C. Smedley

Dr. Ralph C. Smedley wrote this article for *The Toastmaster* magazine at a time when women were not yet included in the TI membership.

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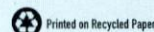
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The Toastmasters Vision:

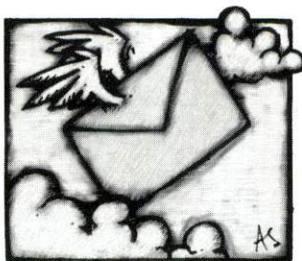
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

The Toastmasters Mission:

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

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

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



LETTERS

MANUAL SPEECHES REVISITED

Mark Proulx (Letters, June) and Stany Whitton (Letters, July) believe that clubs should allow non-manual speeches so members can rehearse business presentations at their clubs. I do that too, but always using a manual. I strongly recommend to CTMs the Advanced manual set (226-Z), which for a mere \$35 provides 14 manuals to cover most occasions.

Before being interviewed about financial derivatives on TV, I presented a speech from the Communicating on Television manual. Prior to acting as chairman of a banking conference, I practiced using The Discussion Leader manual. To prepare for a speech on Creative Thinking to a Rotary club, I rehearsed at Toastmasters using the Speaking to Inform manual. To help motivate fresh MBA students, I gave an inspirational speech from the Speciality Speeches manual. And I used the Interpretive Reading manual at my club before reading at church services.

If there is a real-life speech not covered by an advanced manual, I'm sure there soon will be a manual to fill that gap. I expect a Using Technology advanced manual any day after having read Len Jury's Viewpoint in July, "If It's Not Broken, Fix It."

Warren Edwardes, CTM
Grosvenor Square Club 4141-71
London, UK

SHOWSTOPPER

I was glad to see the article, "Hope for the Brevity Challenged," in the June issue.

In my original club in Houston, Texas, we handled long-winded people with applause. Once the red light came on, speakers had 30 seconds to wrap up their comments. After 30 seconds, the timer would

blink the red light for another 15 seconds. If the speaker was still talking, the timer would then lead the club in appreciative applause. This approach helped keep the meeting on schedule.

Paula Syptak Price
Reston-Herndon Club 3550-27
Herndon, Virginia

SERENDIPITY

When I recently graduated from university with my B.A. in English, I unexpectedly reaped benefits from my Toastmasters experience. During the graduation ceremony, I was awarded both the Dean's Medal for excellence in education and the Governor General's Award. When the Dean's Medal was presented, I was called to the stage, where I had to stand while my list of accomplishments was read.

Before Toastmasters, I would have spoiled the experience for both the audience and myself by being embarrassed, looking at my feet and twisting my hands. However, when I stepped onto the stage, I thought, "Remember Toastmasters!" So, I stood up straight, made eye contact with the audience – and smiled.

I know that my Toastmasters experience helped me enjoy that memorable occasion. Being a Toastmaster does indeed bring unexpected benefits.

Terry-Lynn Stone, ATM-B
Rise and Shine Club 9453-21
Abbotsford, British Columbia, Canada

WORDS FROM DOWN UNDER

It gave me great pleasure to see an Australian author featured in the June issue. In "Success Down Under," David Hart wrote of the use and abuse of the English language in Australia. I heartily agree that we are corrupters and creators

of slang and vernacular. But I disagree that Australians "have a low literacy rate." In fact, the OECD International Adult Literacy Survey 1994-95 published figures showing that Australians are fourth in the world in prose literacy, with a higher percentage of literate adults than the United Kingdom, United States and New Zealand. So I would say to David, "G'donya mate for 'avin' ago, but fair suck of the sauce bottle, and don't come the raw prawn with me!"

Anne Rorke, President
Western Lectern Club 5069-70
Castle Hill, New South Wales, Australia

INSPIRING AND RESOURCEFUL

I find the magazine inspiring and resourceful. When I receive *The Toastmaster*, I devour it from beginning to end.

I especially want to comment on Victor Parachin's "Tapping Into Your Achievement Zone" (July). I have read many self-help books and listened to many self-help tapes. I was amazed and impressed at how Mr. Parachin succeeded in succinctly grasping the essence of this literature.

Nicole Savoie, CTM
La Voix du Suroit Club 7915-61
Vaudrevil-Dorion, Quebec, Canada

BOOST TO LIFELONG LEARNING

I found every single article in the July issue packed with information useful not only for me, but for everyone I work with. I plan to show this issue to the people in our training office and suggest how the magazine could be of benefit and interest to all our company's employees. Your outstanding magazine truly contributes to making learning a "lifetime experience."

Helen Dea, DTM
HCFA Club 8470-18
Baltimore, Maryland



By Christine L. Thompson

Table Topics Telepathy

TABLE TOPICS. THE WORDS ALONE SEND CHILLS AND JITTERS through the bones of any novice Toastmaster.

I was introduced to Table Topics at my first meeting, and my first reaction was "What? You want me to get up there and ad-lib . . . on what? You have got to be kidding!" Talk about

a challenge for a first-timer. Fear gripped me hard and fast. But my curiosity got the better of me. How would I perform up there? How hard would this be exactly? Call it naiveté, I guess.

As was expected, I stumbled, paused and made the "Ah" counter work harder than ever. I think I spoke for a whopping 35 seconds. Of those seconds, 34 were absolutely dreadful. I think there was one second when I didn't feel nauseated.

I watched the more experienced members tackle their topics effortlessly, pausing to smile between statements, maintaining eye contact with the audience and managing to say something inspirational in their allotted two minutes. "I'm out of my league," I thought.

When the winner accepted a ribbon and applause, I looked on with an acute case of envy. Although the idea was absurd, and highly improbable, I secretly yearned to receive a Table Topics ribbon.

Reality check. The possibility of li'l ole me ever getting good at Table Topics seemed dismal. With my fear of failure, I couldn't see how it would ever happen.

But something kept me coming back for more. Each week, I plugged away at the topics I was given, taking on the challenge – not exactly boldly – but taking it on nonetheless.

Yet, each time the Table Topics section of the evening was introduced, my heart would begin a marathon. The adrenaline would surge. I'd try desperately to send telepathic messages to the Topicsmaster: "Don't pick me!" To my dismay, this usually worked against me. Inevitably, the Topicsmaster seemed to misinterpret my pleading

eyes as a willingness to participate. Then came the dreaded words: "Christine, would you like to address that topic?"

So up to the lectern I'd go, knowing full well he'd picked me because I needed practice. My lips trembled and my knees knocked as I tripped my way over the topic. I seemed to be improving about as fast as a snail travels through caramel.

And then something odd happened.

We had an unusually small group one night – small enough that I felt a tad more comfortable than usual. When it was time for my Table Topic, to my amazement,

I was quite relaxed. Once I started speaking, I actually gained energy. I even moved around as I spoke. In fact, I was positively charged! The words came to my brain faster than I could get them out. And when I looked around the room as I spoke, I saw interested eyes staring back. When it was time to present the ribbon to the winner, I held my breath. I didn't dare to hope, to wish . . . but yes, they called my name! Finally, I had won the Table Topics ribbon. I basked in the applause, and I have been energized by that boost ever since.

I have since won another ribbon for best Table Topic. The two ribbons are posted side-by-side on my bulletin board, and I plan to get a collection going. Now when the Topicsmaster strolls up to the front ready to embark on another round, I must admit my heart still runs a little crazy. I get that initial jittery feeling.

The difference? Now I look forward to the challenge. In fact, I'd almost say it's my favorite part of the meeting. Recently, I've changed my telepathic message to "Pick me! Pick me!" And wouldn't you know it? For the first time since I joined, I'm getting chosen less and less. **T**

"Although the idea was absurd, and highly improbable, I secretly yearned to receive a Table Topics ribbon."

Christine L. Thompson is a member of Deltones Club 867-21 in Delta, British Columbia, Canada.



The power of
positive Self-Talk.

Watch What You Say to Yourself

My friend was nervous. She was preparing to speak at a luncheon for some important public officials. She kept telling herself, "I know I'm going to ruin this meeting. I'm certain my mind will go completely blank." I spoke with her about her fears and provided her with a healthy dose of encouragement. "You're right," she said. "I'll just do my best." Then she paused, thought for a moment and added, "But I know that my speech is going to be a disaster!"

Did her presentation go well? In a word, no. She trembled noticeably, appeared timid, and her memory failed her more than once. She was quite knowledgeable and felt strongly about her subject, so what went wrong?

I believe my friend basically talked herself into a less-than-mediocre presentation that day. She allowed herself no positive affirmations, only negative statements. I wonder how she would have done had she pictured herself giving a successful presentation.

The power of self-talk and visualization is a great force that proves itself time and time again. The

writer of the Biblical book of Proverbs wrote, "As a man thinketh in his heart, so is he." This statement holds true for everything we do in our many roles. If we see ourselves doing well and we make positive statements about ourselves, we will most likely succeed in our endeavors. Conversely, if we visualize ourselves failing and our negative thoughts reinforce that vision, we most likely will fail.

In his book, *The Winner's Edge*, Dr. Denis Waitley, best-selling author and motivational speaker, mentions the importance of self-expectancy:

"The promise is the same for the inquisitive youth, the ambitious man or woman, the nurturing mother, whether Oriental or Occidental, black or white, Chicano or Indian, Islamic or Christian. As you see yourself in the heart of your thoughts, in your mind's eye, so you do become."

Isn't that true? We really are the products of our thoughts; and when those thoughts aren't positive, the

result will not be polished. So how can we, as individuals and as speakers, train ourselves to think and speak in ways that will help us do our best? The following suggestions have proven invaluable in promoting positive results:

■ **Believe you are important.** You are truly as unique as your thumbprint. No other person like you has ever lived. You have a vast reservoir of experiences and interests that are uniquely yours. Make a list of your strengths and accomplishments, regardless of how insignificant they may seem. Recognize their significance. Believe the truth: You are important!

■ **Believe in the importance of your message.** Because you are unique, you do have something worthwhile to say. Your thoughts and opinions are valuable, and your personal resources for speech material are unlimited! Don't hold back. Explore . . . share. Who knows what bits of wisdom you have to contribute?

■ **Write affirmations about yourself.** The process of writing affirma-

*"As you see
yourself in the
heart of your
thoughts, in your
mind's eye, so
you do become."*

DR. DENIS WAITLEY



tions, preferably on a daily basis, is a dynamic technique because the written word has much power over our minds. Choose an affirmation and write it down at least 10 times. Write the statements in first, second and third persons. For example: I, Susan, am a very capable speaker. Susan, you are a very capable speaker. Susan is a very capable speaker.

Do you see how written affirmations can help to change your thinking? Try keeping a journal of affirmations. Make a tape recording of your own voice or the voice of a respected friend or mentor and play the recorded affirmations during your quiet time. By implementing these suggestions, you will begin to see some exciting changes in your life!

As speakers, we should envision ourselves communicating our messages smoothly and effectively. Look at the surrounding environment. See yourself presenting an important message. Focus on the audience's reassurance and attention. Mentally see yourself succeeding at your efforts!

In his book, *Peak Learning*, Ronald Gross says, "Visualization

works when you take the time to picture yourself doing well and bring to mind each detail of the process. You are strengthening the pattern of behavior in much the same way you do by actually practicing it. Visualizing is like knowing how to play a piece of music and being able to go through the motions of playing it in your head without even touching the instrument."

■ **Associate with people who share common goals and positive attitudes.** Supportive friends and groups provide encouragement and an extra push when we need a boost – and even when we don't. As Toastmasters, we can hardly deny the support system within our organization. Like our fellow Toastmasters, we desire to become more

effective communicators and leaders, and we strive to strengthen one another in our endeavors. Associating with people who share our interests and dreams helps us to think positively of ourselves.

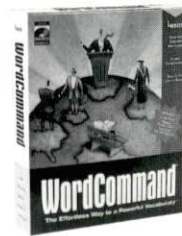
As you evaluate and reflect on your own goals, how do you see yourself? Have you nurtured yourself with affirmations regarding your abilities, or have you bombarded your mind and well-being with negative thoughts? The choice is yours.

Remember: You are unique and you are important. You owe it to yourself to nurture yourself and to visualize yourself as successful. What do you have to lose, except a negative self-image? So watch what you say to yourself. Those words are some of the most powerful ones you will ever speak! **1**

Amy Walton, ATM, is a member of Virginia Beach Club 3267-66 in Virginia Beach, Virginia.

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The Impromptu Speech

How to think on your feet without experiencing noodle knees.

Before joining Toastmasters, situations demanding spontaneous speaking might have made your brain freeze, your tongue stick to the top of your mouth and your jaw clamp shut – not to mention the butterfly dance in the pit of your stomach. With several months of Table Topics under your belt, however, the thought of speaking off-the-cuff no longer evokes such fear. If you're like most Toastmasters who have stayed active for at least six months, you're a bit more comfortable speaking extemporaneously. But if you still experience a few butterflies and noodle knees, here are some tips:

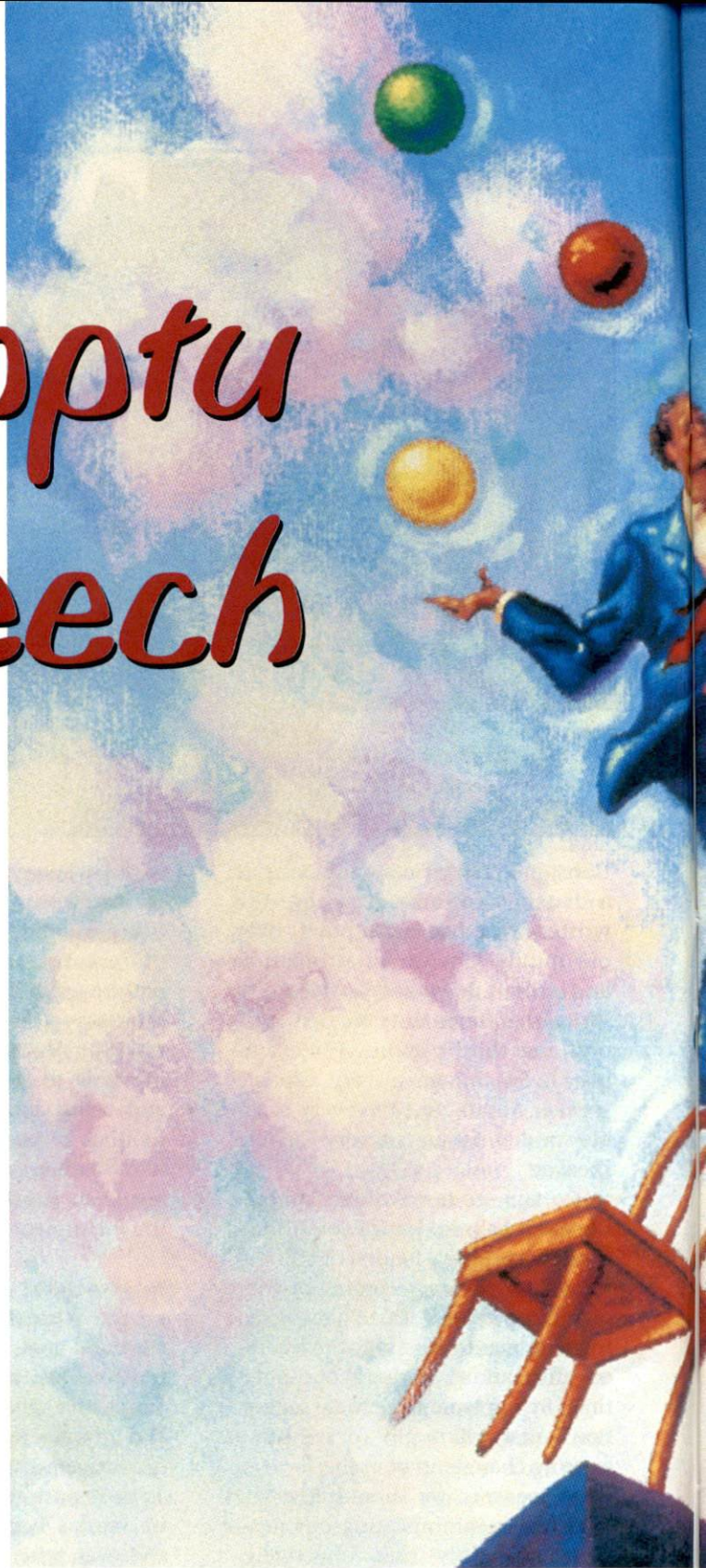
KNOW YOUR MATERIAL

Probably one of the best tips for speaking spontaneously is to really know what you're talking about. If you know the material well and can easily relate it to others, you should be able to talk about it anytime, anywhere, at a moment's notice. When you know your topic, you feel more confident and your confidence carries you through your presentation.

Some speakers polish and rehearse two or three "canned" speeches on their topics, so they're always ready when asked to speak.

ORGANIZE YOUR MATERIAL

Because you'll sometimes be asked to speak for an hour and other times a mere five minutes, you'll need to hone your organizational skills. Before each talk, whether you have a week to prepare or a few seconds, you'll have to



BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY [unreadable]

decide what information to share with that particular audience.

Many successful speakers have a pre-planned beginning and ending and then they fill in with what they feel would most impact the audience in the time allowed.



STRATION BY ERIC C. WESTBROOK

Let's say you visit organizations on behalf of the local animal shelter to talk about the importance of neutering pets. Whether you're scheduled to speak for five minutes or an hour, you can open with statistics reflecting the over-population of cats and dogs, and the shocking num-

ber that are abandoned each year. Vary the middle of your talk to fit your time allotment by including the most important facts and anecdotes first, and filling in with secondary material as time allows. If your talk involves 10 basic points, elaborate on each point in the hour-long speech and just touch on them in the shorter version.

GET TO KNOW YOUR AUDIENCE

Getting audience demographics is a challenge, especially when you're asked to speak impromptu.

I was recently asked to speak before a visiting Elder Hostel group about storytelling for grandparents. Because my audience members were from out of town, I knew nothing about them. I guessed, however, that most were grandparents. How involved they were with their grandchildren, how creative they were, how interested they were in learning new communication techniques, I had no way of knowing.

To prepare for this challenge, I outlined the basic information I wanted to share and left my emphasis open. On the day of the event, I gave a little of my professional and personal background and invited the two dozen or so participants to introduce themselves. I asked them where they came from, if they were grandparents, whether they lived near their grandchildren, if they'd ever used storytelling to entertain their grandchildren, and if they wanted to learn new ways to communicate with them.

I learned that everyone had grandchildren, that most of them lived in another state and that effective long-distance communication was among their greatest concerns. So I emphasized how they could use the techniques and ideas I presented by phone, through the mail, and with tape and video recorders.

This engagement involved the additional challenge of needing to be two hours long. No one wants to listen to someone drone on for two hours, so I incorporated audience participation into my presentation. I asked them to share stories about their own experiences. I invited them to read from children's books using some of the techniques I taught. I frequently asked them to interject their thoughts, ideas and questions throughout the presentation. And I gave awards for each incidence of participation. The person with the most award coupons at the end of the afternoon won a copy of my book, *Creative Grandparenting Across the Miles*.

This was an extremely successful event. When it was over, everyone was still awake, alert and surprised that two hours had passed so quickly.

TUNE INTO YOUR AUDIENCE

Let your audience be your guide. I once watched a woman speak on behalf of volunteerism for her organization. After talking for about 45 minutes, I noticed that several people were squirming in their seats. Two were actually sleeping, yet she continued – oblivious to any of this. I finally interrupted her and suggested we move on to

another activity. I don't know what this woman was looking at or tuning into, but it certainly wasn't her audience.

Trust your audience: If your listeners sit on the edge of their seats, lean slightly forward, take notes, look comfortable and appear interested in your message, continue on. On the other hand, if they're fidgeting or talking to each other, they may suffer from boredom or information overload. Take a break or surprise them by changing the pace or the subject.

THE QUESTION AND ANSWER PRESENTATION

I once was asked to speak about how to write for publication before a group of about 60 writers. Not only did I have little time to prepare, but the writers had different interest levels and were at different stages of the craft. Some were professionals and some were hobbyists. I just wasn't sure how to fill 45 minutes and offer something for everyone.

Finally, I decided to do the entire talk in question-and-answer style. I noted the topics I wanted to cover ahead of time. The day of the event, I introduced myself and gave some of my background and then I opened the floor to questions. This turned out to be quite successful. However, for success with this technique, follow these rules:

1 Cover your original material through your answers to the questions. Let's say your topic is how to establish better eating habits and someone asks if there's any nutritional value in fast-food meals. Answer that question, but also take the opportunity to give specific nutritional facts for typical fast foods and share your list of local restaurants that cater to the health-conscious diner.

2 Give everyone a chance to talk. Don't let the same one or two people monopolize the presentation.

3 Repeat the question before answering it. This is very important. Members of the audience are not always heard when they speak.

4 Call on other experts. If you're not sure how to answer a question or if more than one answer is possible, encourage members of the audience to share their experiences or knowledge of the topic.

5 Tune into your audience. Let their reaction help you determine how long to spend on any one question. When the question seems obscure, ask how many people are interested in it. If at least half of the audience expresses an interest, spend some time. If just a few raise their hands, answer briefly and invite those interested in learning more to speak to you after the presentation.

USE PROPS AND VISUALIZATION

When you're invited to speak on short notice with little time to rehearse, use props to help you. Demonstrate how to prepare a healthy snack, for example, or write your pertinent points on a flip chart (or as I call it, a "cheat sheet"). Both of these techniques will help keep you focused.

Of course, you won't always have a flip chart or recipe ingredients in your pocket. So, if you're asked to stand and speak off-the-cuff, try visualizing the story, events or steps you want to share. When you can see the story or sequence unfolding in your mind, you don't have to force words — they will flow naturally. This is a technique you can practice throughout your day while engaging in small talk.

If you want to advance your career and be a more effective force within your community, it's vital that you hone your impromptu speaking skills so you're always prepared for any speaking challenge. **1**

Patricia L. Fry, CTM, is a writer living in Ojai, California.

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

*Toastmasters' Accredited Speaker Program
is now accepting applications for 1999.*

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 1999 Accredited Speaker Program is November 1, 1998.



By Craig A. Harrison, DTM

Set a fun and festive tone and even the most timid Table Topics participant will enjoy himself.

Be a Creative Topicmaster!

If variety is the spice of life, then it's creativity that provides the flavor for Table Topics.

One way to induce innovative responses is to make the topics themselves creative. By setting a fun and festive tone as Topicmaster, you will find the spirit is contagious – even for members who claim to lack creativity.

Use the following ideas to stimulate imaginative participation in Table Topics when you're the Topicmaster:

■ **Recipes for fun.** As Topicmaster you're wearing a chef's cap or apron. You approach the front and spread out various ingredients and utensils, some familiar and some peculiar. Ask the Julia Childs in your club (or the cooking impaired) to demonstrate their favorite techniques or to create a new recipe.



■ **Newscast.** Welcome to Toastmasters News. As Topicmaster, you're anchorman Rather B. Rich. Call on speakers as your correspondents to "report" on stories such as:

- Archeologists discover the remains of the Java man wearing a Toastmasters pin.

- Esperanto (the international language) as the new standard in school.
- The language of telephone love: discuss the rise and significance of 1-900 Love Lines.
- A new class in a school's speech department on filibusters.

■ **Time Travel.** Have speakers take you back to a year they're fond of and describe it in detail.

Alternately, they can take listeners into the future and describe its differences from and similarities to present life. It's a great way to stretch everyone's imagination.

■ **"Psst. It's a Secret."** As Topicmaster, lean forward and whisper. Challenge each member to give information about themselves they've never shared before, or describe a "secret" they have already divulged and the conse-



quences of doing so. It's a chance to get personal with each other and build closeness within the club.

■ **Yogi Berra-isms.** Discuss these nonsensical sayings and what they really mean. Berra, Casey Stengel and others are known for their malapropisms:

- "If people don't want to come out to the park, nobody's gonna stop 'em."
- "Nobody goes there anymore . . . it's too crowded."
- "We have deep depth."
- "You can observe a lot by watching."
- "It's *déjà vu* all over again."

Members can either decipher quotes like these or come up with their own.

■ **Jumble.** Spell out the word "Toastmasters" on a flip chart. Now challenge each respondent to approach the sheet and create at least one

Survival Guide to Table Topics

By George Torok, CTM

1 When you first hear the topic, smile. This will help you feel good and look confident.

2 Immediately decide if you strongly like or dislike the topic. Go in that direction; your emotion will fuel your thoughts. Don't sit on the fence – watching someone sit on a fence is boring, but watching them jump into the corral and wrestle the bull is very entertaining.

3 Begin by stating, "There are three things that come to mind about this topic" – even if you can't think of three things when you start. As you speak, you will be searching for three key ideas. This helps give your response apparent structure. If you run out of time to list all three, announce that you will explain more another time.

4 Try the pro/con method. State the pros, then state the cons. This may be confusing to the audi-

ence about where you stand on the topic. To clarify your position, support one side more than the other. You could even make light of the opposite side, but be careful. Sarcasm turns people off and can turn them against you.

5 When your mind goes blank and you don't know what to say next, smile, look at the audience and pause. They will review your last words and reflect on how profound they were. The brief pause is powerful, and it gives you time to plan your next words.

6 If the pause and smile don't get you going, repeat the topic or your last point in a different way. You could even repeat it more than once. This is like revving your engine. Your thoughts collect, then suddenly your mouth engages again.

7 Look for a lesson in the word, relate it to a book you've read, a TV show, a movie, the daily news, a

community project, your work or your hobby.

8 Bring your family into the topic. It is the universal way to relate to people. When you talk about your family, be sure to use their names. It creates a stronger emotional picture for the audience.

9 Use the topic as a segue way to your main message. Politicians do this all the time. Make the transition smooth and the audience will go with you.

10 Use humor. When the audience laughs with you, they relax – and so do you.

Bonus tip: Speak slowly – it gives you more time to think. **T**

George Torok, CTM. is a professional speaker and a member of Skyway Toastmasters Club 3301-60 in Burlington, Ontario, Canada.

word using four or more of the letters. Then ask them to speak on that word for one to two minutes. Start by making your own word (don't worry, you can make more than 30 words from the word Toastmasters. For example: stream, start, roast, store, stem, tester, matter, storm). Provide bonus points for the longest word, or for a word that can relate to communication.

■ **Fill in the blank.** Provide the speakers with the beginning of a phrase and let them finish it their

own way in less than two minutes. Encourage speakers to have fun with this topic. Examples:

- "A funny thing happened on the way to the forum . . ."
- "If pigs could fly . . ."
- "If I had a hammer . . ."
- "Four score and seven years ago . . ."
- "She who laughs last . . ."

■ **Topics Trial.** Your Sergeant-at-Arms bellows, "Here comes the

judge!" And in you stride as that day's Topicmaster, resplendent in your judge's robe. With a rap of your gavel, you call "Toastmasters Court" to order. You officiously state that each member has been charged with an infraction. Each member has two minutes to plead his or her case. Emphasize that you intend to clear your docket that day. First, call up a club member who's always joking. The charge: excessive use of farce! Can he acquit himself in the allotted time?

To the member who always talks during your meetings, the charge can be disorderly conduct. The speaker whose presentations always "run over" is charged with failure to yield. Is there a grouch in the club? Charge that person with public sullenness.

Other charges include carrying a concealed smile, impersonating an officer (or musician, doctor, etc.) and illegal use of the "ahs." Remember, these are gentle infractions (rather than serious offenses) so it's important to keep the mood and the penalties light.

■ **Press Conference.** Your attention please! Our press conference will now begin. Each club member is called as an official of some organization to give a one-minute platform speech, and then to answer spontaneous questions from the audience for another minute. Assign titles appropriately: Commissioner of Baseball (to a sports fan), Attorney General (to a lawyer or police officer), Secretary of Defense (to someone serving in the armed



forces), Executive Director for the National Organization of Women (to someone who supports equality of the sexes), Surgeon General (to a health care provider) or Executive Director of the National Federation of Independent Business (to someone self-employed).

Whatever the member's profession, policy-setting is a dream come true. As Topicmaster you ought to know your members well enough to match titles appropriately. Ask each "official" to define his or her platform, then defend, clarify or elaborate on it while answering follow-up questions.

■ **Fairy Topics.** Challenge speakers to give a '90s ending to a traditional fairy tale. Start off with an example: Cinderella going to detox, Pinocchio having plastic surgery, Snow White issuing paternity tests for the dwarfs, or Rapunzel charging a stranger with harassment.

■ **Brushes With Fame.** Andy Warhol surmised that every person would be famous for 15 minutes.

Ask club members to describe their 15 minutes of fame, or how they imagine the event if they haven't yet experienced it.

■ **Timely Topics.** Base the topics on current events or holidays. During mid-April, ask tax-related questions ("What one deduction would you allow?") For April Fool's Day, tell lies (as Boastmasters). For Halloween, let the topic be "Tall Tales." On Sadie Hawkins Day, discuss role reversals. On Veterans Day, celebrate the armed forces and the freedoms they preserve.

■ **Mail Call.** Dressed as a mail carrier with a satchel in tow, announce that it's time for mail call. Have members reach into your mail bag and pick one of the goodies you've prepared, then have them respond to it.

Fill your bag with postcards, junk mail and love letters. Other ideas include funny or offbeat magazines, Publisher's Clearinghouse Sweepstakes notices or a parcel marked "postage due." **T**

Craig A. Harrison, DTM, a member of Lakeview Club 2767-57 in Oakland, California, is professional speaker and trainer.



Help for the Tongue-tied, Terrified and Taciturn:

Do you find yourself at a loss for words while planning or giving a speech?

Have you ever been tongue-tied at Table Topics?

Order one or more of the following Toastmasters Games and soon you'll be the talker of the town...or at least of your Club!



Mail to: **TOASTMASTERS INTERNATIONAL**
P.O. Box 9052, Mission Viejo, CA 92690
(714) 858-8255

1316 Stand Up and Speak! Table Topics Game

A different twist to Table Topics. Includes 155 cards, each with a Table Topic, plus blank cards to make up your own topics. Three categories featuring verbal, sentence completion and nonverbal Table Topics. \$6.50

1317 Stand Up and Speak II! Table Topics Game

The new edition to the original Table Topics game. Includes 106 cards, each with a symbol designed to provoke an immediate image in the mind of the Table Topics participant. \$6.50

1318 Tabletalk

Every card in TableTalk presents an interesting general fact, then pops a terrific Table Topics question! \$5.95

1415 Word of the Day

An extensive vocabulary can sometimes mean the difference between a good speech and a great one. Expand your vocabulary with the 50 individual word cards with pronunciations, definitions and sentence usage. An effective tool for improving your vocabulary! \$3.00

1416 Word of the Day II

New! 50 cards of words with pronunciations, definitions and use in a sentence. Large cards for display at meetings. Great tool for improving your vocabulary. \$3.00

The best way to determine what members want is to ask questions and listen to what they say.

By Scott A. Renshaw, ATM

According to Frederick Reichheld, director of a Boston-based strategic consulting firm, the average American company loses 10 to 30 percent of its customers in a year. Most leave because they are unhappy with the quality of the company's service, and their exodus has a devastating effect on the company's competitiveness and profitability.

by enhancing their communication and leadership skills.

If we take the time to learn about Toastmasters International's products and services, we will be able to determine what individual members need to plan their courses of personal development. And, according to West, the best way to deter-

Customer Service In Toast

However, Reichheld also discovered that businesses that recognize the errors in their ways and refocus their efforts do so with amazing results. These businesses realize that by increasing the rate of customer retention by just a few percentage points, their profits increase from 25 to 100 percent!

When customers are happy, they tend to be more loyal to the company. This, in turn, results in happier employees, and they, too, tend to be more loyal to the company.

A Toastmasters club is no different from the average company. In surveys of members leaving Toastmasters, many said they felt their needs weren't being met. We, as active members in our clubs, can reduce this turnover rate by keeping our members happy through excellent customer service.

The question is, how do we create this excellent customer service?

Ken West, writer and speaker on business and leadership issues from Beverly, Massachusetts, has developed a three-pronged approach to creating excellent customer service:

- Learn exactly what customer service is and how to create it.

- Consistently train, support and develop your customer-service representatives.
- Help employees figure out what makes them want to succeed.

Let's apply these principles to Toastmasters:

1 The first step to creating excellent customer service is determining what it is. As defined by West, "Customer service is the work we do to create and keep a customer." To create excellent customer service, you must be aware of the customer, know your product and be courteous.

We are aware of our customers when we are aware of their problems, wants and needs. This is why, in Toastmasters, we have New Member Profile Sheets and Member Interest Surveys, and why we conduct membership questionnaires. These tools help us learn as much as we can about our customers – our members.

Toastmasters also offers a plethora of products and services, such as manuals and Speechcraft seminars, that help members reach their goals

mine what members need is "by asking questions and listening to what is said." The best types of questions to ask for insightful responses are open-ended – questions that require more than a "yes" or "no" answer. Examples include, "What are your career plans five and 10 years from now?" "How do you expect to achieve these plans?" "Why are you interested in Toastmasters?" Ask who, what, where, when, why and how questions to learn more about your members.

Being courteous means abiding by the Golden Rule; it's treating guests the way you would like to be treated. That's why the Sergeant-At-Arms position is so important. When guests arrive at your meeting, be sure to introduce yourself and other members. Ask them how they heard about Toastmasters and what prompted them to attend; try to find out something about their backgrounds and interests. Being professional and courteous to our guests – potential members – is crucial.

2 The second step to excellent customer service is consistently training, supporting and developing

our members. Customer service requires a lot of planning, scheduling, coordinating and communicating. "The fundamental characteristic in any customer-service representative is an active mind," West says. In the training department, Toastmasters provides opportunities to stretch members' minds by par-

stmasters



ticipating in training modules at the club, area and district levels. Any of the books and audio or video tapes available through the Supply Catalog are excellent additions to your personal library.

Mentoring, the support function in our clubs, matches new members with an experienced Toastmaster who "shows them the ropes" of the program. Mentors not only assist new members, they also build the camaraderie that strengthens the club and produces lasting relationships.

West also says that "the best way to develop good employees is to create a rational work environment where ability matters and is rewarded." Toastmasters does this exceptionally well by recognizing member achievement with awards, badges and certificates.

3The third step to excellent customer service is helping members figure out what makes them want to succeed. In other words, what motivates them? This requires putting your leadership skills to work. To do this, you must be aware of your members and what they want. You must listen to them and

determine how Toastmasters can assist both their short- and long-term skills development, such as eliminating the "ahs" and "ums" in speeches or maintaining audience attention. Find out what their goals are, then show them how the skills they are developing can help them achieve those goals.

An excellent example of putting these principles to work occurred in our club. One of our newest members was retiring from the Army and wanted to sharpen his speaking skills and be able to think on his feet in preparation for job interviews. He was always ready to give a manual speech, participate in Table Topics or take on any function necessary to help club meetings run smoothly. We encouraged him through fair and constructive speech evaluations and by taking a genuine interest in his development. Many times after the meetings, he would meet for coffee with other members and discuss their goals and aspirations.

His hard work and perseverance paid off. Remarkably, in this highly competitive job market, he got his dream job as a financial advisor

working for a Fortune 500 company – after his first interview! When asked if Toastmasters helped, he gave a specific example. He said that during the interview he was asked a question that took him by surprise. The interviewer asked him to describe his greatest accomplishment – before age 12! He said that Table Topics had prepared him well and he was able to answer the question with confidence.

Toastmasters clubs provide a laboratory for learning a variety of skills that are highly valued in the work force and can help members live happier lives. But a club is only as good as its members and leaders.

Creating excellent customer service – building and maintaining club membership – is learning what customer service is and how to create it. It requires us to consistently train and support our members and help them figure out what drives them to succeed. **1**

Scott A. Renshaw, ATM. is a member of Watertown Toastmasters Club 8921-61, in Watertown, New York.

FOCUS ON YOUR DREAMS



Terry Daily and his wife Judy, who is a DTM, live in Plymouth, Minnesota, with their son, Taylor. Terry puts his speaking and leadership skills to use every day in his position as Controller for the Nutra-ceutical Department at Cargill Incorporated, the largest privately held corporation in North America with annual sales over \$50 billion. His educational background includes a Master's of Business Administration degree from the University of Minnesota in 1997, a Chartered Accountant designation from Manitoba, and a Bachelor's of Business Administration degree from the University of Manitoba. Terry was recently elected to membership in the national honor society, Beta Gamma Sigma, for outstanding scholastic achievement.

In 1983, Terry joined Toastmasters and soon assumed club and district leadership positions. As District Governor, he led District 64 to the honor of Distinguished District in 1988-89. He served as International Director from 1991-93 and subsequently held the offices of Third Vice President, Second Vice President and Senior Vice President.

In this interview, Terry explains what has kept him active in Toastmasters during the past 15 years and shares his goals for the organization during his year in office.

Q: How did you select your theme "Focus on Your Dreams" and what is its message to each member?

A: I believe Toastmasters International is the greatest organization in the world because of our competent volunteer leaders and dedicated members. But we can be

**Meet Terry Daily, DTM,
Toastmasters'
newly elected
International President.**



even better if our leaders focus on reaching "distinguished" status in terms of points earned during their terms, and if our members intensify their focus on achieving personal goals. For example, if you joined to be a better speaker, focus on completing the Communication and Leadership manual within a certain time frame. Then set the next goal, working through the communication track or following the leadership track. "Focus on Your Dreams" is about members setting goals for themselves and then focusing on that goal to achieve success.

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

I joined Skyliners Club 831-64 in Winnipeg, Manitoba, Canada, in 1983 for the obvious reason: to improve my speaking skills. At the end of the meeting during my first visit, I was asked for guest comments. The only words I could mumble were "thank you." However, several weeks later I progressed and said "thank you, very much."

In fact, it took me a number of months to join the club, mostly because of time commitments with my job and family. Luckily for me, the club members were patient and persistently called to invite me back. The supportive club members and impressive meetings kept me visiting and I finally joined. It is one of the best career decisions I have made, because being able to communicate

well is critical in my job. In fact, I owe a lot of my business success to Toastmasters, and the members of Skyliners who never gave up their recruiting effort. As one member still jokes today, "You never know when you are going to recruit a President of Toastmasters International!"

Many members leave Toastmasters after a year or two. What has kept you involved for so long?

Easy: the leadership track. I joined to become a better speaker, but by taking on leadership positions my speaking skills improved even more. Being a leader allows me the opportunity to help others, much like I was helped by my early club members.

In your mind, what is our organization's strongest selling point?

Most definitely the people: At every level, Toastmasters International depends on volunteers to carry out the Toastmasters programs and mission. I enjoy watching the growth in our wonderful members and leaders. Our

program works! I'm motivated to do my part to encourage people to reap the benefits we offer.

What is the main challenge facing TI in the future?

Our challenge is for every club to be a quality club. It should not matter whether a club is in Auckland or Oakland, there should be a consistent quality delivered to the members throughout the world. Quality in Toastmasters is measured by achieving "distinguished" status at the club, area, division and district levels. If every club were a distinguished club, our organization would grow exponentially. The Toastmasters program works, and will continue to work if we deliver it to our customers effectively.

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

As your President, my goal and dream is to motivate Toastmasters leaders to focus on achieving "distinguished" status. If our clubs, areas, divisions and districts are distinguished, then we are delivering the type of service our members want. Our members want to learn in a friendly environment, deliver speeches to a room full of supportive listeners and receive effective evaluations during a well-run club meeting.

The "distinguished" programs were developed from market research to benefit our members and leaders. By following these programs, members benefit from effective meetings and leaders benefit by being able to focus on tasks that are critical to their success. Being "distinguished" is not about points, it is about focusing on the tasks that are critical, which in turn delivers the best service to our members.

It's my goal this year that 100 percent of our clubs attain distinguished status, and 75 percent of areas, divisions and districts become distinguished this year. These are aggressive goals that have never been achieved in the history of TI, but I believe we can achieve them if we focus on the goal. That's what the theme "Focus on Your Dreams" is all about.

What do you hope to accomplish during your district visits?

I would like to meet and talk to as many members as possible. It is important for all leaders to continue to really listen to members, and then tailor our programs to serve their needs.

In addition to meeting members, the President's role during a visit is to help district leaders in their club

building efforts, and to promote our programs to the community. I am looking forward to some very busy and exciting trips.

How has Toastmasters changed since you joined?

We have changed significantly in the past 15 years. We better understand our customers' needs and wants now than at any time in our history. As a result, we are able to better accommodate our members.

What we are doing in Toastmasters today is what successful businesses are doing – consistent, quality customer service. We are one of only a handful of non-profit service organizations that have been successful in increasing membership over the past five years.

What does Vision 20/20 mean to you?

Vision 20/20 is the long-range goal of Toastmasters International to have 20,000 clubs, each with 20 members, for a total of 400,000 members by the year 2020. It is certainly a long-term dream, but one that can be achieved if we focus on it.

What makes a successful club?

I have visited some great clubs over the past few years. There are several secrets to success, including strong leaders, quality club meetings, continuous recruitment of new members, members moving through the communication and leadership tracks, and a focus on being a distinguished club.

One of my favorite business books is *The Fifth Discipline* by Peter Senge. Senge suggests there are "systems" in every organization and successful organizations understand and learn from them. When you draw a systems diagram of a Toastmasters club, it is evident that there are three key interdependent drivers in a club: quality, leadership and membership. As one driver increases, the others increase as well. For example, strong leaders create quality clubs, which in turn attracts new members, and the cycle continues.

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

My wish would be for each member to think about why he or she joined Toastmasters. What was your dream when you joined? What is your dream today? When your goals are set, then focus on them to achieve success. My message to all members is "Focus on Your Dreams." **T**

*"Focus on Your
Dreams' is about
members setting
goals for themselves
and then focusing
on that goal to
achieve success."*



By Mary T. Urbanski, ATM-B

Seven Habits of Successful Clubs

WE HAVE MANY GREAT TOASTMASTERS CLUBS IN DISTRICT 19. Each club offers an individuality that makes it special to members. Some clubs have been active for as long as 50 and 60 years. While each of these clubs celebrates its own strengths and traditions, they all have some things in common that

pains that all new clubs face. Established clubs are willing to share what has worked and what hasn't for them. Members also have the opportunity of showcasing their talents in contests with other clubs.

have made them successful. These are the seven habits of successful clubs:

1 – THEY MEET REGULARLY

Successful clubs meet on a set schedule. Some meet weekly and others meet every other week, but they do meet regularly. They don't take the summer or holidays off. They provide a consistent time, place and routine so guests and members can depend on it.

2 – THEY FOLLOW THE CLUB SUCCESS PLAN

Club officers meet and complete the Club Success Plan (Catalog No. 1111) at the beginning of the year. This helps chart the path the club will follow to help its members achieve their goals. It gives something for the members to strive for and celebrate when they accomplish their goals. The club officers also review the plan periodically throughout the year.

3 – THEY HAVE TRAINED OFFICERS

Leadership is an integral part of the Toastmasters club program. For the club officers to be effective leaders, they need to be trained. Club officer training provides the opportunity for the officers to learn about their offices and how they can effectively carry out their duties. It gives them the opportunity to interact with other officers and learn what has worked in other clubs and what they can try in their own club.

4 – MEMBERS PARTICIPATE IN TOASTMASTERS EVENTS OUTSIDE OF THEIR CLUBS

Networking is a key benefit for members who visit other clubs and attend conferences. By visiting and learning from clubs that have been around for several decades, members of new clubs can get help with the growing

5 – MEMBERS GIVE MANUAL SPEECHES AND WORK TOWARD AWARDS

Each manual speech is designed to develop a specific skill. By giving manual speeches with specific evaluation criteria, we give all members an opportunity to learn new skills and progress toward their goals. Completing manuals also allows us to achieve a CTM, ATM-B, ATM-S or ATM-G award. Members strive to learn leadership skills as well and work toward the CL and AL awards.

6 – THEY ARE SUPPORTIVE

Public speaking is one of the things people fear most. Yet increasingly more people need communication skills to compete in the job market. As Toastmasters, our clubs can provide a supportive, non-threatening environment for people to develop these skills.

7 – THEY HAVE FUN

As past Division Governor Joan Easton says, "I'm too old to do something because it is good for me. It has to be fun." This statement says it all. Club meetings have to be fun for the members. They need to provide time for developing friendships. They need social activities where members can laugh and enjoy themselves. We should also recognize all of our members who reach their goals. It may be a Toastmasters pin, an official nametag or a certificate, but we do need to celebrate these achievements.

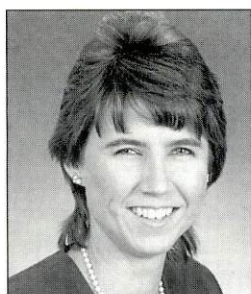
These are key aspects that all effective clubs have in common. How many of these habits does your club have? Which ones does your club need to strengthen? How can you help your club become more successful? **T**

Mary T. Urbanski, ATM-B, is a division governor and member of the 60-year-old Waterloo Club 101-19 in Cedar Falls, Iowa.

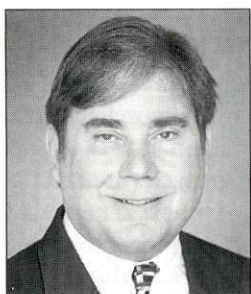


1998 - 99

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Santa Monica, CA



2 Karen Evons, ATM
Bellevue, WA



3 Jodie Kay Petra, DTM
Mesa, AZ



4 Margaret B. Fagetti, DTM
Foster City, CA



5 Martin Olmeda, DTM
San Diego, CA



6 Yves H. Prevost, DTM
Minnetonka, MN



7 Nancy McCarthy, ATM-B
Portland, OR



8 Edwin Rowold Jr., ATM-B
Chesterfield, MO



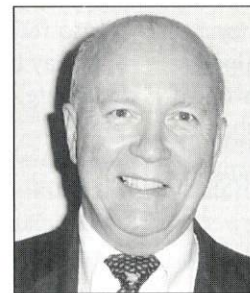
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10 William C. Simpson, ATM
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11 Monte Coate, DTM
Martinsville, IN



12 Michael John Bayne, DTM
Riverside, CA



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Moorhead, MN



21 Sheila Hayes, ATM-G
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22 Chris Langston-McCord, ATM-B
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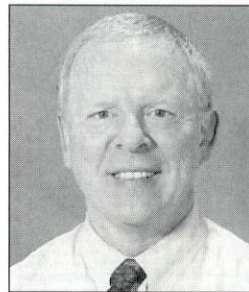
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25 Robyn Hammonds, ATM-G
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27 Marianne Meadows, DTM
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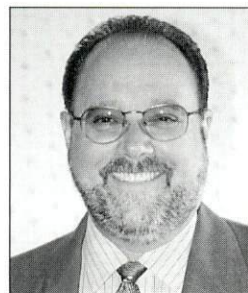
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Georgetown, MA



32 Dennis Lawrence Kerr, ATM-B
Tacoma, WA



33 D. George Lund, DTM
Henderson, NV



34 Ma. Thalia Dominguez Corona, DTM
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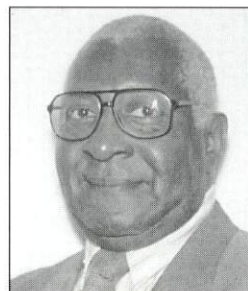
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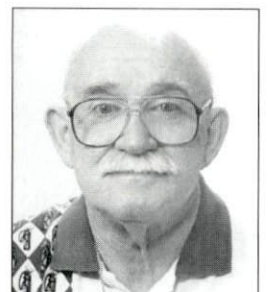
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52 Turhan Johnson, DTM
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53 Nelson P. Ayala, ATM
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54 John H. Powers, DTM
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55 Daniel T. Jackson, DTM
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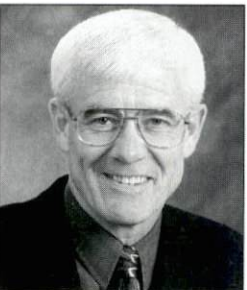
57 Dennis Dubro, CTM
Fremont, CA



58 Patricia Hill, DTM
Irmo, SC



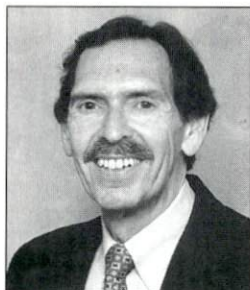
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Carleton Place, ON, Canada



61 Chris Ford, DTM
Manotick, ON, Canada



62 Andrew J. Howland, DTM
Grand Rapids, MI



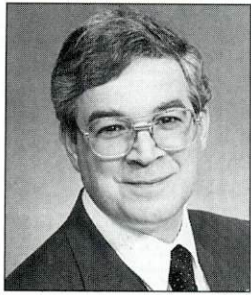
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65 Donna M. Sokolowski, DTM
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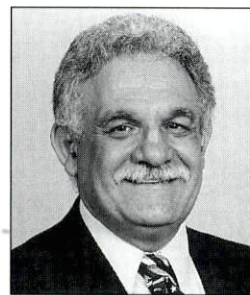
66 Frank Gulla, DTM
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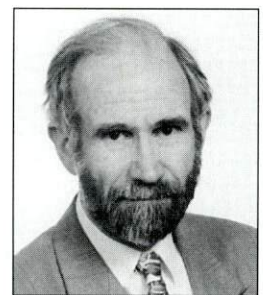
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69 Laurene Mulcahy, DTM
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70 Tony Zammit, DTM
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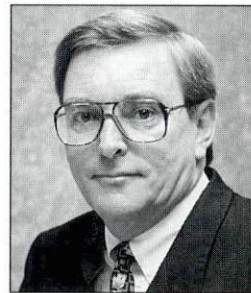
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Dublin, Ireland



72 Jennifer Latta, ATM
Edendale, New Zealand



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TEST YOUR SPEAKING SMARTS

Who Said Education Can't Be Fun?

For 2,500 years experts have been handing out tips on public speaking. Demosthenes suggested speaking with a mouth full of pebbles to improve diction. Lincoln recommended using humorous stories to get the audience on his side. Churchill advised speakers not only to use notes, but to wave them vigorously at the audience. Not everyone agrees with these methods, which is probably why so much has been written about public speaking over the years.

BY MICHAEL HINTON, ATM-G;
BRIAN SAYKALY, CL;
AND NICK WALDTEUFEL, ATM-S
PHOTOGRAPHY BY MUGSHOTS

Following are 30 multiple-choice questions, based on our reading of more than 100 books on public speaking and anthologies of great speeches. Try the test and see if you agree with the experts. The answers appear at the end of the article. Give yourself one point for each correct answer. If you score 25 or more, grant yourself an honorary DTM in speaking knowledge. If you disagree with the experts, write

and tell us why. Perhaps one day we will run across your guide to public speaking at the library or local bookstore.

1. According to most experts, what is the most effective cure for pre-speech jitters?
 - (a) deep breathing
 - (b) self-esteem
 - (c) preparation
 - (d) willpower
2. Speech writer Jay Cook claims that the most difficult kind of speech to deliver successfully is:
 - (a) the informational speech
 - (b) the humorous speech
 - (c) the persuasive speech
 - (d) the inspirational speech
3. Aristotle's classic *Treatise on Rhetoric* advises the speaker to grab the audience's attention:
 - (a) in the opening statement
 - (b) once every few minutes
 - (c) in the closing statement
 - (d) only when it is necessary
4. Cicero, the most celebrated orator of ancient Rome, believed that the greatest skill a speaker can acquire by training is:
 - (a) voice projection
 - (b) memory
 - (c) eloquent gestures
 - (d) logical structure
5. Pulitzer-prize winning author and historian Gary Wills claims that all modern public speaking stems from one great speech:
 - (a) Patrick Henry's *Give me liberty or give me death* (1770)
 - (b) Thomas Jefferson's *Equal and exact justice* (1801)
 - (c) Abraham Lincoln's *Gettysburg address* (1863)
 - (d) Franklin D. Roosevelt's *The only thing we have to fear* (1933)
6. Which of the four major approaches to speech delivery does Roger Wilcox of the GM Institute believe is best for a technical report?
 - (a) impromptu speaking
 - (b) extemporaneous speaking
 - (c) reading from a script
 - (d) memorized delivery
7. According to Brian MacArthur, editor of *Historic Speeches*, of all the world's great speakers, whose speeches have been most studied?
 - (a) John F. Kennedy and Richard M. Nixon
 - (b) Winston Churchill and Franklin D. Roosevelt
 - (c) Martin L. King Jr. and Mahatma Gandhi
 - (d) Jesus Christ and Abraham Lincoln
8. Former British Prime Minister Margaret Thatcher went to a speech coach to help her with what problem, common to many women in public speaking?
 - (a) lack of assertiveness
 - (b) the pitch of her voice
 - (c) speaking at too fast a rate
 - (d) ending statements as if they were questions
9. Toastmasters teaches that every speech has three parts (introduction, body and conclusion). According to William Safire, the grammar-guru of the *New York Times*, how many parts does a great speech have?
 - (a) 3
 - (b) 5
 - (c) 7
 - (d) 11
10. Which of the following did Mark Twain *not* recommend?
 - (a) never turn your back on the audience
 - (b) memorize your speech
 - (c) open with a joke
 - (d) place profanity at the end of a sentence
11. According to Oscar-winning actor Sir Alec Guinness, on what types of words should a speaker place the most emphasis?
 - (a) nouns
 - (b) verbs
 - (c) adjectives and adverbs
 - (d) pronouns, especially personal pronouns
12. Evangelist Billy Graham's great gift in speaking, said Charles Templeton, is his:
 - (a) amazing memory for names
 - (b) vivid imagery
 - (c) dramatic gestures
 - (d) evident passion
13. All of the following politicians but one recommended that speakers should be brief. Who is he?
 - (a) Theodore Roosevelt
 - (b) Duke of Wellington
 - (c) Abraham Lincoln
 - (d) Daniel Webster
14. Nobel laureate Sir Peter Medawar reports, disapprovingly, the recommendation of *The Speaker's Handbook* of the British Institute of Electrical Engineers that speakers should stand with their feet:
 - (a) never turn your back on the audience
 - (b) memorize your speech
 - (c) open with a joke
 - (d) place profanity at the end of a sentence

- (a) 400 millimeters apart
 (b) 6 to 8 inches apart
 (c) 8 to 10 inches apart
 (d) 10 to 12 inches apart
15. To be sure that people at the back of the room can hear you, presentations coach Elizabeth P. Tierney advises:
- (a) tap the mike and call out, "Can you hear me?"
 (b) think positive
 (c) raise the pitch of your voice
 (d) watch the response at the back of the room
16. International speech coach Elizabeth Urech points out that only one of the following actions will not get you into trouble with an Asian audience. Which one is it?
- (a) keeping your eyes closed while others are speaking
 (b) using the "A-OK" gesture
 (c) standing with arms crossed
 (d) exposing the sole of your shoe
17. Business school professors Joyce Kupsh and Pat Graves recommend using all but one of the following gestures to send your audience a cooperative body-language message:
- (a) tilting your head up
 (b) removing your glasses
 (c) opening your hands
 (d) leaning your upper body forward
18. Which one of the following strategies to deal with "difficult" questioners is not recommended by *The Complete Idiot's Guide to Successful Business Presentations*:
- (a) direct your answer to the rest of the audience
 (b) listen carefully to the question
 (c) answer the question sincerely
 (d) pause briefly, and think about what is being challenged
19. Michael Egan, author of *Would You Really Rather Die Than Give A Talk?*, advises that for an audience of 20 to 25, the typical size for a business presentation, the best choice for audio-visual support is?
- (a) multi-media display on a laptop computer
 (b) flip charts
 (c) overhead projection slides
 (d) 35 mm slides
20. Which of the following strategies is *not* recommended by speech coach and psychotherapist Dr. Eric Maisel as an effective short term way to deal with performance anxiety?
- (a) prescription drugs
 (b) prayers
 (c) rituals
 (d) weekend get-aways
21. Which one of these experts on public speaking of classical times did Dr. Ralph Smedley say wrote works "the modern student of speech ought to know?"
- (a) Aristotle
 (b) Demosthenes
 (c) Quintilian
 (d) Cicero
22. Which of the following tips for speaking on television does speech guru Jack Valentis say is the hardest to learn?
- (a) be brief
 (b) respond to people's feelings
 (c) always be interesting
 (d) employ subtle gestures
23. One of the following is not recommended by speech guides Spring Asher and Wicke Chambers to control nervousness:
- (a) bite your tongue, gently
 (b) tug on your ear
 (c) dig your thumbnail into your palm
 (d) increase eye contact
24. Dale Carnegie once said "the most important lesson I . . . ever learned" is:
- (a) the stupendous importance of what we think
 (b) you can fool an individual, but you can't fool an audience
 (c) detail, of itself, is not interesting
 (d) talk about your listeners
25. Presentations master Peter Urs Bender advises that the best place to stand when using a flip chart is:
- (a) slightly in front of it
 (b) slightly behind it
 (c) just to the right of it
 (d) just to the left of it
26. George T. Vardaman, presentations advisor to the American Management Association, notes that the most important and most commonly violated principle in the effective use of visual aids is that they must be:
- (a) immediately intelligible
 (b) visible
 (c) supplemental to and synchronized with ideas
 (d) simple and consistent

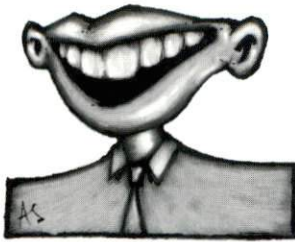
27. Educational researchers working for the United States Navy 20 years ago found that the maximum length of time an audience will pay attention to a good speaker is:
- (a) 60 minutes
 - (b) 45 minutes
 - (c) 30 minutes
 - (d) 18 minutes
28. Everyone says the No. 1 fear is public speaking. According to speech coach Jo Robbins, what is the No. 2 fear?
- (a) getting heckled
 - (b) not knowing what to do with your hands
 - (c) forgetting what you are going to say
 - (d) arriving late
29. *TI's Guide to Successful Speaking* suggests that a good introduction of a speaker should take no longer than:
- (a) 30 seconds
 - (b) 60 seconds
 - (c) 2 minutes
 - (d) 10 percent of the time allotted for the speaker
30. To protect your voice, speech coach Lily Walters recommends that you should avoid all but one of the following before speaking:
- (a) dairy products
 - (b) coffee or tea
 - (c) warm water
 - (d) throat lozenges

Sources of Tips: Aristotle, *Treatise on Rhetoric* (335-332 BC; Buckley ed. 1851); Peter Urs Bender, *Secrets of Power Presentations* (1997); Spring Asher and Wicke Chambers, *Wooing and Winning Business: The Foolproof Formula for Making Persuasive Business Presentations* (1997); Dale Carnegie, *The Quick and Easy Way to Effective Speaking* (1990); Brian Collins, *When in Doubt Tell the Truth and Other Quotations from Mark Twain* (1996); Jeff Scott Cook, *The Elements of Speechwriting and Public Speaking* (1989); Michael Egan, *Would You Really Rather Die than Give a Talk?* (1998); Marshall Frady, *Billy Graham: A Parable of Righteousness*, (1979); Lin Kroeger, *The Complete Idiot's Guide to Successful Business Presentations* (1997); Joyce Kupsh and Pat R. Graves, *Here's How: Create High Impact Presentations* (1998); Brian MacArthur, *The Penguin Book of Historic Speeches* (1995); Douglas MacArthur, *Reminiscences*, (1964); Eric Maisel, *Fearless Presentations* (1997); P. B. Medawar, *Advice to a Young Scientist* (1979); Jo Robbins, *High-Impact Presentations: A Multi-Media Approach*, (1997); Theodore Roosevelt, *Theodore Roosevelt: An Autobiography*, (1924) William Safire, *Lend Me Your Ears: Great Speeches in History* (1992); Jeff Slutsky and Michael Aun, *The Toastmasters International Guide to Successful Speaking*, (1997); Ralph C. Smedley, *Personally Speaking* (1966); Granville N. Toogood, *The Articulate Executive*, (1996); Mark Twain, *A Connecticut Yankee in King Arthur's Court*; (1889); *Collected Tales, Sketches, Speeches, & Essays 1852-1890* (1992); Jack Valentis, *Speak Up With Confidence* (1982); Roger P. Wilcox, "Characteristics and Organization of the Oral Technical Report," in Richard C. Huseman, Cal M. Logue and Dwight L. Freshley, *Readings in Interpersonal and Organizational Communication* (1977); Gary Wills, *Lincoln at Gettysburg* (1992). **1**

Michael Hinton, ATM-G; Brian Saykaly, CL; and Nick Waldteufel, ATM-S. are members and past presidents of the Moderator Club 3200-61 in Montreal, Quebec, Canada.

THE EXPERTS' ANSWERS ARE:

1. c	8. b	15. d	21. c	26. b
2. b	9. d	16. a	22. d	27. d
3. d	10. c	17. b	23. b	28. b
4. b	11. b	18. a	24. a	29. b
5. c	12. d	19. c	25. c (if right handed)	30. c
6. b	13. d	20. d	d (if left handed)	
7. d	14. a			



The speaker's platform is a place where anything can happen and usually does.

What to Do When the Microphone Dies

The podium is a precarious perch. They used to say it about the corner of Hollywood and Vine, but it applies equally to the speaker's platform: It's a place where almost anything can happen and usually does. The microphone can disassemble in your

hands, lights can flicker on and off, pieces of the lectern can crash to the floor. I once used a wireless microphone and, for some reason, both my voice and that of a local radio disc jockey were broadcast through the auditorium's amplifying system.

These mini-disasters will happen to speakers. They're usually not the speaker's fault, but they quickly become the speaker's responsibility. When you stand before thousands of people with a dead microphone in front of you, you have to deal with it.

There's a right way to handle catastrophes and a wrong way. There's a classy way and a way that's gauche. You can do what the professionals would do, or you can react like an amateur.

Following is a step-by-step procedure you can use to keep your head when people around you are losing theirs:

■ **Comment on it.** The disaster has happened. You know it and the audience knows it. Trying to

pretend it doesn't exist or that it will miraculously heal itself is futile.

Admit to the audience that you have a problem. But also let them know that you're not terribly bothered by it, that you are a speaker with enough poise to deal with it. Joke about it.

"But I'm not a comedian," you say. "I wouldn't be able to ad-lib something clever." It doesn't matter. Why? Because this obvious misfortune has upset you and it has upset the audience. Tension is created. Almost any comment you make will get laughs because it will relieve that tension.

If the microphone falls apart, a comment as simple as, "That's the story of my life" will not only get laughs, it might even earn appreciative applause. The audience recognizes that you have a problem, you've accepted it and you're dealing with it. In solving your problem, you've also graciously helped them with theirs.

Your comment doesn't have to be brilliantly inventive. It simply has to be there.

■ **Keep your comment harmless.** The best way to do this is to keep the joke focused on yourself, to almost confess to the audience that it's your fault. The line, "That's the story of my life," accomplishes this.

I once saw a renowned performer approach the microphone when it squealed with horribly loud feedback. He stepped back, then tried again. It still squawked. Finally, a technician adjusted it and the performer could step close to the mike. The first thing he said was, "I'm sorry. I don't always get a chance to shower between shows."

The listeners roared and applauded. Although the incident might be someone's fault, it's not a good idea to target that person. Putting the blame on the technicians, the theater or your hosts only creates more discomfort for your listeners. Remember: The purpose of your ad-lib is to relieve tension, not produce more.

■ **If you can solve the problem, solve it.** I once saw a comedian working on stage with a stand microphone. It apparently wasn't

tightened enough because as he spoke, the mike slowly got shorter and shorter. The comedian stood back and watched it descend. The audience loved the bit and laughed loudly. The comic said, "How do you like that? I tell the jokes and the microphone takes the bows." Instant applause.

Then, of course, the performer lifted the microphone up to his level and tightened the set screw. The calamity was over.

If the microphone does fall apart in your hands, someone will probably approach you with another one. Hook it up, and then proceed with your presentation.

If you can solve the problem, solve it. But what if you can't?

■ **Ignore it.** Comment on the crisis. Get your laugh, and then get on with your presentation. I watched Glen Campbell performing at a Command Performance in Sweden where he could not get his electric guitar hooked up properly. He joked about it and tried once or twice to make

adjustments, but nothing worked. He lifted the guitar strap over his head, handed the instrument over to a stage hand, and said, "I think you folks are going to hear this song without my guitar." He sang beautifully to the orchestra's accompaniment and the audience appreciated his poise.

Constantly reminding your listeners that you're working under adverse conditions not only highlights the problem, but it also comes across as whining. Again, you're creating tension in your audience, which is only a distraction. Do the best you can under the circumstances and your listeners will understand and compensate.

■ **Keep your cool.** You're a competent speaker. You're well prepared. This problem is not your fault. The stage manager or the host of this presentation should be working to solve the problem. Let them do that. Your responsibility is to the audience. Give them the best possible speech without worrying about whatever has gone wrong.

I watched one speaker at a showcase where the microphone malfunctioned. The sponsors immediately brought another one, but they might as well not have. This speaker was so shaken by the incident that his concentration and his enthusiasm were gone. The speech was terrible. He lost his cool.

I've worked with many great performers who entertained in military camps in Beirut and Saudi Arabia. Under those conditions, microphones didn't work, makeshift stages collapsed and worse. Yet those performers thrilled their audiences because they gave it their all despite the calamities.

The best protection against the unexpected is to be well-prepared with a solid presentation. Have enough belief in yourself and your message to continue on as best you can under any circumstances. Your audience will appreciate it. **T**

Gene Perret is a professional comedian, author and former writer for Bob Hope who lives in Westlake Village, California.

NOTICE OF ACCEPTANCE OF NOMINATIONS FOR INTERNATIONAL OFFICE

Following are the qualifications needed to hold International Office:

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 FROM OUTSIDE THE UNITED STATES AND CANADA:

(DISTRICTS OUTSIDE 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; 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 1999 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, 1998.



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Col. Clavería, Mexico DF 02080
- 35 Patricia Akey, DTM**
5001 Willow Lane
Vesper, WI 54489
- 36 Bernadette L. Watson, DTM**
821 Saint Michaels Dr.
Mitchellville, MD 20721-1963
- 37 Carl Campbell Jr., DTM**
P.O. Box 517
Parkton, NC 28371
- 38 Isaac Treadwell Jr., DTM**
491 W. Hanover St.
Trenton, NJ 08618-4601
- 39 Barbara J. Brackett, DTM**
8667 Kiwi Circle
Elk Grove, CA 95624
- 40 Francis Daniel Blaney, DTM**
3908 Hunters Green Dr.
Florence, KY 41042-3012
- 41 Geraldine Ray, ATM-S**
337 N. Highland
Pierre, SD 57501
- 42 Danie Hardie, DTM**
6419 - 11th Ave.
Edmonton, AB, Canada T6L 4A1
- 43 Belinda N. Houston, ATM**
4084 Hemingway
Memphis, TN 38128-6311
- 44 Vickie R. Sigler, DTM**
2302 62nd St.
Lubbock, TX 79412
- 45 James Kokocki, DTM**
P.O. Box 6393
Saint John, NB, Canada E2L 4R8
- 46 Pamela R. Keyzer, DTM**
5400 Fieldston Road, Apt. 22D
Bronx, NY 10471
- 47 Timothy S. Pesut, DTM**
P.O. Box 19374
Sarasota, FL 34276-2374
- 48 Paul Puckett, ATM-S**
3418 LeBron Court
Montgomery, AL 36111-1325
- 49 Thomas Yamachika, DTM**
1821-A Waihee St.
Honolulu, HI 96817
- 50 Robin Doglio, DTM**
8710 Park Lane, Apt. E
Dallas, TX 75231-5536
- 51 Adeline Leong, DTM**
No. 3, Lorong Mawas, Taman Foh Sang
Kota Kinabalu
Sabah, Malaysia
- 52 Turhan Johnson, DTM**
11461 Albers Street #11
North Hollywood, CA 91601
- 53 Nelson P. Ayala, ATM**
167 South St.
Middletown, NY 10940-6752
- 54 John H. Powers, DTM**
P.O. Box 1007
Pekin, IL 61555-1007
- 55 Daniel T. Jackson, DTM**
7103 Quail Trace
San Antonio, TX 78250
- 56 Mary Ellen Hughes, DTM**
9234 Stroud Dr.
Houston, TX 77036
- 57 Dennis Dubro, CTM**
673 Sammie Ave.
Fremont, CA 94539
- 58 Patricia Hill, DTM**
125 Charing Cross Rd.
Irmo, SC 29063-2329
- 60 Stephen H. Dockman, ATM**
25 McDiarmid Lane
Carleton Place, ON, Canada K7C 4S1
- 61 Chris Ford, DTM**
5488 Woodside Dr.
Manotick, ON, Canada K4M 1B4
- 62 Andrew J. Howland, DTM**
2538 Creek Bluff P1 NW
Grand Rapids, MI 49504
- 63 James G. Hart, DTM**
175 Whippoorwill Dr.
Oak Ridge, TN 37830
- 64 Sherri Wood, DTM**
131 James Carleton Dr.
Winnipeg, MB, Canada R2P 0W6
- 65 Donna M. Sokolowski, DTM**
4759 Haverton Lane
Liverpool, NY 13090
- 66 Frank Gulla, DTM**
2515 Whispering Oaks Ct.
Midlothian, VA 23112
- 68 Ann S. Campbell, DTM**
18050 N. Mission Hills Dr.
Baton Rouge, LA 70810-7966
- 69 Laurene Mulcahy, DTM**
19 Ewing St.
Lismore, NSW 2480, Australia
- 70 Tony Zammit, DTM**
P.O. Box 836
Hurstville, BC, NSW, Australia 1481
- 71 Cecil Kirk, ATM**
2 Meadow Villas
Dublin, Ireland
- 72 Jennifer Latta, ATM**
98 Ferry Rd.
Edendale, Southland, New Zealand
- 73 Richard Briggs, DTM**
14 Plummer Ave.
Frankston, VIC, Australia
- 74 Ray Elcott, DTM**
Private Bag X097
Marshalltown, South Africa
- 75 Ma. Christina A. Temblique, DTM**
Calvario Saluysoy Boundary
Meycauayan
Bulacan, Philippines

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Box 6052
Whitehorse, Yukon Territory
Canada Y1A 5L7
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Desmond McGetrick
4, rue Lapeyriere
75018 Paris, France
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Rika Oshima, CTM
4-14-12, #402
Hiyoshi Kohoku-Ku, Yokohama
Kanagawa, Japan
- **REPUBLIC OF CHINA COUNCIL OF TOASTMASTERS**
Erick Suen, ATM
Nan-Kang District (115)
Taiwan, Republic of China



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

DTM

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

Frederick Springer, 9332-F
 M. Jean Hendricks, 4419-1
 Karen A. Evans, 3491-2
 Ruth D. Gibbs, 9775-2
 Francine Sample, 801-3
 Kelli Jo McDoulett, 7793-3
 Donald V. Baptist, 6654-4
 Gene F. Williams, 474-5
 Howard Simon Cox, 5369-6
 Ana Anita L. Atok, 525-8
 Danille M. McConaughy, 9130-14
 Betty L. Cullins, 1375-14
 Patrick W. Larkin Jr., 2707-18
 Michael D. Adams, 9047-19
 Kenneth Leroy Fry, 6021-19
 Nancy Darbro, 5385-23
 Jolene Boshart, 2788-24
 Jacquelyn Gfeller, 1297-24
 Linda L. Payne, 2884-28
 R. James Diegel, 2883-28
 Royal Wilkinson, 5988-30
 Satchidananda M. Damaraju, 9310-30
 Donna M. Johansson, 9324-33
 Gregorio Alvarez De La Fuente, 9436-34
 Ma. Teresa Rebolledo, 5109-34
 Linda Jane Napolitano, 834-35
 Louis J. Kaufman, 3941-36
 Rosita Hao Dee, 5437-36
 G. Earl Hill, 962-37
 William F. Poland Jr., 6692-38
 Leon L. Brandon Jr., 9040-39
 Margaret Jean Ollett, 6324-42
 Cynthia Louisa Kirk, 5107-42
 Stacy A. M. Moynes, 9386-42
 Sylvia J. Laarhuis, 2161-42
 William D. Tighe, 9719-45
 John B. Kiehlbauch, 3774-47
 Peter W. Broderson, 4454-47
 Robert E. Trawick, 1423-47
 Diana Loy, 5390-47
 Deanna Othmer, 22-47
 Donald H. White, 7484-50
 Joe Bosso, 4015-50
 Rosita Verdooren, 4067-51
 Gangaprasad Ganesh Sovani, 7903-51

Richard V. Stewart, 2374-52
 Gea Ban Peng, 7903-52
 Cathy Smith, 6720-55
 Anita L. Wright, 5180-56
 Alyda C. Miller, 7276-58
 Van Petteway, 9886-61
 Richard L. Randolph, 3930-63
 Anne Him, 6063-69
 Mike Goebel, 6310-69
 Margaret Wilson, 9504-70
 Marie Murphy, 5073-70
 John L. F. Buchner, 880-70
 Nanette L. McLauchlan, 4298-72
 Joy Diane Ackrill, 6879-72
 Tony L. Stewart, 8171-72
 Jane Lusby, 8344-72
 Avis A. Currie, 3511-72
 Marilyn L. A. Glen, 7678-72
 Elizabeth Ellen Thomas, 6940-74
 David L. Sutcliffe, 4718-74

Anniversaries

SEPTEMBER

65 years

Tacoma, 13-32

50 years

Knickerbocker, 137-46

45 years

Ken Degler Lincoln Trails, 1354-8
 Moses Lake, 1349-9
 Silver Spring, 1314-36

35 years

Wisconsin, 3490-35
 West Bend, 3634-35
 Early Bird, 3659-47
 Silver Tongue, 1620-56

30 years

Club TM De Tijuana, 3467-34

25 years

Eyeopeners, 2044-7
 Griffin Gabbers, 1613-14
 Talk of the Town, 1861-46
 Sydney Journalists, 413-70
 Randburg, 2934-74

20 years

Le Gourmet, 317-F
 Portlandia, 2978-7
 Strategic Talkers, 414-12
 Ruan Center, 1991-19
 Centerville, 2190-19
 Plattsmouth, 3560-24
 Texaco Downtown, 2972-56

Manitoba Hydro, 940-64
 Bundaberg, 3814-69
 Cape Anchor, 3621-74

Ralph C. Smedley Memorial Fund

Associate

Venice Florida Area Toastmasters Club No. 5486-47, in memory of Morris Levy
 Past District 13 Governor Michael T. Dalton, ATM, in memory of Patrick Lucey, DTM, District 13 Governor 1988-89, and Beverly Belcher, ATM-S, District 13 Governor 1990-91
 District II National Association of Purchasing Management, in honor of Victoria Bergman
 Club Builders International Toastmasters Club No. 9576-4, in memory of David F. Ravetti, DTM

Contributing Club


South Dade Toastmasters Club No. 2463-47
 Toast of CIBC Toastmasters Club No. 6717-60
 Ferguson Toastmasters Club No. 525-8, in memory of Jim Stickman and Gary Thurston

Contributor

Past International Director Renate E. Daniels, DTM, in memory of

W. Bruce Norman, DTM, International Director 1961-63
 Deborah L. Butterfield
 Frank B. Ingraham, Jr.
 Stan Ellis and Joy Ellis, in memory of Paul J. Cathey, District 38 Governor 1970-71
 Past International Director Sandy Robertson, DTM, and Kathy Robertson, in memory of Frank I. Spangler, International President 1962-63, and Eleanor Spangler Virginia Stone, ATM, in memory of Paul J. Cathey, District 38 Governor 1970-71
 Past International President Hubert E. "Dobby" Dobson, DTM, and Helen Dobson, in memory of Frank I. Spangler, International President 1962-63
 Bill Mantinban and Edith Mantinban, in memory of Joanna Marie (Kelly) Weber, DTM
 Past International President Robert W. Blakeley, DTM, in memory of Earl Potter, International President 1968-69
 Past International President John B. Miller, ATM, and Billie B. Miller, in memory of Earl Potter, International President 1968-69
 Past International Director Sandy Robertson, DTM, and Kathy Robertson, in memory of Earl Potter, International President 1968-69
 Past International Director J. R. Pelinka, ATM, in memory of Earl Potter, International President 1968-69
 Mary Gates, ATM, in memory of Robert Wagner, DTM, and Oscar Hurford, DTM
 David Fitting and Carol Fitting, in memory of Robert Wagner, DTM

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The Secret's Out!

1998-1999 Membership Building Contests

RANCHO SANTA MARGARITA, CA – Some people have called Toastmasters “The world’s best kept secret,” but keeping secrets is not always good. Hundreds of thousands of people around the world could benefit from Toastmasters but won’t be able to because they don’t know about it! It’s time to tell our secret by participating in the 1998-99 The Secret’s Out! Membership campaign.

Start today by telling your secret to friends, family, and coworkers. Explain how Toastmasters can help, and invite them to a Club meeting. Once they have experienced a Club meeting for themselves, they will want to join, and your Club will grow!

During the 1998-99 **The Secret’s Out!** membership campaign, you earn the following recognition for telling the secret and sponsoring new members:

- The unique **The Secret’s Out!** pin is for those individuals who sponsor five new members.
- The Gold Star pin is the reward for those sponsoring ten new members
- A Toastmasters necktie or scarf (both new this Year!) is given to individuals sponsoring 15 or more members.

PROGRAM DETAILS:

1. This membership program begins July 1, 1998, and ends June 30, 1999.
2. All members of Toastmasters Clubs are eligible and are encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Toastmasters Membership (Form 400) along with your home Club number. Please print or type information legibly. No changes will be made to the applications once they are submitted to World Headquarters.
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join between July 1998 and June 1999.

Applications must be postmarked no later than June 30, 1999 and received at World Headquarters by 5:00 p.m. July 7, 1999.



Toastmasters International

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