

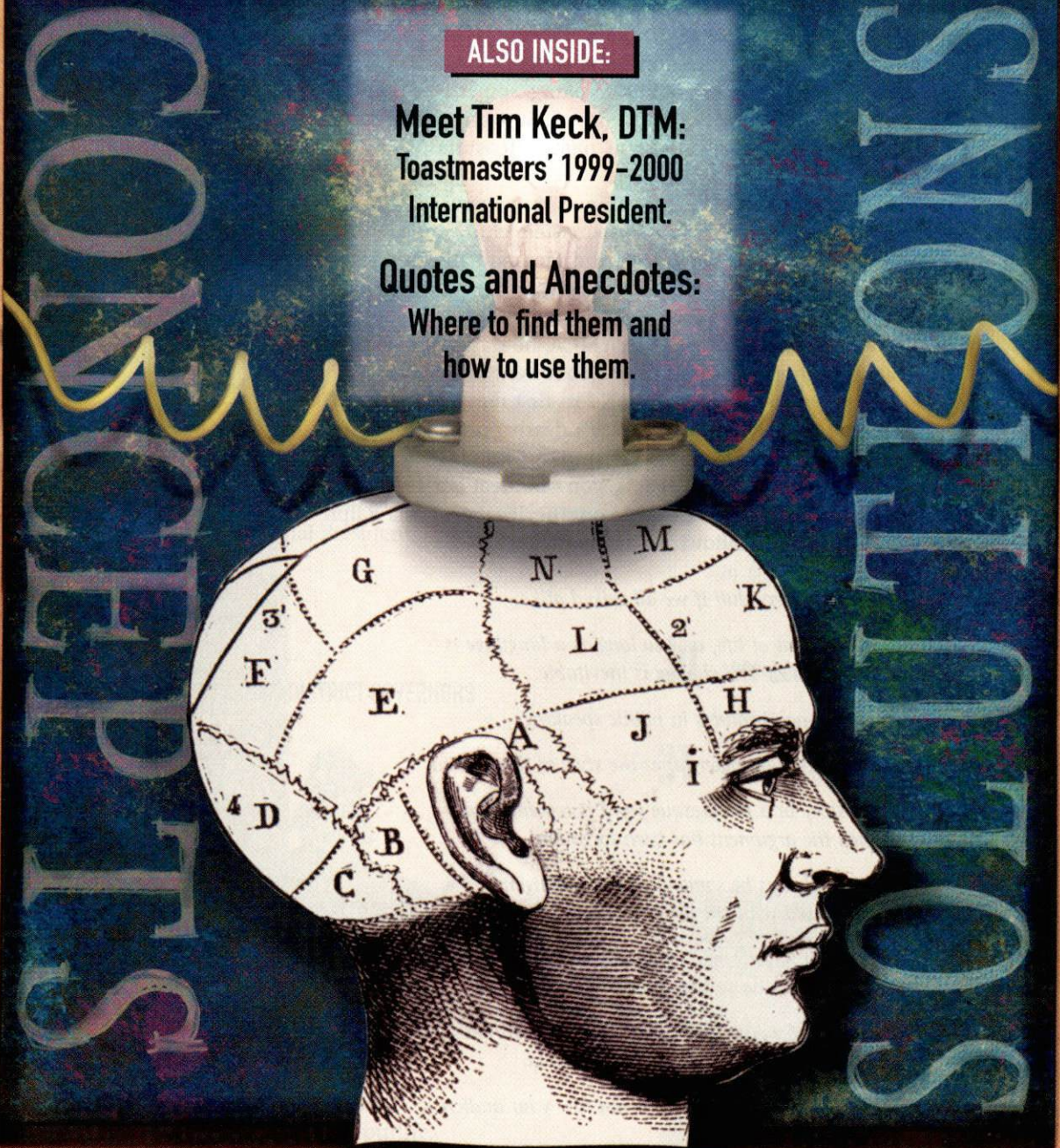
The TOASTMASTER®

SEPTEMBER 1999

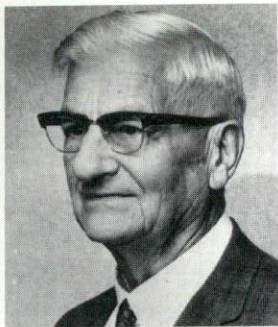
ALSO INSIDE:

Meet Tim Keck, DTM:
Toastmasters' 1999-2000
International President.

Quotes and Anecdotes:
Where to find them and
how to use them.



How Well Do You Think?



VIEWPOINT

Smedley Speaks

Ninety-five years ago in the fall of 1904, Dr. Ralph Smedley became educational director of the YMCA at Bloomington, Illinois. He organized a club of older high school students for training in public speaking, something that was not offered in the public schools of that day. George S. Sutton, general secretary of the Bloomington YMCA, suggested the name "Toastmasters Club" because the meeting simulated a formal banquet.

Two years later Smedley moved to Freeport, Illinois, as general secretary of the YMCA there, and at once he proposed a Toastmasters club similar to the one at Bloomington. The participants ran with the idea and the first thing Smedley knew, he had a Toastmasters club of professional men that operated generally in the style our clubs practice today.

Each time Smedley was transferred to another YMCA, he started a new club. Usually the club disbanded a short time after he left. So it went until October 22, 1924, when the Santa Ana Smedley Club No. 1 held its first meeting. That club is still thriving, and today, 34 years after Smedley's death on September 11, 1965, the organization flourishes under the leadership of Toastmasters imbued with the same vision and dedication. On page 24, you can meet our 1999-2000 International President, Tim Keck, who carries on the legacy of Dr. Ralph Smedley – a legacy reflected in the following statements by Smedley:

It would be very dull if we all talked alike.

Change is an element of life, and so long as a language is living and in use, change is inevitable.

There are no absolutes in public speaking.

The target, or destination, determines the style of the speech.

A pertinent story or a picturesque word is remembered when the argument has been forgotten.

There must always be some degree of intelligence mixed with the perseverance.

Sometimes it pays to make yourself ridiculous, just to prove that you can.

It is not the size of words that counts, but the clearness with which they represent your thoughts.

For effective speaking, try to talk with – not to – your audience.

Editor's Note: These quotations are taken from *Personally Speaking*, a book containing many of Dr. Smedley's insights on speaking, evaluating, listening, and many other aspects of communication, available through the *Toastmasters Supply Catalog* (No. 63-B).

The TOASTMASTER

Publisher TERRENCE MCCANN
Editor SUZANNE FREY
Associate Editor NATALIE TRAN
Editorial Assistant MADGE HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS
Founder DR. RALPH C. SMEDLEY

OFFICERS

International President TERRY R. DAILY, DTM
2715 Garland Lane N.
Plymouth, MN 55447

Senior Vice President TIM KECK, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

Second Vice President JOANNA MC WILLIAMS, DTM
17610 Midway #134-349
Dallas, TX 75287

Third Vice President ALFRED R. HERZING, DTM
20365 Via la Vieja
Yorba Linda, CA 92887

Immediate Past President LEN JURY, DTM
Box 4400
Auckland, New Zealand

Executive Director TERRENCE J. MC CANN
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

Secretary-Treasurer MARCIE POWERS
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

DIRECTORS

ELIZABETH M. BOAZ, DTM
5025 E. 127th Way
Thornton, CO 80241

J. ANDRÉE BROOKS, DTM
7080 Hollyberry Road, SW
Roanoke, VA 24018

DWIGHT C. EDSTROM, DTM
139 Cleveland
Rapid City, SD 57701

FRANCES P. GEDRA, DTM
5215 Southampton Drive
Springfield, VA 22151

FEKRY H. ISMAIL, DTM
418 Woodland Drive
Birmingham, AL 35209

KATHERINE M. MASON, DTM
1096 Prevost Court
San Jose, CA 95125

KATHY A. MC BRIDE, DTM
4024 E. 16 Avenue
Spokane, WA 99223-5253

GLEN E. MURPHY, DTM
134 Tarawera Road
Rotorua, New Zealand

SUSAN NIVEN, DTM
21080 - 20th Avenue
Langley, B.C., Canada
V2Z 2G3

FRANK PAGANO JR., DTM
6757 W. 100 N
Greenfield, IN 46140

JOY M. PIRKL, DTM
12348 Lily Street, NW
Coon Rapids, MN 55433-1796

TERRY G. SCHUTT, DTM
714 White Horse Pike, Apt. 7
Oaklyn, NJ 08107

GREGORY D. SCOTT, DTM
17130 Van Buren Blvd., #95
Riverside, CA 92504

PAULA D. TUNISON, DTM
P.O. Box 26338
Austin, TX 78755

JAMES A. VOGEL, DTM
4756 Hamilton Avenue
Cincinnati, OH 45223

BEVERLY F. WALL, DTM
3207 Shadyside NE
Grand Rapids, MI 49505

FLOY C. WESTERMEIER, DTM
1224 Gold Coast Road, #131
Papillion, NE 68046

For information on joining or building a club, call:
1-800-9WE-SPEAK • Or email: clubs@toastmasters.org
World Wide Web: <http://www.toastmasters.org>

To place advertising or submit articles, contact:

**TOASTMASTERS INTERNATIONAL
PUBLICATIONS DEPARTMENT:
P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA
(949) 858-8255 • FAX: (949) 858-1207
email: sfrey@toastmasters.org**

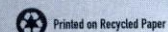
To order frequently requested documents, call:
FaxBack (949) 858-4185

THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles.

Copyright 1998 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, THE TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmasters International registered in the United States, Canada, and many other countries. Marca registrada en Mexico. Printed in U.S.A.



Contents

September 1999

Volume 65, no. 9

features

6 CARRYING ON CLUB TRADITIONS

When your club finds the keys to success, make sure they don't get lost.

By Lois Smith, ATM-B, CL



8 HOW WELL DO YOU THINK?

The art of thinking, revisited.

By Roy Fenstermaker, DTM



16 BUILDING A BETTER WORLD

An interview with Tim Keck, DTM,
Toastmasters' 1999-2000
International President

20 TOASTMASTERS' 1999-2000 DISTRICT GOVERNORS

24 QUOTES AND ANECDOTES

Where to find them
and how to use them.

By Patricia L. Fry, CTM



28 RX FOR MEETING VARIETY

Proven ways to spice up your club routine.

By Thomas P. Cummings, ATM-G

departments

2 VIEWPOINT: Smedley Speaks

4 LETTERS

5 MY TURN: Our Toastmaster Among the Apostles

By Richard Friedlander, CTM

13 HOW TO: Make Your Speech a Bestseller

By Jim Tosone, ATM-B



27 CAN WE TALK? Conversation Stealers

By G. Robert Geyer

30 1999-2000 DISTRICT GOVERNOR DIRECTORY

31 HALL OF FAME

The Toastmasters Vision:

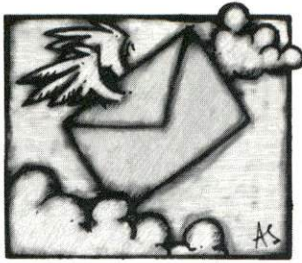
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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

A BREATH OF FRESH AIR

It has been my experience that almost all social relations are political, and in almost every aspect of our lives we are surrounded by competitiveness. I joined Toastmasters to get away from such nonsense. Our clubs are successful because rather than cutting each other's throats, we help, support, encourage and teach each other how to become better speakers and, in the process, better people.

I am truly thankful to this organization for providing me with a breath of fresh air. Here I can be myself and achieve what I want to without worrying about who is going to pull the rungs from my ladder. Instead, whether I look above or below, there is always a helping hand extended, be it mine or another's, willing to give and receive support. In the drive for success, there are no abuses of power and authority at Toastmasters. There is no ill-will, and no efforts are made to keep people down. With this attitude, all Toastmasters become successful.

Indeed, it would be a better world if all organizations and institutions conducted their operations in similar fashion to Toastmasters. Thank you, my friends, for helping me grow.

Joe Nagy, CTM
Lincoln Club 6399-21
Coquitlam, British Columbia, Canada

THE VALUE OF TABLE TOPICS

Three years ago I applied for a position with a prestigious communications training organization. I had made it through the initial interview and was called back for a subsequent interview. I reported to the office and found 16 other applicants. When the director of the cen-

ter walked in, he asked us one by one to look into a video camera and tell him in two minutes why he should hire us.

Having answered so many Table Topics questions and knowing how to organize my thoughts quickly, I felt confident. Thanks to my Toastmasters experience, I was offered the position.

Richard Hernandez, ATM-G
Waikiki Club 7234-49
Honolulu, Hawaii

INFORMATION WANTED

We're seeking contact with Toastmasters clubs in correctional facilities or groups that have helped establish Toastmasters clubs in this setting. We are exploring the possibility of sponsoring clubs in Irish correctional facilities and are looking for advice, helpful hints and any other strategic or practical information available.

Ann King
Clonakilty Club 2272-71
Cork, Ireland
kingtoth@iol.ie

OVERCOMING OBSTACLES

After coming to the United States from another country, I struggled with language and cultural differences. Communication was my biggest obstacle, especially on the job. At every performance review, I was told: "Grace, your technical skills are strong, but you need to improve your communication skills." It was frustrating. I hated public speaking but I needed the training, so I joined Toastmasters. After all, communication and leadership are acquired skills.

I have learned that Toastmasters is a safe place to make mistakes. I also have learned to take risks and

not be afraid to fail. As a result, my self-confidence has grown.

And now, my managers have noticed my progress.

Grace Tyler, DTM
MBNA Gold Club 5589-50
Addison, Texas

LEARNING TO LECTURE

I am a medical humanities rhetorician. My post-graduate schooling (all 13 years) had failed to train me in the art of lecturing, so I joined Toastmasters. I completed one manual speech every other week. Because of my club's support, I was at ease lecturing to large audiences. A year ago I gave my first lecture at Yale Medical Center.

Since then, my lecturing career has flourished. With the help of my club members and their honest evaluations, I was able to test different lecture topics and actually present some of them to the public.

Mahala Yates Stripling, Ph.D., CTM
Western Club 7940-25
Fort Worth, Texas

TOASTMASTERS SKILLS GO A LONG WAY

When I first served as my club's Vice President Public Relations, I knew very little about the role I was expected to play. But with encouragement and help from my club members, I learned the skills necessary to put together a club newsletter. I now use these skills to produce my company's newsletter and business presentations.

Toastmasters has provided me with the opportunity to be a team player. I encourage new members to get involved. The benefits are enormous, and today I can honestly say Toastmasters is so much more than public speaking.

Sue Johnson
Highway Club 5906-74
South Africa



By Richard Friedlander, CTM

Reading turns into speaking during church service.

Our Toastmaster Among the Apostles

IF PAUL, THE APOSTLE OF TARSUS, WERE ALIVE TODAY AND ON the speakers' circuit, he would command five figures, easily. He'd at least be a DTM, and maybe the first recipient of a new award – MTM (Martyred Toastmaster). This is a degree many of us feel worthy of. I mean, look at the accolades.

As described in the Acts of the Apostles, people in Lystra, Galatia, wanted to worship him as a god. Of course he did have some failures. He was stoned, did a little time now and then, had to leave a few cities by night...but even these were successes because he had achieved his goal, which was to provoke. Where he succeeded, he did so because he spoke to people in their own language and where he failed, it also was because they understood him; they just didn't like what they heard.

What lessons he could give to Toastmasters today! "Be clear about what you say, and say it clearly," he might say, extracting the practice pebbles from his mouth. "And when you say it, say it with the fervor of authorship." He'd have us storming out of our seats, fists clenched and voices hoarse with passion (with him or against him) as our hearts made monkeys of our minds!

As a reader in the Greek Orthodox Church, I've been thinking about St. Paul. One of my Sunday responsibilities is to impart the appointed apostolic epistle in English unto the assembled. Another person reads it in Greek. (And it really is Greek even to Greeks, because the 2000-year-old New Testament is written in koine, which doesn't have all that much in common with the Greek spoken today.)

Scripture reading is a traditionally dry affair. But it's the reading – not the Scripture – that's dry. Whether it is the Gospel or the Epistle, whether it is the priest or the reader, the person who is reading almost never looks up from the page. Unfortunately for that person's desire to edify, the page to which he is talking has heard it all before.

Well, thanks to Toastmasters, I have redefined the reader's job description. The new model reader is a speaker.

When I read the Epistle, I look down only to absorb a sentence or a phrase. When I relate it to the congregation, I fix my eyes on the individuals therein. I sweep the church from back to front and side to side. I am animated. I sound as if I've actually read and know what I am talking about. This is

unheard of, and I may be risking a charge of heresy.

Some people even think I have memorized the text and that I'm just glancing down out of humility! Obviously, they don't know me.

The important thing is, people actually seem interested in what I am saying. This is another unusual development. Sometimes as I am speaking, I wonder if it's my voice, the fact that I am engaging them, or the guilt they might feel if they were caught sleeping while my gaze traversed their pew like a prison searchlight.

As I persisted in speaking my piece, rather than reading it, people began to come up to me after the service to tell me how much they enjoy my reading. Satisfying as their appreciation has been, it only whet my appetite for greater challenges. I recently chaired an Interfaith Conference on Conflict Resolution. We had 10 speakers from different faith traditions speaking on how conflict is (or, more often, is not) dealt with in their communities. About 80 people attended. I was amazed at the ease with which I introduced the speakers and was able to provide humorous – and sometimes even relevant – transitions between them.

A year ago, I never would have even thought of organizing this conference, much less vocally chairing it. Volunteering often for the role of Toastmaster, learning to listen and be honest and constructive in my evaluations, making speeches...all of these aspects have contributed to making me the highly paid volunteer reader I am today. And Paul...? Move over, fella!

T

Richard Friedlander, CTM, is a member of Emeryville Club 4422-57 in Berkeley, California.



By Lois Smith, ATM-B, CL

Carrying on Club Traditions

When your club finds the keys to success, make sure they don't get lost.

Having served as a club officer in various capacities for the past five years, I'm struck by the observation that one of a Toastmasters club's greatest assets – and possibly greatest liabilities – is the continuity of one administration to the next. Your club, like mine, has no doubt blossomed under the dynamic leadership of officers who have brought innovation and inspiration to their tasks by establishing new programs and practices

that benefit all club members. But how do you ensure that those innovations and new traditions will be carried on by future administrations?

The materials provided by Toastmasters International are very helpful to new officers, as are club officer training sessions. But within each club is a history of success that depends in part on how well

that history has been preserved. In this article, I will suggest steps clubs can take to provide continuity over time.

■ **Conduct regular officer meetings.** Ideas for new programs and practices usually spring from monthly club officers' meetings. In my club, brainstorming by past club officers has resulted in many successful programs. Take the Hot Seat Speech, for example, where members volunteer to give an impromptu speech by picking questions out of a "grab bag" of preset topics at the beginning of the meeting. Minimal preparation is done in break periods and the speech – which must be at least four minutes long – is delivered in the second hour. Members can use this as a manual speech because we've developed guidelines for evaluators and we keep a basic manual handy in the club. (This idea was triggered by a project in an Advanced Communication and Leadership Manual.)

We've discovered over the years that some new programs are more readily accepted by members than others. But without the opportunity to discuss ideas and review the results of their implementation during our officers' meetings, we would never have discovered successful new programs like the Hot Seat Speech.

■ **Write it down.** Capture the ideas in the minutes of your club officer meetings. The Hot Seat Speech concept evolved over a couple of meetings, with the Vice President Education and President working out the details and submitting a plan to the rest of the officers for approval. The final plan was distributed to all club officers and implemented at the subsequent club meeting.

■ **Involve all members.** A successful program will live on because members will ask for it again. The Hot Seat Speech caught on and has remained a part of our education

program since its inception in 1996. For the most part, our club's more experienced members volunteer to deliver one of these speeches, and whenever they do, they inspire the newer members to improve their skills. Those who serve as Toastmaster of the meeting know they can fall back on the Hot Seat Speech if a scheduled speaker doesn't show up.

■ **Pass it on.** To ensure that new programs will be continued by the next administration, our club's outgoing officers invite incoming officers to a special club meeting where they hand down their materials and records and then train their successors in the presence of all officers. The meeting takes a bit longer than a typical officers' meeting, but it's a good introduction and often serves as an additional incentive for incoming officers to attend the district-sponsored club officer training.

■ **Share ideas with other clubs.** When new officers attend training provided by the district, they have the opportunity to learn about successful innovations put into practice by other clubs. For example, when I attended a training for Vice Presidents Membership, a fellow officer told us that her club gives each new member a copy of the Basic Communication and Leadership Manual. She reported that new members seemed to benefit from this immediate introduction to the Toastmasters program. I discussed this practice with my club officers, and we decided to buy a couple of manuals to lend to new members. We requested that once the New Membership Kit arrives, the new member returns one copy to the club. This knowledge was passed on to the next Vice President Membership, and the practice continues today.

■ **Keep history alive through officer and member mentoring.** In our club, as is probably the case

with yours, once a member is elected to office, he or she often remains an officer for another term or two in some other capacity. This "recycling" of officers helps to preserve club history because it expands the memory capacity of the club's leadership as a whole. Any officer can help to mentor a new officer through direct experience with that person's duties.

We've also found that when a member is mentored, the chances are good that he or she will some day serve as an officer. And in our experience, those who take a leadership role in the club tend to remain members longer than those who don't. The longer a member remains with the club, the greater the likelihood that club traditions and practices will remain alive.

Toastmasters come and go, but club traditions don't have to leave with them. When your club finds the keys to success, make sure they don't get lost. Take steps to provide continuity, and you'll guarantee success for years to come. **T**

Lois Smith, ATM-B, CL, is a member of Sand and Sea Speakers Club 5983-1 in Santa Monica, California.

Editor's Note: Encourage your fellow club officers to participate in the Distinguished Club Program. Your club's road to success can be found in the newest module in The Successful Club Series, "How to be a Distinguished Club" (Catalog No. 299). The 10-minute scripted program explains the 10 goals every club should strive to achieve, why these goals are important, and how to use the Club Success Plan to achieve the goals. Also included is a Distinguished Club Program booklet (Catalog No. 1111). The script, overhead transparencies and booklet are available from WHQ for just \$3.50 (U.S.) plus postage.

Speaking, leading, listening – and thinking; they go together. I’m reminded of the quadriga on the facade of St. Mark’s basilica in Venice – a team of four horses harnessed together and yanking with boundless energy an eager teamster (or speaker) into the unknown.

We Toastmasters give major attention to speaking, leading and listening; but how often do we give some thought to thinking, the intellectual lead-horse that holds the other three in place?

To put a modest spotlight on the thinking process, I will limit this discussion to the first two imperatives of the effective speaker:

- Think clearly!
- Think logically!

THINK CLEARLY

When I first joined Toastmasters, our basic Communication and Leadership manual contained a project titled “The Principle of Reality.” Drs. Fessenden and Smedley knew what they were doing when they developed that early manual. They were stressing the importance of realism, truth and fact-seeking in our public speaking.

That project was later eliminated. Not, I like to think, because it had lost its relevance, but rather because it was considered implicit in the rest of the projects.

The average speaker faced with the prospect of an upcoming speech usually begins with the germ of an idea, garnered from a newspaper, TV, conversation, reading or past experience. As the idea germinates, it becomes entangled in a web of opinions, impressions and even biases based on sources buried in the speaker’s unconscious.

To identify suppositions and assumptions, and to distinguish these from the real world of facts and truth, is not easy. This is an endless search, not just for the social or physical scientist, but for every man and woman – and above all, every speaker.

A practical method of ensuring that the facts are clearly stated is to ask oneself the seven questions of the cub reporter: Who? Which? What? Where? When? How? And Why? Speakers who ask themselves these questions can’t go wrong in getting most of the salient facts.

Immodesty impels me to recount my own experience at this point: I spent a good part of a year (off and on, of course) researching the subject of retirement before delivering a speech on it in San Diego, California. I filled several notebooks and file folders with facts, quotes, jokes and anecdotes, only a fraction of which were ever wafted on the competitive air.

The information prepared for a speech should be like an iceberg, most of which lies beneath the surface. It’s the unseen data that underpins any speaker’s credibility and confidence. Good speakers tell only a part of what they really know.

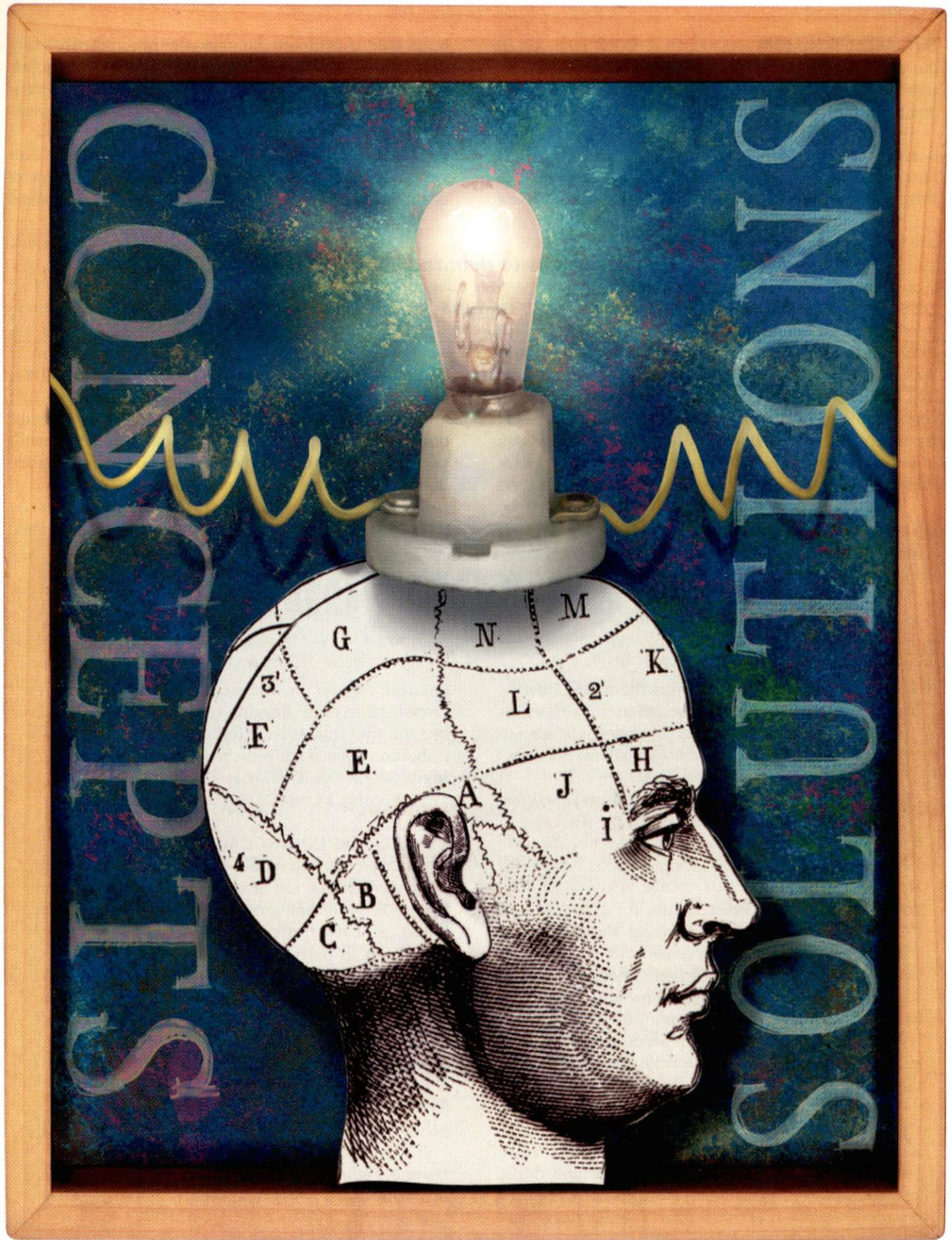
FINDING THE FACTS

Where do you get these facts? In the old days (before computers) I would have said: “The library, an encyclopedia, Facts on File, a research librarian,” and so on. Now I can tell you: “Beg, borrow or steal a computer and get on the World Wide Web!”

The Internet has the most voluminous, up-to-date facts on the most diverse subjects that the mind can conceive. Take my word for it.

How Well Do You Think?

**The art of thinking,
revisited.**



THE SEARCH FOR MEANING

But facts do not stand alone. A fact is propped up by what it stands for – first by the word itself and then in combination with other words.

To understand what a word means, we search for a definition distinguishing one word from another. Mortimer Adler has pointed this out most cogently in *Aristotle for Everybody; Difficult Thought Made Easy*. (New

York, Scribner; 1997.) It was Aristotle's great contribution that he focused on the precise meaning of ideas and concepts by categorizing objects and then differentiating among them.

York, Scribner; 1997.) It was Aristotle's great contribution that he focused on the precise meaning of ideas and concepts by categorizing objects and then differentiating among them.

*"The human mind seems to demand that facts be explained,
propositions demonstrated, conclusions linked inexorably with the facts."*

Definitions are especially necessary in speeches of an informative or persuasive nature. How many speakers

and intensional meanings of a term," that is what the word implies as well as what it states.

and intensional meanings of a term," that is what the word implies as well as what it states.

To paraphrase John Donne's "No man is an island," one can truthfully say, "No word is an island." It stands surrounded by a thicket of other words and their denotations and connotations.

Don't Fall for Fallacies!

By James G. Patterson

As both a good speaker and a discriminating listener, you should strive to examine fallacies, or flaws, in thinking. There are three general categories of fallacies to look for in your arguments and the arguments of others.

1 FALLACIES IN EVIDENCE. **Hasty generalizations**, or jumping to conclusions based on limited evidence. For example, "We should ban stockbrokers because we've found a few crooked ones." **False division** is another fallacy in evidence. A tip-off of false division is when a speaker claims, for example, that there are only two ways to revitalize the poorer sections of a city (there may be other ways). This type of fallacy can usually be found when someone advocates a position based on tradition, or how long on an idea has been around. The truth of an idea is obviously not related to how long it has been around or how many people believe it. Remember how long people believed the earth was flat?

2 FALLACIES IN REASONING. We should test our own arguments and those of others against faulty reasoning: **Appeal to ignorance** (since you don't know it's false, it must be true); **Appeal to popular opinion** ("everybody knows that..."); **Sequential fallacy**

(because two events occurred subsequently, the first caused the second); **Begging the question**, or rephrasing the idea and then offering it as its own reason ("abortion is immoral because it is wrong"); **Either/or logic** ("either you're for raising all taxes or you're against raising all taxes").

3 FALLACIES IN LANGUAGE. **Ambiguous words or phrases.** The use of ambiguous words with several meanings and the use of qualifiers (or non-qualifiers) that shift the meaning of a sentence (such as maybe, might, probably) often slip into speeches. Political candidates in particular use this type of vague language when trying to force a definition on their audiences. Look for clue words such as "freedom," "true" and "real." An example of this "persuasive definition" would be "the only true (or real) education comes from a private school." **Name calling.** Here, the speaker doesn't attack the argument; he attacks the person (because of that person's religious affiliation, job or a personal characteristic or belief). **T**

James G. Patterson is an education specialist with the U.S. Army and a professor at the University of Phoenix campus in Tuscan, Arizona.

Which brings up the point of the difference between fact and opinion. How often do we become a captive audience for a speaker who has strung together a tenuous thread of personal opinions masquerading as arguments?

This is not to say that having opinions is wrong – unless one is opinionated. One could only devoutly wish that the opinion bore the earmarks of a conclusion backed up by substantive proof.

LOGICAL THINKING

The bridge between fact and conclusion is called logic. Its foundation was set in the heyday of Greek philosophy. It was an intellectual discovery marking a giant step out of mythology into a world of reality.

Aristotle's contribution again was to systematize the process of thinking based on common sense observation and reasoning. He believed in truth and its knowability – something that many in our society have lost sight of.

In Greek philosophy, the bridge between fact and conclusion was closed with one of two methods: deduction or induction. Deduction went from a general principle and the application of a known or accepted fact, to a consequent conclusion. Thus "All men are mortal. John is a man. John is mortal."

It has been argued that in this type of reasoning, the conclusion is not really new, but is implicit in the premises. However, one may argue that the revelation itself is important and may lead to additional knowledge. The beauty of a rose is fully revealed when the petals unfold.

home town. To prop up my amateurish efforts in debating, the father took me aside one day and said: "Every speech is a living, breathing body of flesh and blood. But it must be propped up by a skeleton of bones and muscle that is the *brief*."

In other words, all the glittery words, eye contact, oleaginous gestures and dulcet tones cannot compensate for a speech that lacks backbone, the solid structure of proposition, issue and proof.

How often in our evaluations do we compliment the speaker for expressing his or her opinion quite candidly (even though we may disagree with the proposition)? And yet, we don't comment on the fact that the speaker concocted a mishmash of opinions without logical connections or proof. "Where's the beef? Where's the brief?"

ORGANIZED THOUGHT

Logical thinking is virtually synonymous with the organization of ideas. Thus the random assembly of facts: man, street, car, gun, shell, law, victim, homicide, witnesses, suicide and so on, assumes new meaning when put into an order sufficient to convince a jury.

In the Toastmasters treasure chest, the potential for logical speech arrangement is usually discussed under the term "speech development." In my opinion, this is a neglected aspect of our training in evaluation. One of the questions an evaluator might address is the method the speaker followed in developing his or her topic.

Going beyond the basic introduction, body and conclusion format, we might ask whether the body of the

*"All the glittery words, eye contact, oleaginous gestures
and dulcet tones cannot compensate for a speech that lacks backbone,
the solid structure of proposition, issue and proof."*

Deductive reasoning is associated with scientific method, i.e. proceeding from known or accepted facts to hypothesis (possible explanations for the facts), investigation and testing, and finally a conclusion.

This is a blueprint for an in-factory problem – investigation and corrective action. It also can be the skeletal outline for a speech on the same subject.

Whether the proposition is proven by the deductive or inductive method is less important than determining that it is proven. The human mind seems to demand that facts be explained, propositions demonstrated, conclusions linked inexorably with the facts. The prattling two-year old wants to know the why of things. And the child's grandparent is entranced by a detective novel or the current "trial of the century."

Many years ago I was given a memorable lesson in the importance of substantive proof by my college debating partner's dad, who was a distinguished attorney in my

speech was developed by description, narration, logical analysis, persuasion, problem solving, scientific analysis, or some other approach suited to the subject matter.

The speaker's art would suggest a variety of methods, or their combination, to best achieve the purpose of the speech and the intended effect on the audience.

OBSTACLES

There are, of course, roadblocks on the path to logical thinking, chief among them are: fallacies, tunnel thinking and improper use of statistics.

■ **Fallacies.** Several articles have been published in recent years in *The Toastmaster* magazine on the subject of fallacies. The reader is encouraged to research the same or standard works on logic, if for no other reason than to be alerted on what to avoid. For example: emotional appeals, cultural bias, non-sequiturs, false dilemmas,

Scoring Points in Debate or Discussion

By Roy Fenstermaker, DTM

- Verify and document all authorities and sources for your facts and question those of the opposition.
- Don't overstate the weight of the facts in proving your own argument.
- Track the connection between the facts and conclusions in your case. Do the conclusions follow logically? Identify any weak links in your own case. Assume your listeners will do the same. Prepare a rejoinder beforehand.
- Avoid cheap criticism of the opposition. The audience will turn against you if you blatantly put down others. Relieve tension occasionally with a bit of self-deprecating humor.
- Simplify the argument for the audience. Reduce the number of arguments to the fewest and strongest. Spend 80 percent of your time on 20 percent of the issues, but indicate your awareness of other arguments and proofs.

"Statistics do not prove themselves; they need to be analyzed and proper conclusions drawn."

- Be especially careful in the use of statistical inference. Question the accuracy, timeliness and source of all statistics – both your own and that of the opposition. Don't confuse causality with statistical correlation. Statistics do not prove themselves; they need to be analyzed and proper conclusions drawn.
- Show how the opposition has not addressed or disproved your arguments, or how your opponent avoided the main issues.
- Look for the weak link in the opponent's argument, refute it and demonstrate its importance to his or her overall case.
- Don't confuse opinion, either your own or the opposition's, with fact and argument. Respect others' opinions, but venerate the truth.
- Be courteous, fair and honest – and always keep cool!

generalization, fictitious consequences, and numerous other mental detours of which the mind is capable. (I had an old professor who used to say that "There never was an error that some philosopher hadn't invented.")

- **Tunnel thinking.** The inability to see or admit the other person's viewpoint is a mindset developed by an accretion of prejudices and biases over time. Represented in a speech, it is a guaranteed audience turnoff.
- **Statistical sophistry.** The conscious or unconscious misuse of numbers to prove a point. Numbers by themselves most often do not tell the real story. Statistics beg for reasonable explanations. Moreover, conclusions based on the misuse of statistics can erode a speaker's credibility.

TRAINING

Is it possible to improve one's thinking skills? Of course! Otherwise we might be tempted to abolish kindergarten and junior high school.

Toastmasters offers an excellent program directed toward training in thinking skills. It is titled "Building Your Thinking Power" and is in two parts. The first part is devoted to developing mental flexibility while the

second, titled the "Power of Ideas," provides practice in creative thinking, opportunity thinking, option thinking and mental calisthenics.

SUMMATION

Speaking, leading and listening are prime drivers in communication, but they lack substance and reality without solid thinking. To think through clearly and logically what one has to say before saying it gives the speaker credibility and confidence while it enhances the message for the audience. Like most skills, logical reasoning is an acquired habit that can be developed and reinforced with practice – in and out of Toastmasters.

Descartes, the great French mathematician and philosopher, is renowned for having said, "I think, therefore I am." He might have been even closer to the mark had he said, "I am, therefore I think." His adage, as a prescription, would also be good, solid advice for every writer and speaker. **T**

Roy Fenstermaker, DTM, won the International Speech Contest in 1983. At age 86, he is an active member of Dynamic Foremasters Club 587-F in Santa Fe Springs, California.



By Jim Tosone, ATM-B

Applying creative nonfiction techniques to public speaking.

Make Your Speech a Bestseller

Remember the last page-turning, couldn't-put-it-down novel you read? The dramatic scenes, life-like characters, realistic dialogues and rich details grabbed you from the first page and held you throughout. Now imagine your speeches having that kind of effect on an audience.

They can, if you use the techniques and literary devices of fiction.

Many of today's best nonfiction writers – Norman Mailer, Tom Wolfe, Jimmy Breslin, Gay Talese and John McPhee – use the tools of fiction to write what is commonly referred to as “creative nonfiction.” For them, creative nonfiction is an engaging and entertaining way to convey not just knowledge or facts, but understanding.

This article explains the techniques of creative nonfiction and gives examples that illustrate these techniques, which can be readily adapted to bring color, drama and life to your speeches. From speeches about personal experiences or current events to those that are educational or inspirational, just about any speech can benefit from a dose of creative nonfiction.

To harness the power of creative nonfiction, you need to understand and apply the “4Cs:” 1) Convey Conversations, 2) Capture Concrete

Details, 3) Create Scenes and 4) Choose a Structure. To show the 4Cs in action, I will use examples from one of my favorite creative nonfiction authors, John McPhee.

CONVEY CONVERSATIONS

If there's one thing that audiences relate to strongly, it is people and the things they say. Through conversation we learn about both a person and a subject or situation. Listen to Sam from McPhee's *Travels In Georgia*:

Sam dipped a cup and had a drink. "I feel better about drinking water out of swamps than out of most rivers," he said. "It's filtered. No one ever says a good word for a swamp. The whole feeling up to now has been 'Fill it in – it's too wet to plow, too dry to fish.' Most people stay out of swamps. I love them. I like the water, the reptiles, the amphibians. There is so much life in a swamp. The sounds are so different. Frogs, owls, birds, beavers. Birds sound different in swamps."

This conversation conveys many meanings in an entertaining way. Instead of telling us that Sam has deep feelings for the swamp, McPhee lets Sam do the talking

right after he's had a big gulp of swamp water. McPhee also challenges us to look at swamps from a different perspective, through Sam's comments about how things “sound different in swamps.” But it is not only *what* Sam says that gives us insight about him. McPhee also captures *how* Sam says it. The sentences are short, sometimes only fragments. And with one exception, none of Sam's words is longer than two syllables. In his articles, McPhee makes sure to include only those conversations that advance the story. You might try quoting a colorful character in your next speech for a similar effect.

CAPTURE CONCRETE DETAILS

Great fiction writers engage their readers by painting them a picture in words. An essential element of their word pictures is concrete details. But details in and of themselves are not enough. To have impact, they must be described in a way that implies a feeling or evokes an emotion. A good example of this comes from McPhee's *The Search for Marvin Gardens*, a portrait of urban blight in Atlantic City, New Jersey:

The sidewalks of St. Charles Place have been cracked to

shards by thorough-growing weeds. There are no buildings. Mansions, hotels once stood there. A few street lamps now drop cones of light on broken glass and vacant space behind a chain-link fence that some great machine has in places bent to the ground. Five plane trees – in full summer leaf, flecking the light – are all that live on St. Charles Place.

“If there’s one thing that audiences relate to strongly, it is people and the things they say.”

Nearly every detail has behind it an emotion designed to increase our understanding. McPhee describes the sidewalks as “cracked to shards,” which creates an impression of danger. He joins two ordinary words to create a powerful hybrid adjective, “thorough-growing,” which conveys the feeling of total dominance. McPhee weaves in his details naturally, revealing them bit by bit. His street lamps drop “cones of light” to let us know that it is nighttime,

with all of its associated insecurities. The “broken glass” continues the sense of danger. Finally, the “five plane trees” – not just barely alive, but in “full summer leaf” – stand in extreme contrast to the absence of human life on St. Charles Place. Challenge yourself to notice details with the eyes of a storyteller and soon you will be creating vivid images for your audiences.

CREATE SCENES

Scenes give life to a story through motion and action. Imagine your speech as a movie, its scenes connected by voiceovers that provide insight and perspective. The scenes in your speech can be linked together similarly by narrative summaries. The closing passage from McPhee’s article *Encounters with the Archdruid* could be a scene straight out of an action movie:

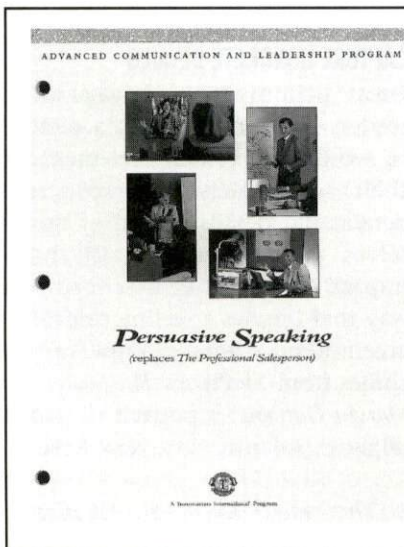
Water welled up like a cushion against the big boulder on the right, and the raft went straight into it, but the pillar of crashing water was so thick that it acted on the raft like a great rubber fender between a wharf and a ship. We slid off the rock and to the left – into the craterscape. The raft bent like a V, flipped

open, and shuddered forward. The little outboard – it represented all the choice we had – cavitated and screamed into the air. Water rose up in tons through the bottom of the raft. It came from the left, the right, and above. It felt great. It covered us, pounded us, lifted us and heaved us scudding to the base of the rapid.

When using scenes linked by narrative summaries, decide which elements of your speech are most appropriate to be presented as scenes and which as summaries. A good rule of thumb is that events with the most dramatic potential should be presented as scenes.

CHOOSE A STRUCTURE

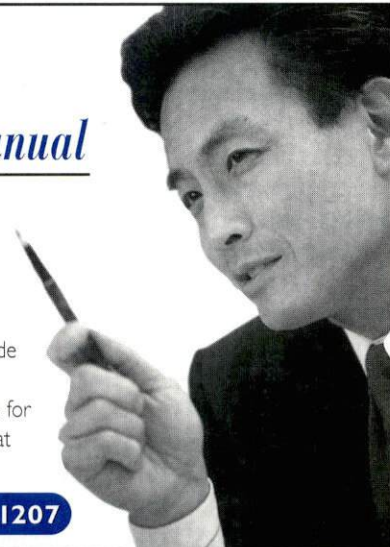
The right structure can go a long way toward keeping your audience involved. Many speeches can be written as a sequence of scenes, and so lend themselves naturally to a chronological order. However, it is often more effective to begin your speech at the heart of the action, even if it is chronologically in the middle of the story. This way your speech will immediately grab the audience and hold them. You can fill in the earlier events at



Persuade with TI's New Advanced Manual

Would you like to convince your boss to accept your ideas? Persuade your spouse to take an exotic vacation? Motivate an audience to support your favorite charity? Toastmasters International's new Advanced Communication and Leadership Program manual, *Persuasive Speaking* (Catalog No. 226-1), will give you the skills to persuade others to buy your product, service or idea. The five-project manual, which replaces *The Professional Salesperson*, is available for just \$3 (U.S.) plus postage. Contact the Orders Department at WHQ to purchase your manual today.

Call (949) 858-8255 or Fax (949) 858-1207



some point before the conclusion of your speech.

Another common organizing structure is functional. A good example of this is George Will's book *Men At Work: The Craft of Baseball*. The book is organized around four baseball positions (manager, pitcher, batter and fielder). For each position, Will writes an in-depth profile of one world-class player. As we view the game from each player's perspective, our overall understanding of the game is enriched.

Also keep your eye out for unconventional structures that arise from the intrinsic nature of the story. For example, McPhee's *The Search for Marvin Gardens* is organized around an imaginary game of Monopoly between two players. Since the board game Monopoly is based on the streets of Atlantic City, the framework allows McPhee to travel the streets of Atlantic City like the players circling a Monopoly board.

BEWARE THE PITFALLS

Creative nonfiction is a powerful tool, but it can be easily misused. It is not a license to make up or distort things in order to make them more interesting or dramatic. And if you are going to create composite characters or describe what you *think* a person said or meant, you need to let your audience know that that is what you are doing. Some otherwise excellent writers and speakers have violated these principles and have suffered embarrassment and worse. Creative nonfiction must be as accurate as any other type of nonfiction.

Furthermore, creative nonfiction is not a gimmick. It is a potent technique for finding the heart of a story and communicating it to an audience. The words used should be simple, clear and to the point; they should not be used to show off a speaking style or command of a technique.



THE PAYOFF

Whenever I apply creative nonfiction techniques to my Toastmasters speeches, the results are electrifying. During these speeches, you can hear a pin drop as all eyes, ears and minds focus on me and my story. At the end, there is usually dead silence, followed by energetic and sustained applause. By using creative

nonfiction techniques, applause like that can be yours. **T**

Jim Tosone, ATM-B, is a contributing editor at *Guitar Review* magazine and writes frequently for the *New York Times*. He is a member of Valley Toastmasters Club 3181-46 in Haworth, New Jersey.

Building a Better World



Toastmasters' newly elected International President Tim Keck, DTM, is ready to lead Toastmasters International into the 21st century. Presiding over the organization's 75th anniversary and the entrance into the new millenium, Keck has chosen the motto "Building a Better World" as his presidential theme for 1999-2000. Keck says his theme "evokes the global mission of Toastmasters International and reflects the tremendous positive contributions its members have made in their communities over the past 75 years. It also points to an exciting future in the next century."

President Keck resides in Hawaii with his wife, Laura Crites. They have one daughter, Krista, and a granddaughter, Dani Mays. A Toastmaster for 20 years, Keck first joined a club in Ramstein, Germany, when he was a graduate student and a Fulbright Fellow at the University of Marburg. During his time in Germany, he was involved in establishing the Continental Council of European Toastmasters. After moving to Hawaii in 1985, Keck served in various district offices and was named Distinguished District Governor in 1989-90. He later served on Toastmasters' Board of Directors, was elected to Third Vice President at the St. Louis convention in 1996 and subsequently served as Second and Senior Vice President.

Professionally, Keck heads the U.S. Air Force history program in the Pacific. For the past 25 years he has served the

Meet Tim Keck, DTM, Toastmasters' 1999-2000 International President

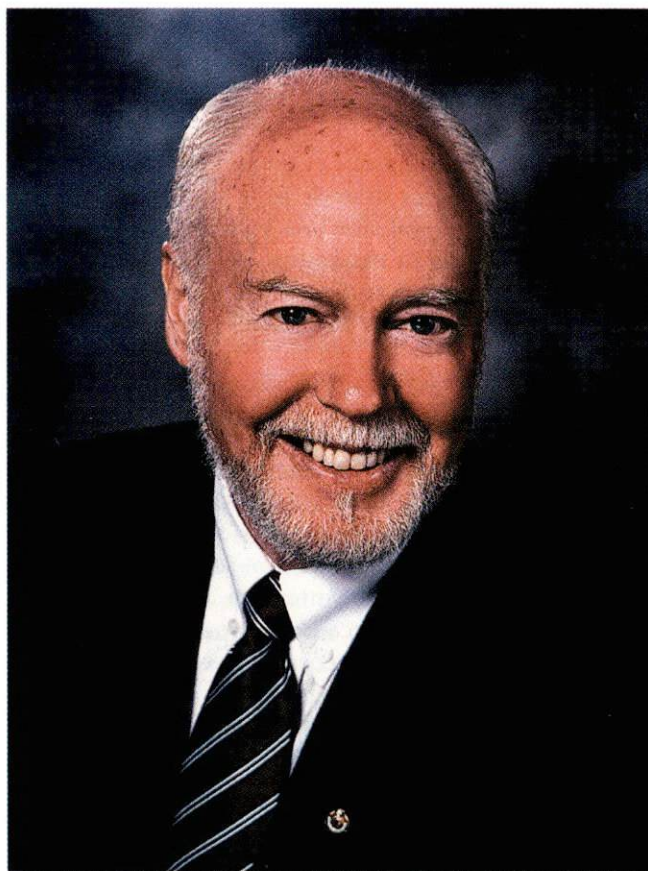
Air Force as a military historian, program manager and human resources development specialist. As a Phi Beta Kappa and summa cum laude graduate with a Ph.D. in history from the University of Wisconsin-Madison, Keck's work in the fields of history, philosophy and management has been published in various professional and academic journals.

Q: Why did you select "Building a Better World" as your theme?

A: I chose the theme with three major points in mind. First, it reflects the reality that our future is a truly global one in which increasing diversity in our membership and leadership will be one of our greatest strengths. Second, the theme acknowledges that our Toastmasters program has empowered millions of people to lead better lives for the past 75 years. And finally, the idea of building a better world envisions a future in which the Toastmasters model of effective communication and leadership will become an increasingly greater force in promoting peace and understanding around the world.

You've said that this will be a tremendously exciting year for Toastmasters. Why?

This is our Diamond Jubilee, our 75th anniversary, when we celebrate our organization's success in helping millions of people around the globe. As if that isn't enough, this year we step into a new century and a new millennium. We find ourselves in an interconnected world community where we are increasingly drawn together in all areas of our lives. Consider our mission "to make effec-



these skills than Toastmasters? Our clubs offer a learning laboratory in which people of diverse racial, ethnic, professional and educational backgrounds join to achieve their common goal of being more effective communicators and leaders.

What opportunities for growth do you envision?

The signs are promising. We've already seen tremendous growth in Mexico, and we see encouraging signs in many areas of Latin America. Our territorial councils in

"Many of our members never seem to realize that there is so much more to Toastmasters than learning to give a speech."

tive communication a worldwide reality," and you can immediately see the appeal of Toastmasters on a global scale. This is one of our greatest opportunities. As people learn to communicate with each other, they also will learn to understand and appreciate the richness of the diverse cultures that make up our world.

What does "diversity" mean to Toastmasters?

People around the world need to know how to communicate, how to lead, and how to interact with each other. Who else is better positioned to help people gain

Japan, Taiwan and Europe are thriving. We have rapid growth in Southeast Asia, despite recent economic downturns. And we've seen the beginnings of the development of club extension in countries such as India and the People's Republic of China – countries that will offer us tremendous opportunities over the next 10 or 20 years. Let's not forget North America, where there is still potential for tremendous growth. Of our 8,800 clubs worldwide, more than 7,000 of them are in the United States and Canada. Given the populations of the two countries, there is potential for more than 20,000 clubs!

What sort of plan exists to take advantage of these opportunities?

We currently have about 175,000 members and 8,800 clubs. Our "Toastmasters Vision 2020" charts our course toward 20,000 Toastmasters clubs and 400,000 members by the year 2020. Our strategic plan, which the Board of Directors regularly evaluates and updates, targets specific areas for emphasis in marketing, defines strategies for increasing club growth and quality, and clearly states the values and principles that anchor this great organization.

How will Toastmasters International realize its growth potential?

Foremost, we must focus on each Toastmasters club. We deliver the benefits of Toastmasters through our educational programs conducted in the club environment. Whether a club is in North America, South America, Asia, Europe, Australia, Africa or Antarctica, we need to ensure it is delivering quality educational programming. If each club promotes manual speeches, effective evaluations, and all the other aspects of a great club, we wouldn't lose any clubs. Our growth would be enormous!

Every club should focus on becoming a Distinguished Club. This year, we have a new Distinguished Club

You've been with the organization for 20 years. Why did you stay?

After I'd been a Toastmaster for a year or so, I began to really appreciate the dynamics of our club – the way that our members supported and encouraged one another and built upon each others' strengths with a purely positive focus. I also was beginning to get a taste of the leadership development opportunities offered at the club level. Only several years later did I realize the profound effect our organization can have; it's so much more than teaching speaking skills!

What opportunities do you see for leadership development in Toastmasters?

First, take a look at our basic manual. It doesn't say: Basic Public Speaking Manual. For decades it has been called the Communication and Leadership manual. First, we have to realize that our communication program – both the basic and advanced stages – is itself a valuable tool in developing leadership skills. As our members progress through these manuals, they learn to communicate and listen better, evaluate others constructively, work in a team environment, conduct meetings, encourage, support and applaud others, and

"Take the skills you acquire in the club and put them to use in the service of others in your personal life, career and community."

Program. It has 10 simple goals and a membership growth requirement that a club either have a net gain of five members or end the year with 20 or more members. I challenge each club to achieve those goals and become a President's Distinguished Club in 1999-2000. And if all of our clubs are Distinguished, it will be the most successful year in the history of Toastmasters International.

We also need to build more Toastmasters clubs on every continent. Our 74 districts worldwide are in the business of extending the benefits of Toastmasters by building new clubs. Everyone at the club, area, division and district levels can contribute by looking for opportunities to establish new clubs in their communities. In 1924, Toastmasters International's founder built one club. We now have 8,800 clubs and more than 4 million people who have benefited from Toastmasters training in the past 75 years. I believe that every new club we build can have an impact on our world that is just as significant as that first club had.

Why did you join Toastmasters?

Like most members, I joined to improve my communication skills. I was teaching history and realized that I wasn't being entirely successful in conveying ideas to my students. (Well, truth be told I wasn't very effective at all!) A friend suggested I join Toastmasters, and the rest, as they say, is history.

create a positive learning environment. All these are valuable leadership skills. And we offer so much more. The two-track education and recognition system is providing great opportunities for our members to focus on leadership development.

How does the track system work?

Members now have more opportunities for recognition with the two-track system. Members who have received the CTM award can proceed in the communication track, where they further enhance their speaking skills, and/or in the leadership track, where they learn and refine leadership skills. The communication track features three advanced awards – the Advanced Toastmaster Bronze, the Advanced Toastmaster Silver, and the Advanced Toastmaster Gold. The leadership track features the Competent Leader and Advanced Leader awards. The Distinguished Toastmaster award is the highest award a member may receive. One has to achieve the Advanced Toastmaster Gold and Advanced Leader awards to be eligible for the Distinguished Toastmaster award. The tracks are not mutually exclusive. Members can work in both tracks at the same time.

I am especially excited about the leadership track, since members now have the opportunity to hone specific leadership skills in the same manner they have

been building speaking skills for 75 years. The High Performance Leadership Program, which is a required stepping stone for the Advanced Leader award, provides a tested vehicle to teach and assess leadership style in the Toastmasters way, supported by a committee that provides feedback and support. Our Success/Leadership programs on leadership also complement the track, offering members valuable insights into leadership.

How can we increase our members' awareness of and participation in the Toastmasters educational program?

I believe the key lies in mentor relationships. Mentoring has been one of the most precious and powerful relationships among people of all cultures since the dawn of civilization. Every club must assign a mentor to each new member – someone to work with the new member, offer guidance with the first few speech projects, and provide insight into all of the opportunities, including leadership, that the Toastmasters program provides. With such a solid foundation, all new members will know what's available to them.

You've often spoken of the relationship of values and leadership. What's the connection?

I believe that unless leaders and organizations are firmly anchored in the principles and values that sustain and strengthen them, they build their houses on sand. Over the years in Toastmasters, we have coalesced around the core values of integrity, respect for the individual, dedication to excellence, and service. I believe service is particularly crucial to us and creates the basis for my theme, "Building a Better World."

What is so special about service?

We preach and practice service in everything we do. Every part of a quality club is service oriented. For example, when an evaluator provides an effective evaluation, it educates the speaker and club members. When someone takes

on roles such as Topicsmaster, grammarian or club officer, he or she is serving club members. I believe that a primary responsibility for us as leaders is to serve those we lead. Finally and most important, I believe we fully realize the power of Toastmasters when we take the skills we acquire in our clubs and put them to use in the service of others in our personal lives, careers and communities.

Where do we go from here?

We have outstanding programs in place. Now we've got to promote these programs at every level of our organization. It's imperative that all our members get involved.

The success of a club – and our entire organization – is measured in part by the number of educational awards members earn. When members earn CTM, ATM, CL and AL awards, it shows that the club is indeed helping its members develop speaking and leadership skills. Yet fewer than 16,000 of our 175,000 members earn CTMs each year. This is not enough. Clubs must ensure that every member completes the basic Communication and Leadership Program manual, and they must encourage CTM recipients to participate in the communication or leadership tracks (preferably both) and earn awards.

Could you sum up your hopes and aspirations for Toastmasters in the coming year?

As we reflect on our past 75 years with pride, we can look to our future with great optimism. As I mentioned earlier, Toastmasters has the potential to be a great force in promoting peace and understanding around the world. In the coming year each of us can help make this happen simply by inviting someone to attend a club meeting. By reaching out this way we will expose others to the benefits Toastmasters offers. This will result in more members, more new clubs, and even more diversity among members and clubs around the world. We will witness a tremendous growth as we launch Toastmasters in the 21st century and we will indeed be "Building a Better World." **T**

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

*Toastmasters' Accredited Speaker Program
is now accepting applications for 2000.*



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 or Advanced Toastmaster Bronze 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 2000 Accredited Speaker Program is November 1, 1999.



1999-2000

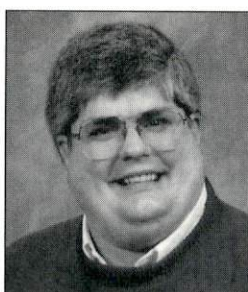
District Governors



F John Angiolillo, DTM
Mission Viejo, CA



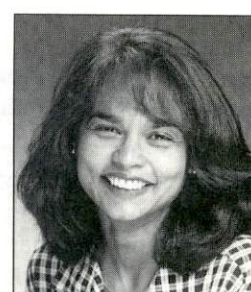
1 Gregory M. Valtierra III, ATM
Culver City, CA



2 Bradley D. Craig, ATM-B
Snohomish, WA



3 Kelli Jo McDoulett, DTM
Seal Beach, CA



4 Reema Y. Mahamood, DTM
Redwood City, CA



5 Kenneth R. Garber, DTM
Del Mar, CA



6 Mary E. Torno, DTM
Hugo, MN



7 Gloria Bonney, ATM-S
Salem, OR



8 Carole Breckner, DTM
Arnold, MO



9 Susie Walters, ATM-S
Selah, WA



10 Cherylann Sommerfeldt, DTM
Stow, OH



11 Nila J. Miller, DTM
Louisville, KY



12 Mary L. Murshedi, DTM
Diamond Bar, CA



13 Michael Bloeser, ATM
Erie, PA



14 Jan A. Samuels, DTM
Rex, GA



15 Victor R. Hernandez, DTM
Salt Lake City, UT



16 Thomas L. Bach, DTM
Tulsa, OK



17 Alton P. Hendrickson, ATM
Kalispell, MT



18 Len Roberts, DTM
Baltimore, MD



19 Michael D. Adams, DTM
Runnels, IA



20 Charlotte M. Feldman, ATM-G
Fargo, ND



21 Gillian A. Kettlewell, DTM
Anglemont, BC, Canada



22 Alston B. Voorhees, ATM
La Cygne, KS



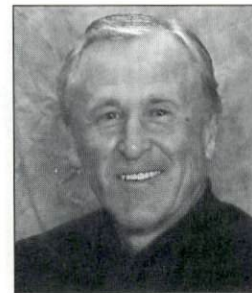
23 Ralph Wallace, DTM
Albuquerque, NM



24 Connie Wanek, ATM-S
Lincoln, NE



25 Jennifer Johnson, DTM
Irving, TX



26 Richard E. Dawes, DTM
Littleton, CO

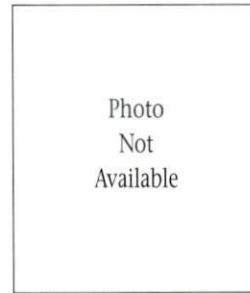


Photo
Not
Available

27 Brent Stidley, DTM
Lake Ridge, VA



28 Ellwyn Albee, DTM
Plymouth, MI



29 Nolan Mims, DTM
Semmes, AL



30 R. Royal Wilkinson, DTM
Chicago, IL



31 Allan Schmidt, ATM-B
Concord, MA



32 Mary Jo Manzanares, ATM-B
Federal Way, WA



33 Mary Jones, DTM
Camarillo, CA



34 Juan A. Escobedo, DTM
Morelia, Michoacan, Mexico



35 Earl Akey, DTM
Vesper, WI



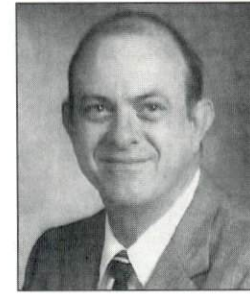
36 Walter H. Long, DTM
Laurel, MD



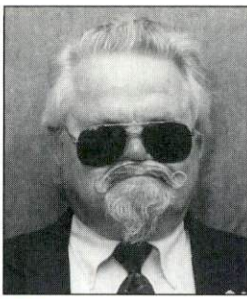
37 Peter A. Knudsen, DTM
Chapel Hill, NC



38 David J. Haberman, DTM
Bethlehem, PA



39 Donald G. Johnson, DTM
Suisun City, CA



40 Jerry B. Young, DTM
Lexington, KY



41 David K. Parrish, DTM
Rapid City, SD



42 Linda J. Hawk, DTM
Hanna, AB, Canada



43 Lynn Pafford, DTM
Memphis, TN



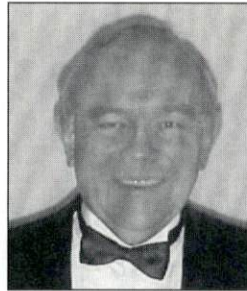
44 Patricia Ann Singletary, ATM
Midland, TX



45 Olivette Aviso, ATM
East Hampstead, NH



46 Amelia L. Abad, DTM
Jackson Heights, NY



47 John W. Jamba, ATM-G
Satellite Beach, FL



48 Kevin S. Lawrence, DTM
Millbrook, AL



49 Beatrice E. Elyot, DTM
Honolulu, HI



50 Carla Ranger, ATM-B
Dallas, TX



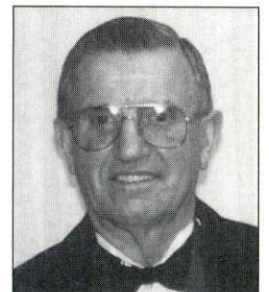
51 Maimunah Natasha, DTM
Jakarta, Utara, Indonesia



52 Ben Bilog, DTM
Pasadena, CA



53 Debra Welch Grehn, DTM
West Hartford, CT



54 James Quick, DTM
Ellisville, IL



55 David R. Estrada, DTM
Cedar Park, TX



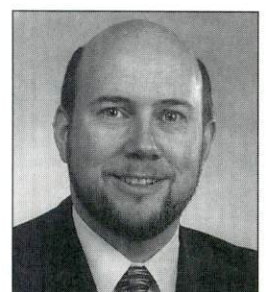
56 Sharon M. Sharp, DTM
Alvin, TX



57 Earleen Norris, DTM
Walnut Creek, CA



58 Linda R. Wright, DTM
Akien, SC



60 Michiel Bagchus, DTM
Toronto, ON, Canada



61 John Gupta, DTM
Montreal, QC, Canada



62 Greg Bauer, DTM
Jenison, MI



63 Ronald DeVera Barredo, DTM
Nashville, TN



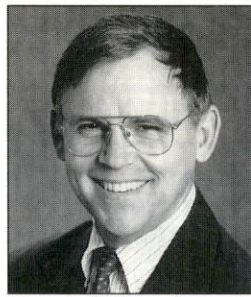
64 Karen Botwright, DTM
Winnipeg, MB, Canada



65 Pamela Occhino, DTM
Kenmore, NY



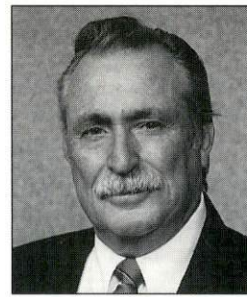
66 Charles Smith III, ATM
Charlottesville, VA



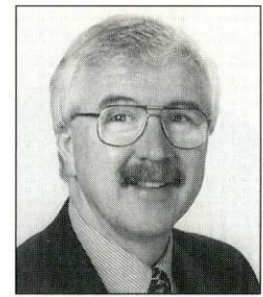
68 Ronald R. Brown, DTM
Denham Springs, LA



69 Heather Rhead, DTM
Holland Park, QLD, Australia



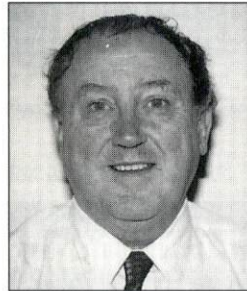
70 Frank Higgins, DTM
Mt. Riverview, NSW, Australia



71 David MacLeod, ATM
Berkshire, England



72 Joan Hook, DTM
Auckland, New Zealand



73 Thomas Boon, DTM
VIC, Australia



74 Anella Grimbeek, DTM
Wilro Park, Roodepoort, South Africa



75 Teresita R. Navales, DTM
Cagayan de Oro City, Philippines

Proven Presentation Techniques

By Marjorie Brody

- **Know Your PAL™** (Before preparing any presentation for one person or thousands, know your Purpose (inform, persuade, entertain); know your Audience (demographics, attitudes, hot buttons); and know your Logistics (time allotment, number of people in the audience, time of day for presentation, room arrangements).
- **Pay attention to timing** – A good strategy for a straight presentation is to plan, prepare and practice for 75% of the allotted time. If you end early, no one complains. Ending late is poor planning.
- **All presentation material is not created equal.** When preparing your speech, consider the must know, should know, could know. Limit material based on time and audience interest.
- **Hitting the emotional buttons** will create more impact and action than pure data. Include stories, analogies, metaphors to reinforce key points.
- **Create user-friendly notes.** Former British Prime Minister Winston Churchill, who was recognized for his skill as an orator, said when asked why he carried notes but seldom used them, “I carry fire insurance, but I don’t expect my house to burn down.” Use bulleted points instead of sentences. Make the type easy to read (use felt-tip pen or minimum 18-point type, boldface, if typed). Use only the top two-thirds of the page to avoid having to look down. Use highlight pens to indicate “must/should/could know” information.
- **Practice out loud** saying the speech differently each time you repeat it. “Spontaneity is an infinite number of rehearsed possibilities,” according to management consultant and professor Peter Drucker.
- **Channel adrenaline into enthusiasm.** Control physical stage-fright symptoms by breathing from the diaphragm, positive visualization and self talk. Of course, preparation and practice are crucial.
- **Deliver with passion.** It’s amazing how catchy enthusiasm is. If your voice is expressive and your gestures animated, you will appear confident and passionate.
- **Treat all questions and questioners with respect.** The question-and-answer part of the presentation may be the most important part. Think ahead to all possible questions that might be asked — particularly ones that might throw you. Avoid complimenting some questions and not others.
- **Speaking is an audience-centered sport.** Avoid speaking out of ego. As long as you focus on the audience – in preparation as well as in delivery – you should achieve success as a presenter. **T**

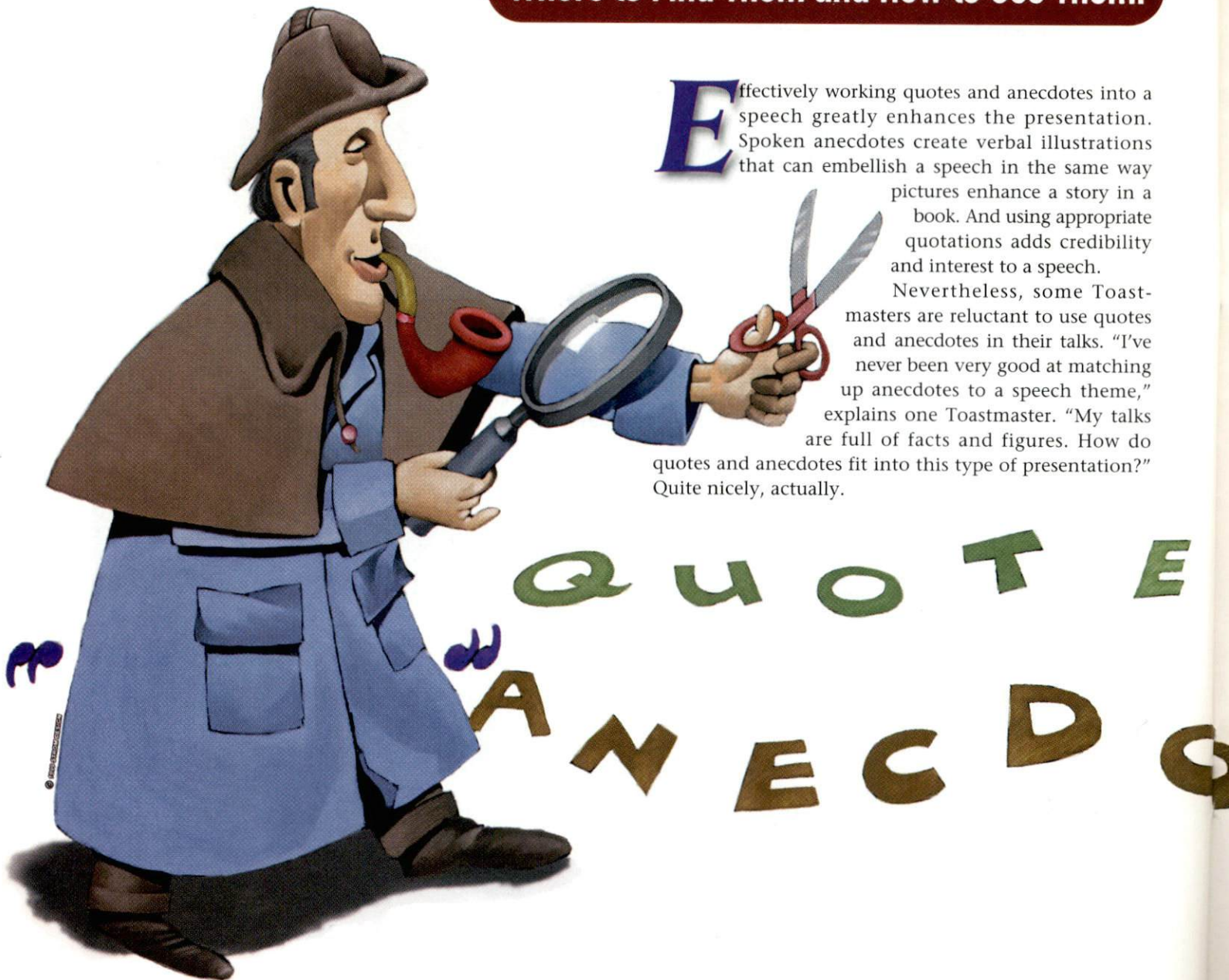
Marjorie Brody is a professional speaker, author, executive coach and seminar leader. Her training and consulting company, Brody Communications Ltd., is in Elkins Park, Pennsylvania.

Quotes and Anecdotes:

Where to Find Them and How to Use Them.

Effectively working quotes and anecdotes into a speech greatly enhances the presentation. Spoken anecdotes create verbal illustrations that can embellish a speech in the same way pictures enhance a story in a book. And using appropriate quotations adds credibility and interest to a speech.

Nevertheless, some Toastmasters are reluctant to use quotes and anecdotes in their talks. "I've never been very good at matching up anecdotes to a speech theme," explains one Toastmaster. "My talks are full of facts and figures. How do quotes and anecdotes fit into this type of presentation?" Quite nicely, actually.



I know a Toastmaster who, in an attempt to enliven her presentations about computer basics, stumbled upon anecdotes as the answer. Her evaluators had told her that her talks were pretty dry.

The next time she spoke about computers, she incorporated stories depicting some of the really dumb things she'd seen people do with their computers. In addition to entertaining her audience, these anecdotes emphasized her points better than any list or diagram on a flip chart or an overhead projector could have done. I've forgotten most of the facts this woman shared, but the vision of someone opening a five-inch floppy disk and trying to install the inside of it into a computer will stick with me for a long time.

If you're uncomfortable using stories in your speeches or don't know where to find suitable quotes, the following guide should help:

■ **The Anecdote** – First, try to recall some of your all-time favorite talks or even one or two good ones delivered recently by fellow Toastmasters. What made these presentations memorable? Let me guess – the speaker probably mixed facts with verbal illustrations and maybe even quoted a famous personality.

For example, if someone tells you that *crème brûlée* is one of America's favorite desserts – despite the fact that it's high in fat and cholesterol – and that it's also quick and easy to make, you may scoff and soon forget what you heard. But if the speaker presents facts in the form of anecdotes – illustrative stories – you're likely to react to and retain the information.

The speaker may say something like: "Last year a local woman named Debbie Puente wrote a little book about *crème brûlée*, and in less than a year she has sold more than 20,000 copies. Puente, now known nationwide as the *Crème Brûlée Queen*, says, 'You no longer have to wait until you're out at a fancy restaurant to enjoy *crème brûlée*.' My wife is a big fan of *crème brûlée* and says it's as easy to make as instant pudding (my favorite) and much more delicious."

To further drive home his point, the speaker may relate that he challenged his wife to a cook-off. "While I stirred my pudding mix, she put a few ingredients together. I put my pudding in the refrigerator, and she baked her *crème brûlée* in little dishes. While

I was eating my pudding, my wife was using a torch to crystallize a sugar topping on her dessert. When she let me taste one of her *crème brûlées*, it was obvious that, although

our desserts took about the same time to make, hers was much superior in flavor."

When a message is backed up by a story, you'll remember it more easily than if you're just given a string of facts.

■ **Storytelling 101** – If you aren't confident using anecdotes, visualize your illustrative story as if it's actually happening in front of you. Relate what you see.

Let's say, for instance, that you're speaking at a Neighborhood Watch meeting about dogs running loose. To say there is a profusion of dogs running loose at all times of the day and night draws the outline of a picture. You can paint the picture by telling a story.

Visualize yourself walking out the front door on a chilly morning to get your newspaper. Express your thoughts as you encounter numerous dogs running loose. Describe the view with trash strewn all over the street, and your emotions when you felt your slipper slide into a squishy dog pile.

You might say something like: "When I went out to get my newspaper early this morning, I was greeted by two German shepherd-like dogs. I looked up the street and saw three more dogs running around, and when I gazed east, there was one pup rummaging through a pile of trash he'd dragged out of a neighbor's barrel. I shook my head and turned around to walk across the lawn toward my house and, you guessed it – I stepped in a big pile of dog poop. And, folks, I don't even have a dog!"

Find additional anecdotes for this story by talking to neighbors and the head of animal regulations. A neighbor might share his story of being chased by a dog while trying to walk to the store one evening. The animal control director might tell you about a neighborhood that once had major problems with loose dogs but which no longer has the problems because of some folks' diligence in educating their neighbors about animal regulations. For greater emphasis, contact someone in that neighborhood for a comment on what he or she did to solve the problem.

■ **Use the Appropriate Anecdote** – Anecdotes evoke emotion. They can tug at your heart, make you laugh, provoke a thought or make you angry. It's important to use the right anecdote to create the right response or reaction. If you're trying to sell someone on the joys of adopting a pet, for example, use heart-warming anecdotes of successful adoptions illustrating what wonderful pets some of these animals make. You might use an anecdote depicting the fate of animals that aren't adopted. Tell the story of one particular dog who waited every day watching for the right family to come along and was finally adopted on the day he was scheduled to be euthanized.

Here, I *told* the story, but you want to *show* it by saying, "And on day seven, the puppy waited and watched as usual as people peered in at him and then walked away.

Suddenly, however the pup heard the words he'd been waiting to hear: 'Daddy, this is the dog I want.'"

A light topic invites humorous anecdotes. I heard an author lecture recently on the lessons he's learned in life. He makes his presentations entertaining by interjecting humorous stories from his own childhood.

I know a doctor who speaks on AIDS prevention. He uses anecdotes meant to shock his audience and to reach the deepest crevices of fear in them.

■ **Show – Don't Tell** – An anecdote is for emphasis – it's an example to illustrate what you're saying. Imagine how you would illustrate your point through a photograph or drawing. It's said that one picture is worth a thousand words, and you can create the equivalent of a thousand words from a dozen by using anecdotes.

Your speech will have much more impact if instead of saying, "Crème brûlée has grown in popularity in our city," you substitute: "My friend Mary is such a fan of crème brûlée that she has taken Puente's book around to every restaurant and deli in the city and has coaxed many of them to add one of Puente's recipes to their menu. Now she can order crème brûlée practically everywhere she goes."

■ **When Enough Is Enough** – Don't overdo the anecdotes. A whole string of anecdotes might work in writing a story, but this can get confusing and cumbersome in a speech. A rule of thumb might be to use no more than one anecdote to illustrate each point in your talk. Using the loose dog problem, for example, your points might include the danger to people and the animals themselves when dogs run loose, the mess the dogs make throughout the neighborhood, animal control laws and how to enforce those laws.

To illustrate the dangers loose dogs pose, you could relate a story about a dog biting a child or a car hitting a dog. In talking about the mess caused by loose dogs in the neighborhood, you could describe one family's yard one morning after dogs finished eating a pizza (from trash) on their lawn. You may want to include in your speech a success story about using mediation to educate and inform one errant dog owner about how forming a Neighborhood Watch program helped curb the problem in one neighborhood.

■ **The Beauty of the Quote** – We usually think of quoting famous people, and that's okay. Famous people's quotes are often impactful. But you can also quote ordinary people who have something interesting to say or who have developed expertise in a particular situation or field, such as the family who saved the puppy from death by adopting him or Debbie Puente, the Crème Brûlée Queen.

Every speaker should start a collection of quotes. Some places to find suitable quotes are in other speeches, magazines, newspaper articles and television documentaries.

To locate a quote from a particular person or on a particular topic, review books of quotations in the reference section of your bookstore or library. Peruse biographies in search of quotes by a specific person.

If you're preparing a talk on the value of volunteering as a family, you might look for a quote from former U.S. President Jimmy Carter, who, with his wife, is involved in Habitat for Humanity. Use a quote from Dr. Ralph Smedley for a quote on communication or the Toastmasters program, which he founded.

■ **Use Quotes Effectively** – Quotes, like anecdotes, cannot be slipped into a prepared speech in just any old spot. Effective use of quotes depends on their careful selection and insertion. Here are a few tips to help you use quotes:

- ▶ Watch how others interject quotes into their speeches. I notice that many great speechmakers open and/or close with a quotation from a famous person. If the quote is used somewhere else in the speech, it is generally at the beginning or end of a thought or point.
- ▶ Pause before and after the quote so that the audience has a chance to prepare for and then contemplate the quote.
- ▶ Learn the difference between a quote and a cliché. Avoid using quotes that have become clichés, such as "look before you leap," "a bird in the hand is worth two in the bush" and "a penny saved is a penny earned."
- ▶ As with anecdotes, use quotes sparingly.
- ▶ Quote someone who would likely be familiar to the audience. Quoting an obscure poet before a group of construction workers may not be very effective. However, quoting football star David Williams of the Houston Oilers would impact a group of stay-at-home mothers, if the speaker is talking about the day Williams chose to miss a football game to attend the birth of his daughter.

If you've resisted introducing anecdotes and quotations into your speeches, start now. It's never too late to begin experimenting with these speech enhancers. You'll have more fun and you'll deliver a more powerful, memorable speech.

RESOURCE LIST

Handbook of Inspirational and Motivational Stories, Anecdotes and Humor by Winston K. Pendleton (Parker Publishing Co. 1982).

Great Quotes from Great Leaders, Editor, Peggy Anderson (CareerPress, 1997).

14,000 Quips & Quotes for Speakers, Writers, Editors, Preachers and Teachers by E.C. McKenzie (Baker Book House, 1990).

Web site – www.in-search-of.com

.....
Patricia L. Fry, CTM, is a writer and frequent contributor to this magazine. She lives in Ojai, California.



By G. Robert Geyer

The battle for the conversational ball.

Conversation Stealers

I CONSIDERED MYSELF A FAIR CONVERSATIONALIST UNTIL MY spouse told me I was too reserved at dinner parties; I guess I was a listening sponge or something. Chagrined, I decided at the next social I would “de-sponge” myself. I knew I was

able to initiate small talk about the weather and handle the usual responses like “I know” or “Uh huh.” However, I noticed that rapt attention was given to stories – especially those with beginnings such as “the other day” or “that reminds me.” A story was center ring with all eyes and ears focused on the speaker.

And that’s what I wanted, just one time, after paying my listening dues. So, given the opportunity, I would tell *my* story about our recent Florida trip, including stops in two cities on the way, and our adventure in the Everglades.

When the occasion came, however, I no sooner had begun my tale when a guest did what I call “stealing the ball,” or interrupting over and over before the story ends.

Upon reflection, it came to me that in the past I had experienced many habitual ball stealers. Although well meaning, they seemed to have a compulsion to break in repeatedly, taking their subjects on their own cruises, leaving the storytellers awash and gamely trying to paddle back. Put it like this: If you have the floor and happen to cough, a Ball Stealer will pounce.

Anyway, here’s what happened with my story at a dinner party the other night:

Me: “We drove to Florida recently and on the way stopped in Asheville.”

Ball Stealer: “Oh, I have a cousin there. He’s a doctor, and his wife’s parents live in Charlotte where my boss grew up.”

Me: “While in the Asheville area, we saw Chimney Rock, where the Last of the Mohicans was filmed. . . .”

BS: “I liked that movie except for the war scenes. There’s so much violence in the movies and on TV. Why last night it made me sick, so I decided to read. It’s that new novel about a beekeeper.”

Me: “Well, we also stopped in Atlanta and ran into a deluge. . . .”

BS: “And that El Niño is so unpredictable. We were flooded out too in 1978 on our trip to Toronto.”

I was discouraged when I could see I hadn’t even gotten past Georgia with my Florida trip and BS had taken us all the way to Canada. He probably pegged *my* story as just more small talk. I tried a fast maneuver directly to the Everglades, but again the ball was stolen, and BS had us visiting the Notre Dame Cathedral in Montreal!

I finally gave up and dozed off as BS was now somewhere in Alaska. I snapped awake when I realized BS himself was being interrupted continually by another guest. Obviously a Ball Stealer also, he and the crook who stole my story were in verbal combat!

My competitive spirit was aroused and I mentally constructed rules for an imaginary contest between BS1 and BS2. The points scored would be one point for each break-in and five points for the one who managed to finish his story before coffee was served. (I was rooting for BS2, of course.)

I began to keep score on my napkin, and after a while it was a tie game, with BS1 and BS2 each having nine interruptions and neither finishing a story. I could see time was running out as the hostess brought in the coffee cups. When BS2 had taken a huge mouthful of pie, it looked as if BS1 would still have a moment to end his tale unhindered and win the contest. He was saying, “And during our flight home we decided to. . . .”

Then it happened! Suddenly there was a loud crash, mangling the end of BS1’s story and his chance for victory, all in one split second!

BS Three had done it the easy way, simply dropping a salt shaker on a metal cookie tray. I saw BS3 in the wall mirror; his impish smile looked a lot like mine.

A few days after the dinner party, I was having lunch with two loquacious friends. Just as I was again feeling like a listening victim, one of them said, “And how was your trip to Florida, Bob?”

I smiled, and gently put down the salt shaker.

G. Robert Geyer is a writer living in Rochester, New York.

Rx For Meeting Variety

Proven ways to spice up your club routine.



Do your club's meetings lack variety, humming along in the same old routine? Maybe it's time to spice up those meetings. Take a marketing hint from Dave Thomas, the founder of the Wendy's hamburger chain. Thomas reinvents Wendy's chicken sandwich every few months with a variety of spices, cheeses and dressings. What spices or confections must you blend into your meeting menu to add a new zest? Here are seven proven methods to add spice to your Toastmasters meetings:

1 Ice Breakers. Nothing breathes life into a club more than new faces. Seasoned Toastmasters rave when new members stand at the lectern to give their first speech. We root for them, feel their anxiety and recall the agony of our own Ice Breaker speeches. We want to see, hear and feel their experience and enthusiasm. And not least, that fledgling member sprinkles new flavor into the Toastmasters meeting.

But why wait until a newly enlisted member joins to enjoy the Ice Breaker experience? When was the

By Thomas P. Cummings, ATM-G

last time you presented your own Ice Breaker speech? How many members of your club have yet to hear your personal story? Where is it written "Thou shalt not give more than one Ice Breaker"?

"Everyone loves a party, and the byproduct is heightened enthusiasm that carries over for months."

Sometimes our club Vice President Education schedules an "Ice Breaker only" meeting. Experience has shown that these meetings are among the best attended. As a result, Ice Breaker speeches improve because as more members pick up on different aspects of a Toastmaster's life, there will be more variety in the introductions.

2 Founder's Day. Celebrations are always special events. Families gather to honor each other on birthdays and anniversaries. The red, white and blue is proudly unfurled and displayed on our national holidays, and picnics are the order of the

day. And people of different religious backgrounds celebrate certain holy days. What about your club? How long has it been since it was chartered? Do you celebrate that important anniversary? Should you? As the Nike commercial exhorts: "Just do it!"

Arrange a Founder's Day celebration at a local restaurant. Invite former members and pay tribute to them. Ask them to reminisce about the early days. Bring along spouses and other family members. Not only will this add variety to the

club's program, it provides an opportunity to sign up members who have fallen away. Send an invitation to your buddy club. Make it a grand event. Proudly display your club banner in the lobby and have publicity brochures available.

In our club, the Founder's Day event is the most anticipated meeting of the year. Everyone loves a party, and the byproduct is heightened enthusiasm that carries over for months.

3 Backwards Meeting. Unless you fear the bizarre, the Backwards Meeting is an off-the-wall event that will tickle your funny bone. The

meeting begins with the President's closing remarks. The evaluations precede the prepared speeches and the Table Topics responses are given before the Topicmaster has presented the questions. Now, I must admit that when I first experienced a Backwards Meeting I was perplexed for most of the evening. Furthermore, a guest visiting Toastmasters for the first time might go away believing that lunacy was on display; however, the club members laughed until they cried. If your club needs to be shaken up, this crazy-but-fun experiment will accomplish the goal.

4 Interpretive Reading. During my quest to earn the ATM-G award, I chose to complete the requirements from the *Interpretive Reading* manual. What a joy that experience was for me! And judging by my club members' reactions and evaluations, they enjoyed it too. That experience sparked an idea: to arrange a meeting in which the featured speaker reads stories from children's books. He or she sits on the floor or a chair in the middle of the room and brings the story to life. And if the reader wears a costume, flair and color is added to the adventure. Club members can escalate the event to another level by bringing their children and grandchildren to share in the festivities.

Another idea is to get two or three Toastmasters to read an act of a famous play. Are there any budding Thespians in your club daring enough to take on the role of Stanley Kowalski in Tennessee Williams' *A Streetcar Named Desire*?

5 Historical Biography Night. This can be a variation on the Ice Breaker night. All of the prepared speakers will present performances detailing the lives and

achievements of famous people from history. As with the other proposals presented to add variety to your meetings, there are alternative ways to offer these prepared speeches. For example, a speech about a famous

"Why not have a meeting in which a few members read an act of a famous play?"

historical character can go beyond reiterating well-known accomplishments; the speaker can attempt to conceal the subject's identity by dropping clues and creating a guessing game for the audience.

Another variation on this theme can be to add the Interpretive Reading element whereby the speaker orally presents all or part of a speech or writing of the subject character. The more variety you incorporate, the greater the spice and seasoning that is added to your meeting.

6 Club Training. All too often the more experienced Toastmasters assume that new members understand the roles of the Toastmaster, Topicmaster, General Evaluator, Evaluator, Grammarian and so on. These roles seem obvious to us only because we have attended so many meetings. As a mentor, it never ceases to amaze me what questions new members, sometimes even not so new members, ask. The Vice President Education is obliged to incorporate training sessions into the club program to ensure that all members understand the program, the nomenclature and the idiosyncrasies of the Toastmasters experience. *The Successful Club* and *Better Speaker Series* are marvelous tools to achieve these objectives.

At times, I've heard longtime Toastmasters complain that these presentations were boring. From personal experience, I can assure

you that, when Competent Toastmasters spice up their training sessions with variety and personal stories, both the veterans and the rookies will find the event educational and entertaining.

7 Meeting After the Meeting. The Toastmasters experience is after all a club experience. Some clubs meet over dinner; many do

not. I don't know who invented the concept of "Post Toasties" but to that person, all Toastmasters should pay homage. Too often club members arrive moments before the Sergeant-At-Arms strikes the gavel and depart immediately after the presiding officer strikes it again to declare the event completed.

How do we expect to build acquaintances and friendships when we only attend meetings? After every meeting, hang out with your club members. Our club goes to a local Italian eatery and enjoys the spicy entrees on the menu. The real spices are added to our meetings at these "post toasties" celebrations. We joke, talk and learn more about each other. The subject always returns to the Toastmasters meeting, and we share ideas on how to change and improve the event. Some of the aforementioned variations for our club meetings developed here.

Undoubtedly, your club has its own spice of life. Isn't it wonderful that while all Toastmasters clubs share a common format for meetings, each club is still able to create its own personality and diversity. Let's keep those spices flowing. **T**

.....
Thomas P. Cummings, ATM-G, is a member of Polk Street Speakers Club 4449-14 and T-Toasters Club 7804-14, both in Atlanta, Georgia.

HOW TO CONTACT YOUR 1999-2000 District Governor

For the protection of all members, use of a Toastmasters list of names, such as this list of District Governors, or lists from any other Toastmasters source, for any purpose other than for official Toastmasters business, is strictly prohibited. Member or Officer lists may not be used for solicitation purposes.

- F** John Angiolillo, DTM
26702 Estanciero Dr.
Mission Viejo, CA 92691
- 1** Gregory M. Valtierra III, ATM
5711 El Rincon Way
Culver City, CA 90230-5435
- 2** Bradley D. Craig, ATM-B
5111 - 72nd Dr. SE
Snohomish, WA 98290
- 3** Kelli Jo McDoulett, DTM
333 First St., Apt. H-308
Seal Beach, CA 90740
- 4** Reema Y. Mahamood, DTM
463 Jeter St.
Redwood City, CA 94062
- 5** Kenneth R. Garber, DTM
13404 Barbados Way
Del Mar, CA 92014-3503
- 6** Mary E. Torno, DTM
14659 Foxhill Ave. N.
Hugo, MN 55038
- 7** Gloria Bonney, ATM-S
1594 Lancaster Dr. SE #A
Salem, OR 97301
- 8** Carole S. Breckner, DTM
219 Cottonwood Rd.
Arnold, MO 63010
- 9** Susie Walters, ATM-S
323 Graber Road
Selah, WA 98942
- 10** Cherylann B. Sommerfeldt, DTM
1826 A Higby Drive
Stow, OH 44224
- 11** Nila J. Miller, DTM
12409 Old Henry Rd.
Louisville, KY 40223-2233
- 12** Mary L. Murshedi, DTM
1050 S. Grand Ave., Q-35
Diamond Bar, CA 91765
- 13** Michael Bloeser, ATM
848 East 22nd St.
Erie, PA 16503
- 14** Jan A. Samuels, DTM
5845 Rex Mill Dr.
Rex, GA 30273-1377
- 15** Victor R. Hernandez, DTM
2506 W. Midwest Dr.
Salt Lake City, UT 84118
- 16** Thomas L. Bach, DTM
9910 E. 24th St.
Tulsa, OK 74129-7012
- 17** Alton P. Hendrickson, ATM
2233 Teal Drive
KalisPELL, MT 59901
- 18** Len Roberts, DTM
7202 Seymour Place
Baltimore, MD 21207-4478
- 19** Michael David Adams, DTM
7707 SE Vandalia Rd.
Runnells, IA 50237-2085
- 20** Charlotte M. Feldman, ATM-G
3301 Bohnet Blvd.
Fargo, ND 58102
- 21** Gillian A. Kettlewell, DTM
Box 114 - 2765 Vickers Trail
Anglemont, BC, Canada V0E 1A0
- 22** Alston B. Voorhees, ATM
12563 W. 387th St.
La Cygne, KS 66040-4052
- 23** Ralph Wallace, DTM
7700 Palomas Park NE
Albuquerque, NM 87109
- 24** Connie Wanek, ATM-S
3800 N. 13th St.
Lincoln, NE 68512
- 25** Jennifer Johnson, DTM
10529 North MacArthur Blvd.
Apt. 2059
Irving, TX 75063
- 26** Richard E. Dawes, DTM
3488 W. Alamo Avenue
Littleton, CO 80123-2802
- 27** Brent Stidley, DTM
12152 Beaverwood Pl.
Lake Ridge, VA 22192
- 28** Ellwyn Albee, DTM
45086 Turtlehead Dr.
Plymouth, MI 48170
- 29** Nolan Mims, DTM
P.O. Box 1185
Semmes, AL 36575
- 30** R. Royal Wilkinson, DTM
7019 W. Wolfram St.
Chicago, IL 60634-4739
- 31** Allan H. Schmidt, ATM-B
199 Cambridge Park Tpk
Concord, MA 01742
- 32** Mary Jo Manzanares, ATM-B
4946 S.W. 329th Way
Federal Way, WA 98023
- 33** Mary Jones, DTM
813 Vista Arriago
Camarillo, CA 93012
- 34** Juan Anastacio Escobedo Diaz, DTM
Av. Solidaridad 508 col. Juarez
Morelia, Michoacan, Mexico 58010
- 35** Earl Akey, DTM
5001 Willow Lane
Vesper, WI 54489
- 36** Walter H. Long, DTM
9718 Whiskey Run
Laurel, MD 20723
- 37** Peter A. Knudsen, DTM
109 Gunston Court
Chapel Hill, NC 27514
- 38** David J. Haberman, DTM
2319 Concord Ave.
Bethlehem, PA 18017
- 39** Donald G. Johnson, DTM
1600 Alcazar Ct.
Suisun City, CA 94585
- 40** Jerry B. Young, DTM
243 Sherman Ave.
Lexington, KY 40502
- 41** David K. Parrish, DTM
840 N. Spruce St. Lot #308
Rapid City, SD 57701
- 42** Linda J. Hawk, DTM
P.O. Box 13
Hanna, AB, Canada T0J 1P0
- 43** Lynn Pafford, DTM
4569 Cardiff Cove
Memphis, TN 38125
- 44** Patricia Ann Singletary, ATM
110 N. Marienfeld, #500
Midland, TX 79701
- 45** Olivette Aviso, ATM
P.O. Box 1081
East Hampstead, NH 03826
- 46** Amelia L. Abad, DTM
34-49 81st St., Apt. #6-Y
Jackson Heights, NY 11372-2847
- 47** John W. Jamba, ATM-G
4 Judy Court
Satellite Beach, FL 32937
- 48** Kevin S. Lawrence, DTM
3881 Graff Rd.
Millbrook, AL 36054-4921
- 49** Beatrice E. Elyot, DTM
3030 Pualei Circle #104
Honolulu, HI 96815
- 50** Carla Ranger, ATM-B
4012 Treeline Drive
Dallas, TX 75224-4169
- 51** Maimunah Natasha, DTM
#14, Jalan Pluit Permai Raya
Jakarta, Utara, 14450 Indonesia
- 52** Ben Bilog, DTM
1554 Dominion Ave.
Pasadena, CA 91104
- 53** Debra Welch Grehn, DTM
40 Geneva Ave.
West Hartford, CT 06107-2645
- 54** James Quick, DTM
9016 E. Illinois 9 Hwy
Ellisville, IL 61431
- 55** David R. Estrada, DTM
2810 Sabin Trail
Cedar Park, TX 78613-5302
- 56** Sharon M. Sharp, DTM
P.O. Box 910
Alvin, TX 77512-0910
- 57** Earleen Norris, DTM
1668 Candelero Court
Walnut Creek, CA 94598
- 58** Linda R. Wright, DTM
149 Inwood Dr.
Aiken, SC 29803-5613
- 60** Michiel Bagchus, DTM
38 Ridge Dr.
Toronto, ON, Canada M4T 1B7
- 61** John Gupta, DTM
12420 Cousineau
Montreal, QC, Canada H4R 1R1
- 62** Greg Bauer, DTM
6954 Greendale Ct.
Jenison, MI 49428-8142
- 63** Ronald DeVera Barredo, DTM
209 Riverstone Ct.
Nashville, TN 37214
- 64** Karen Botwright, DTM
29-150 Hendon Avenue
Winnipeg, MB, Canada R3R 1V8
- 65** Pamela Occhino, DTM
41 Ermann Dr.
Kenmore, NY 14217
- 66** Charles Smith III, ATM
1560 Robin Lane
Charlottesville, VA 22911
- 68** Ronald R. Brown, DTM
33500 Beverly Dr.
Denham Springs, LA 70706
- 69** Heather Rhead, DTM
P.O. Box 45
Holland Park Qld 4121, Australia
- 70** Frank Higgins, DTM
47 Emu Plains Rd.
Mt. Riverview, NSW, Australia 2774
- 71** David MacLeod, ATM
77 Shilford Crescent Maidenhead,
SL6 7UY
Berkshire, England
- 72** Joan Hook, DTM
80 Melrose Rd., Mt. Roskill
Auckland, New Zealand
- 73** Thomas Boon, DTM
25 Orville St. Altona Meadows
Vic 3028, Australia
- 74** Anella Grimbeek, DTM
P.O. Box 2445
Wilro Park, Roodepoort, 1731,
South Africa
- 75** Teresita R. Navales, DTM
#14 blk 4 Villa Candida Sub.
Bulua, Cagayan de Oro City,
Philippines 9000



TERRITORIAL COUNCIL CHAIRMEN

- **YUKON/ALASKA COUNCIL OF TOASTMASTERS**
Gary Stoops, ATM-G
3320 Seawind Drive
Anchorage, Alaska 99516-3462
- **CONTINENTAL COUNCIL OF EUROPEAN TOASTMASTERS**
Robert Cockburn, DTM
8 am Wangert
L-7568 Mersch, Luxembourg
- **JAPANESE COUNCIL OF TOASTMASTERS**
Hareh Kirpalani, CTM
4-4-13 Meguro-Honcho
Meguro-ku, Tokyo, Japan
- **REPUBLIC OF CHINA COUNCIL OF TOASTMASTERS**
Harry Fong, ATM
P.O. Box 55-1057
Taipei, Taiwan

HALL OF FAME



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.

Harry L. Johns, 6073-U
Athena Lien, 7922-U
Mohandas Rajkumar Vytilingam, 8798-U
Vinay Kamath, 9015-U
Richard Escamillo Jr., 20-F
Lynne E. Velling, 1699-F
Marcia C. Hackett, 3742-F
Rich Cullather, 743-1
Roy Blomquist, 7406-3
James T. Wilrich Jr., 1771-4
Mary B. McCarthy, 3400-4
Joan E. Banks Stutes, 6654-4
Jerry L. Dufek, 4405-5
Allen G. Taylor, 390-7
Joan R. DiLillo, 151-10
Montrie Rucker Adams, 2825-10
Carolyn Linnemeier, 159-11
Kay T. Mellen, 2330-12
Wayne Scaggs, 7213-12
Geraldine (Jing) I. Humphreys, 2255-13
E. J. Stapler, 4048-14
Patricia A. Jacobson, 4906-16
James L. Jones, 300-18
Australyn Odom, 1345-18
Astrina Calame, 4597-18
Dennis P. Lorenz, 9611-18
Diane Stone, 9047-19
Randy Keehn, 894-20
Dorothy E. Gibson, 738-21
Lila J. Tanner, 738-21
Elaine Rita Middleton, 1248-21
Lance W. Marsh, 3219-21
Ernest G. Lowden, 7361-22
Donna G. Labatt, 3838-23
Karen A. Kelty Kopel, 8356-23
Annie Elizabeth Manibusan, 8497-23
Harry Schneider, 6530-25
Russel H. Sandidge, 6713-27
Linda F. Schultz, 8397-27
Elaine Z. Jensen, 9807-27
Russell Navarre, 726-28
Beth Steele, 1605-30
George Manoogian, 8612-31
Jan P. Dwyer, 2079-32
Terry L. Benson, 3374-33
Dana LaMon, 4177-33
Frances M. Rucker, 4177-33
Susan Wallace, 4177-33

Bethanie-Cascone Gist, 4670-33
Tamera L. Harris, 4893-33
David A. Jones, 4893-33
Carol H. Lisowski, 7634-33
Alfred W. Juett, 9324-33
Diana L. Volker, 9847-33
Victor Cervantes Leon, 4732-34
Ma. del Socorro Langarica de Bravo, 5627-34
Georgina Ortiz-Galicia, 6009-34
Enrique Gaytan Bautista, 6371-34
Amada Salinas Arenas, 9358-34
Justin A. Gottfreid, 1003-35
James H. Ito, 1003-35
Allen Paul Brieschke, 1350-35
Annette M. Carson, 4580-36
Maria Y. Clay Graham, 5309-36
Keith E. Barker, 1835-37
Barbara S. Williams, 2879-37
Sidd Chopra, 5620-37
Alice D. Eddinger, 8564-37
Marilyn Anderson, 437-39
Melissa J. Andrews, 3359-39
Christine R. Crady, 3359-39
Jan Van Gerst, 3943-39
Paul Burnham, 8836-39
Mary Ann S. Miyao, 9195-39
Audrey A. Fullerton, 9695-39
Margaret C. Hill, 524-40
A. Donald Hartley, 1249-40
Jean-Jacques D'Aoust, 2869-40
Teresina Egan, 3093-42
Barry Matthews, 3146-42
Thomas J. Podlubny, 3949-42
Jo-Anne Lukey, 4310-42
Henry M. Hanna, 8091-42
W. J. (Jim) Ewing, 8448-42
Patricia J. Young, 7403-43
Shirley E. Kelly, 5382-45
Francis W. Lomonaco, 3094-46
Himendu Chaudhuri, 8840-46
Monica M. Bright, 129-47
Jamal R. Hepburn, 1600-47
Thomas Lee Kane, 1667-47
Tom Evans, 1810-47
William Svob, 3299-47
Jeffrey W. Waltmire, 3668-47
Michael O'Shaughnessy, 3674-47
John J. Berry Jr., 4541-47
Raymond O. Grant, 5547-47
Steven H. Goddfriend, 9352-47
Wanda J. Harper, 5732-48
Jeanne Siu, 8800-49
Evelyn M. Young, 4533-50
Carla A. Ranger, 6661-50
Lee Ewe Tong, 2196-51
Oo Lay Kim Sylvia, 2536-51
Francis Kin Kong Tham, 2574-51
Stanley Liew Joo Kong, 2936-51
Peter Ng Hong Chai, 4595-51
Clara Chang, 5334-51
Ace Goh Chow Wan, 5815-51
Sharon Ng, 5912-51
Katherine Lowe, 6697-51
Choon Keng Kerk, 7393-51
Eleanor Yun Sin Wong, 7465-51
Anthony Leong, 7908-51

Joseph H. Kronen, 931-53
Mary Ann Milam, 2702-54
Laura L. Wolbrueck, 4952-55
Penny A. McCulloch, 5166-55
Randolph Smith, 5962-55
Linda A. Hardiman, 9761-55
Arthur A. Casiraghi, 5811-56
Clarence Brooks Jr., 6422-56
Bridget S. Langdale, 8034-56
Irene Velma Monroe, 8731-57
Sriram Madabhushi, 1393-58
Bryce H. Smith, 2964-58
Shirley E. Williams, 6299-58
Derwin T. Lamb, 7017-58
Pamela G. Goldstein, 7735-58
Wendell Bakke, 9475-58
Robert W. Armstrong, 1102-60

45 years

Thursday Noon, 1647-8
Addison & Elmhurst Area, 1604-30
Des Plaines, 1645-30

40 years

Vicksburg, 2052-43

35 years

Warren, 2260-28

30 years

Lawrence, 1814-22
Washington, 1854-37
Innisfail, 2689-69

25 years

Fluor Forensic Forum, 219-F
Alpha, 1408-8
Sunrise Speakers, 3343-22
The Washingtonians, 1006-36
Auburn - Opelika, 2165-48
Easy Risers, 109-56
MDI, 2764-69
Avon, 3514-72
Florida, 920-74

20 years

Parker, 519-F
Village, 4053-10
TM of Palm Springs, 4062-12
Wry Toast, 4063-12
Rialto, 4064-12
Downtown, 4060-14
TNT, 4055-33
Diamond, 4056-39
Texins Toastmasters, 3859-50
Sabon, 4058-55
Capital, 4049-74

Anniversaries

70 years

Pasadena Club 6, 6-F

65 years

Santa Monica, 21-1

60 years

Joseph P. Rinnert, 141-1

55 years

South Bay, 280-1
Grand Forks, 273-20

50 years

Town and Country, 754-15
Malaspina, 738-21
Nationwide Insurance, 753-40



Earn Your Diploma in Business Communications

Distance (at home) Learning,
Registered, Exclusive, Affordable, Enjoyable

For FREE Information Call
1•800•607•0369

The Optimal Performance Institute
"The Science of Success"
www.scienceofsuccess.org

Club Essentials



These essential tools help your Club easily present professional, efficient meetings, making your meeting more enjoyable and informative for your entire membership.



Lectern, Wood (foldable).....#379.....\$ 55.00	Club Letterhead Stationery (set of 100).....#351.....\$ 6.00
Lectern Banner#235.....\$ 6.95	Envelopes (set of 100)#350.....\$ 6.00
Gavel.....#375.....\$ 9.95	Note Cards & Envelopes (set of 25).....#352.....\$ 5.50
Meeting Excellence Video Cassette.....#216-V, #216-P.....\$ 14.95	Invitation to Membership (set of 25).....#348.....\$ 5.25
Club Officer Handbooks (set of 7).....#1310-H.....\$ 8.00	Charter Program Cover (set of 25).....#97-A.....\$ 3.50
Master Your Meetings#1312.....\$ 3.00	Place Mats (set of 25).....#90.....\$ 3.00
Table Topics Game, Stand Up & Speak.....#1316.....\$ 6.50	Large Place Cards (set of 25).....#91-A.....\$ 3.50
Table Topics Game, Stand Up & Speak II.....#1317.....\$ 6.50	

ORDER TODAY

Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA or call (949) 858-8255 or FAX to (949) 858-1207.

PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
- Please charge my MasterCard / Visa (CIRCLE ONE)

Card No. _____

Exp. Date _____

Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Zip _____

For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50). Any excess will be billed through your Club's account. California residents add 7.75% sales tax. See the Toastmasters International Supply Catalog for complete descriptions of these items.

_____ 379 @ \$55.00	_____ 1312 @ \$3.00	_____ 348 @ \$5.25
_____ 235 @ \$6.95	_____ 1316 @ \$6.50	_____ 97-A @ \$3.50
_____ 375 @ \$9.95	_____ 1317 @ \$6.50	_____ 90 @ \$3.00
_____ 216-V @ \$14.95	_____ 351 @ \$6.00	_____ 91-A @ \$3.50
_____ 216-P @ \$14.95	_____ 350 @ \$6.00	
_____ 1310-H @ \$8.00	_____ 352 @ \$5.50	

Domestic Shipping Prices

Order Total	Shipping Charges	Order Total	Shipping Charges
\$0.00 to \$2.50	\$1.35	\$5.01 to \$10.00	7.15
2.51 to 5.00	2.70	10.01 to 150.00	8.35
5.01 to 10.00	3.40	150.01 to 200.00	10.70
10.01 to 20.00	4.55	200.01 to _____	13.90
20.01 to 35.00	6.05		— Add 7% of total price