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May 2008

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VIEWPOINT



The Home Stretch!

🕒 You all know the “home stretch”? It’s the 10K fun run in your community, and there’s just one more kilometer to go. Or, you’ve worked hard all year on your university course, and the final exam is just a month away. Or you’re an army man or woman on a six-month deployment in some hotspot on the other side of the world, and you’ll be home in just a few weeks. By the time you read this Viewpoint article, the end of the Toastmasters year will be about six weeks away – more or less – and that means we are all in the home stretch!

Remember the start of this Toastmasters year, 10 months ago? You did set goals, didn’t you? Whether you are the member, the club officer or the district officer, you set goals for yourself or for your team. You set S.M.A.R.T. goals; goals that were important to you then, and goals that are important to you now. Or you set goals that you have already achieved (congratulations!) or perhaps you need the home stretch to get to where you want to be (good news - there’s still time!).

As Lee Iacocca, “savior” of the Chrysler Corporation, put it: “If you want to make good use of your time, you’ve got to know what’s most important and then give it all you’ve got.” What’s the most important use of your Toastmasters time in the remaining few weeks of this year? If you’ve already accomplished what you set out to do, can you help a fellow club member achieve his or her goals? As a club officer, what can you do to create the conditions for success for your club during the home stretch? At the district level, how does current performance measure up to the four critical success factors? Know what’s important, *then* give it all you’ve got!

Did I mention we are *all* in the home stretch? And so I ask myself the same question: What’s the most important use of my Toastmasters time in the remaining few weeks of this year? The answer: To do my very best to support you as you “Shape Yourself and Shape your World”! Let’s cross the finish line at the end of the home stretch – in great shape – together!

Chris K. Ford, DTM
International President

FEATURES

**Notes or Not?**

Keep your audience – not your notes – in the palm of your hand.

By Steven L. Reagles, Ph.D., DTM

PAGE 10

**The Art of Persuasion**

How to get others to see things your way.

By Paul Endress

–and–

Silence – the Secret of Negotiation

By Liz Tabir

PAGE 18

**Better Presentations from A to Z**

Recall key aspects of public speaking by reciting the alphabet.

By Carol Smith White, Ph.D., ATMS

PAGE 26

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, and find 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.

ARTICLES
&
DEPARTMENTS**3 Viewpoint: The Home Stretch!**

By International President Chris Ford, DTM

6 Letters to the Editor**7 My Turn: From Topeka with Hope**

Toastmasters lets us get in touch with our good qualities.

By Alvin Emil Vopata, Ph.D., DTM

8 Profile: Humor is the Key

Paraplegic Toastmaster thrives on making people laugh.

By Julie Bawden Davis

13 See It, Say It

Learn to speak without notes.

By Thomas J. Kittell, ACG, CL

16 Update: Club Triumphs at Camp Victory

First Toastmasters club in Iraq offers stress relief, camaraderie for enlisted members.

By Paul Serman and Army Sgt. Abel Trevino

22 Manner of Speaking: Get Off the Cow Path!

How to steer clear of rambling for on-point presentations.

By Suzanne Riches, Ph.D.

25 Tribute: In Memory of Past International President John Diaz, 1930-2008**30 Financial Report: Financial Activities – January-December 2007****32 TI's 2008 Golden Gavel Recipient: Pamela Wallin**

Canadian journalist and media personality receives Toastmasters' highest honor.

34 Convention Hotels: Three Fabulous Choices!**35 Convention Registration Forms****38 Hall of Fame**



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Turn Right, Please

Wow! I am now getting a feeling as to where the *Toastmaster* magazine is headed. First we had a [story on] one of the most liberal politicians, Al Gore, in reference to his [multi-media presentation] “An Inconvenient Truth” – or maybe it should be “An Inconvenient Lie”?

Now I see Chris Matthews is in the February issue of this magazine. Are you becoming a spokesman for the liberals? I would like to see a conservative viewpoint.

Millie Shaeffer, ATMB • Harco Club • Edgewood, Maryland

Hooray for Piece on Hardball Host

After receiving my (February '08) *Toastmaster* magazine today, I immediately read it from cover to cover. I was especially moved by “A Conversation with Chris Matthews.” I appreciated the questions that Suzanne Frey had for Chris. Maybe the magazine's next guest should be Oprah – to hear how she “connects with people” when doing her TV show.

Hopefully, Toastmasters International can offer her a Communication and Leadership Award at one of our future TI conventions! I believe [Matthews and Oprah] both are ready to be acknowledged with Toastmasters' highest honor.

Del Calderini, DTM, PDG • Toast of the Fax Club • Sycamore, Illinois

Judge Fairly

The recent responses regarding the “Inconvenient Truth” article highlight a glaring gap in the mindset of too many Toastmasters. We are never to evaluate a club speech or judge a contest speech based on our personal opinion of the speaker's subject matter. End of story!

Many experienced Toastmasters remain ignorant of this fact, and too many club speakers and contestants suffer as a result. The goal of Toastmasters is to evaluate and judge based on the skill sets we learn from our manuals: speech structure, organization and grammar, delivery skills, and overall effectiveness of the speech.

Was the audience motivated to take action from the speaker's point of view – regardless of whether or not the evaluator/judge agrees with that point of view? As Toastmasters, we must be open-minded to our fellow club members' ideas.

Gail Frei, ACB • Treasure Coast Toastmasters Club • Stuart, Florida

Get Tested

The misunderstandings that Marion Amberg described in “Do You Hear What I Hear?” (December '07) are indicative of a high-frequency hearing loss. As a hearing aid specialist with 25 years in the profession, I would recommend a hearing test.

Most sensorineural hearing loss comes gradually and painlessly. In many cases, the high-frequency nerves are the first to go. They provide almost all speech clarity in the form of consonants.

In noisy listening environments, it is difficult to understand speech, even with normal hearing.

Gene Lipin, ACB • Burbank Toastmasters • Burbank, California

Special Delivery

Toastmasters literature emphasizes that evaluators and audiences should focus on the delivery of a speech, not the content. Thus, I was surprised to read the letters in the February issue of the *Toastmaster* expressing concern about the

perceived political content of the “Inconvenient Truth” article in the December issue.

Depending on your point of view, almost anything could be considered inappropriate, undesirable or incompatible.

A piece on keeping Christ in Christmas may be entirely appropriate for an audience of Catholics and Protestants, but it may be uncomfortable, or even offensive, to Jews, Muslims, Hindus and others. Any of our Toastmasters clubs may have as members Catholics, Protestants, Jews, Muslims, Hindus, atheists, Democrats, Republicans – who knows, who cares? We are all there for the same reason: to enhance our speaking and delivery skills. And we are all expected to respect the views of others.

Whether you agree with the assertions about global warming or not should be of no consequence. Now let's do our job as Toastmasters and talk about Al's delivery...

Dave Heglund • Honeywell Astros • Minneapolis, Minnesota

Costume Talk

Regarding the article “Who Am I Now?” (April 2008), it was a pleasure to finally see the topic [of costuming] presented. I have always promoted “costume awareness” in my fellow club members. A wardrobe mishap could be more damaging than “ahs,” “ums” or “you knows”!

Unlike other errors, clothes not only talk about you (or who you're trying to represent), they never shut up. This subject has not been sufficiently stressed in the basic guides to new members. Let's have more unusual subjects like this.

Peggy A. Caselle, DTM • Club 5659 • Syracuse, New York

From Topeka with Hope

One evening in 1961, a few of us from an extended treatment ward of Topeka State Hospital in Topeka, Kansas, were brought to a room. As soon as we were seated, an occupational therapist explained that Gavel clubs, a part of Toastmasters International, met in various institutions to help inmates improve their communication and leadership skills.

In view of the fact we had just come from the back ward of a state mental institution where incoherent expressions of hallucinations were common kinds of communication, and our experience with leadership had been doing what the attendants directed us to do, we wondered how those skills might be improved.

To my surprise, the Gavel club followed a structured format, with several opportunities to speak and listen apart from the disturbing dynamics of ward life. I soon found it was a refuge from the shadows of my life – a place where the emotional strains of losing two friends could be put on hold for a while, and I could imagine brighter times ahead.

The first friend I'd lost had leaped out of one of the institution's few unlocked windows as we were climbing the stairs to the top floor for dinner; the other had plummeted to the ground from an attic window after he had been tormented by a band of sadistic teenagers on our ward. Their futures fell with them while mine now had hopes of ascending, but I knew I still had many challenges to overcome.

Outside the asylum, I found life was often difficult and depressing, as I attempted to find employment while I carried the stigma of being a former mental patient. Having very low self-esteem did not help my

cause, nor did the fact that I had no means of financial support other than whatever short-term job I managed to acquire.

After going through a series of odd jobs, and selling my blood until I was too anemic to do that, I somehow graduated from Washburn University with a degree in English. Then I began teaching students with visual impairments in New York City.

Although that was not my career goal while I was a Kansas farm-boy, I succeeded even though my low self-confidence prevented me from facing people directly. Fortunately, eye contact with my blind students was not an essential job requirement. If it were, perhaps time spent in Toastmasters then could have worked wonders.

Later, 20 years after I walked out of the Gavel club at the state hospital, I walked into a Toastmasters club in Visalia, California. You could say I was not in a big rush to go from one to the other.

After joining, I stayed with Toastmasters in various clubs for well over a decade while advancing through the levels that led to my becoming a Distinguished Toastmaster in 1985. I enjoyed many leadership roles and acquired more than 30 speaking awards.

My experiences included reaching the fourth level of competition in a series of speech contests. As those accomplishments expanded my abilities and confidence, they also motivated me to share what I had gained with young people who had potential for developing their abilities.

I chose the avenue of working with the Youth Leadership Program and served as the District Youth Leadership chairman in Tulare

County, California, for two years. Several other Toastmasters assisted me in conducting programs in various youth programs and schools. Of those, we made the biggest difference at Robert K. Meyers Boys Ranch, a juvenile correctional facility. At the end of our sixth Youth Leadership Program held at the location, the director told me ours was the most beneficial and effective program from the community.

To conclude each eight-week program, we had an awards night with a speech contest in which those who stayed with the program demonstrated their skills and acquired confidence in front of peers, staff, parents, probation officers, juvenile judges, and Toastmasters.

When I recently read my notes from those competitions, I was reminded Toastmasters is not only a way to improve one's communication and leadership skills. It is also a unique, liberating opportunity that provides hope for persons out of the mainstream of life, such as I had been.

Ken, a participant in one of those contests, told the awards-night audience: "What has stuck with me about Toastmasters is it made it possible for me to get in touch with my good qualities. It gives you the opportunity to achieve, to have pride in what you have done."

I agree. Toastmasters has given thousands of us the opportunity to achieve and "to get in touch" with our good qualities. That is why it has remained a great world-wide program. 

Alvin Emil Vopata, DTM, Ph.D., is a member of Haworth-Wichita club in Wichita, Kansas.

Humor is the Key

By Julie Bawden Davis

Paraplegic Toastmaster thrives on making people laugh.

Meet Andy Ransom and he'll introduce you to his wheelchair. The 29-year-old paraplegic likes to get the particulars out of the way so he can concentrate on what really matters – making people laugh.

"First, I educate people about my disability with my power wheelchair," says Ransom, who is president of the Lakeshore Toastmasters club in Grand Haven, Michigan. "I explain that I have the use of my head and neck and that I control my wheelchair with my mouth. A ventilator breathes for me, and I have a speaking valve. Then I joke that I'm a stand-up, sit-down comedian, and I entertain them with one of my favorite activities – running over bubble wrap with my chair. It sounds like fireworks and really makes people laugh."

While Ransom peppers his messages with jokes, his story is also one of courage and strength. On January 28, 1986 – the same day the space shuttle Challenger exploded – the then-six year old was diagnosed with an aggressive form of cancer in his inner ear that required massive doses of radiation and chemotherapy, eventually leading to paralysis from the neck down. After three years in the hospital, Ransom went home to live with his father until he was 22. Today he lives on his own with the help of around-the-clock caregivers. Rather than wallow in misfortune about his need for constant care, Ransom likes to talk about how fortunate he is.

"You can't focus on the past; you can only focus on the future," says Ransom, who also enjoys

participating in go-kart races with his wheelchair. "Things may seem bad, but you can always make them better. All you have to do is take a walk down a hospital hallway and you can see how much worse things can be. You are your own limitations, so turn those limitations into positive experiences."

Doug Ransom, Andy's father, says he encouraged his son to use humor from a very young age. "Humor often entails jokes about bad things that have happened to you, and it helps you deal with difficult situations in a more healthy way," he says. "Andy and I will often joke about the fact that when they did the surgery on his tumor initially, the doctors didn't remove the entire tumor because they were afraid they might paralyze the whole right side of his body. We kid each other that we're sure glad they didn't do that – then he'd actually be able to use half of his body and might not be on a breathing machine."

Though Andy always knew that he liked to make people laugh and even did some humorous routines for other ventilator users, it wasn't until he joined Toastmasters in 2005 that his talent for comedy really came through.

"When I joined Toastmasters and began speaking and making people laugh, I found that it made me feel really good inside," says Andy. "I'm glad to have found that my job in life is speaking."

His father noticed a remarkable change in Andy since he joined Toastmasters.



Andy Ransom

"He was so proud to join the organization, and I've seen him improve dramatically in his communication skills," says Doug. "Andy is more self-confident, and he seems to think better and get his point across. He knows what to say and speaks more clearly."

Fellow club member Marianne Stuparits notes that Andy's easy-going nature immediately draws other people to him.

"When I met Andy three years ago, I quickly learned to love him," says Stuparits. "His sense of humor catches you right away, and he puts you at ease immediately. He's upfront about his disability, and all of his speeches have humor in them. He will often share about his travels in his wheelchair and the trials and tribulations of getting from point A to point B. One of his best speeches is about his trip to Las Vegas and all of the hilarious things that happened to him there."

Stuparits calls Andy "a very honest and caring president" whose speaking style includes great eye contact and movement. "He constantly moves his wheelchair, which keeps the audience alert."

Andy enjoys his leadership position. "Being president has been a great experience for me," he says. "It gave me a chance to see myself

in a different role and to take on more responsibility. I've become more independent and go out in public more often than I used to. I also love the gavel, which a fellow member hits for me."

Since joining Toastmasters,

in wheelchairs. At first I was a little bit shocked to see Andy in his wheelchair, but then I got used to it, and we all began to laugh a lot."

Wolffis also learned leadership and speaking skills. "The Toastmasters curriculum is really good," she says. "We learned about taking responsibility and teamwork. Practicing parliamentary procedure helped us all work as a group and get more organized in our ideas."

"I also learned to not be nervous standing in front of a group of people and talking about something

"When I joined Toastmasters and began speaking and making people laugh, I found that it made me feel really good inside."

Andy has also discovered that he has a knack for teaching. He's spoken to various college audiences and recently began teaching the Toastmasters Youth Leadership program to high school students.

"Teens are so active and constantly trying new things, and they're so stimulating to be around," says Andy, who himself was mainstreamed into the Michigan school system and graduated from Grand Haven High School in 1999.

"I enjoy teaching Youth Leadership and spreading the word about how important communication is," he says. "Young people are, after all, our future, and it's important that they learn communication skills...I let them know that with good speaking skills they can win arguments with their parents and siblings."

Grand Haven junior Katy Wolffis says she learned a great deal from Andy's YLP course.

"The class was a lot of fun," says the 17-year-old. "I learned that you don't need to be shy around people

I believe in. I can now convey my own thoughts and opinions, and I have more confidence. I think the class really prepared me for college and a career."

Andy plans to continue teaching Youth Leadership courses, and he soon will also be presenting to elementary age children. "By teaching young people I've learned so much from them, and I know they've learned a lot, because they've told me so," he says. And he believes they'll want to try full Toastmasters membership someday. "I always let kids know that as soon as they turn 18, they can join [a Toastmasters club], and I expect to see them." **T**

Julie Bawden Davis is a freelance writer living in Southern California. Reach her at Julie@Juliebawdendavis.com.

Editor's Note: Do you have an inspiring story of how the Toastmasters program has helped you? Tell us at letters@toastmasters.org.

Notes or Not?

Keep your audience – not your notes –
in the palm of your hand.

By Steven L. Reagles, Ph.D., DTM

In Jonathan Swift's famous novel, *Gulliver's Travels*, the hero finds himself at one point in his journey on the Isle of Lilliput where the miniature, palm-sized inhabitants tie him up and make him captive to their whims.

When speaking in public, we sometimes find ourselves tied up by another kind of Lilliputian, our notes. Rather than establishing and maintaining eye contact with our audiences, we fumble with printed notes in our hands or on a lectern. From an audience viewpoint it's as if the speech is being delivered to a miniature, imaginary audience, on a small island of paper, rather than to a live audience, in front of us in real space. No wonder speakers lose their place, train of thought, and often their audience in such ineffective moments.

There is, of course, no law that says speeches must be delivered free of notes. Churchill and Franklin Delano Roosevelt spoke from manuscripts. But these exceptions should not checkmate the value of note-free delivery. We need to be free from the land of Lilliputian *literacy* – our printed notes – and to learn the power of **orality**. When we free ourselves from notes, we discover the exciting

power of real speech. Our purpose ought to be to engage our audience in real space through the electric possibilities of artful, live speech, using gestures, eye contact and other body language to breathe life into our words.

The Tied-Up Effects of Excessive Use of Notes

Why do notes leave us “tied up” like Gulliver in Swift's novel? To understand the problem we must remember that speaking with notes generates a complex mental juggling act. Excessive notes create a five-way inter-relationship between notes, eyes, audience, mind and time. We force our eyes to shuttle between our printed notes and a live audience in front of us. At the same time our mind must smoothly manage ideas, and in fractions of a second communicate them by voice, gesture and movement.

If the ideas are clear on the page but not in our mind, notes become a primary reason speech falters. When speakers who are heavily dependent upon notes shift their eyes from audience to page, they often end up tongue-*tied*. Audience attention moves forward, while the mind – and speech – pause, backslide and trip up the tongue as our eyes search for our lost place... on the paper. That's when our vacant or vocalized pauses – ands, ahs, you knows, ums, wells, stuttering, false starts and repetitions elbow in between words. My former Army drill sergeant had a good line about it: “The



tongue gets in front of the eye teeth so you can't see what you're saying."

Not only do notes impede speech, tying up tongues, they also impede movement, leaving us, like Gulliver, bound to our immediate space. Excessive notes may tie us to the lectern. Sometimes, we become blind to available "stage" space, which could intimately connect us with our audience. In psychological terms, many of these problems stem from a kind of oral/literate schizophrenia, because we force ourselves to deliver a speech trapped by competing modes of communication – reading, writing and speaking. Speaking calls for a singular transformation of writing into oral skills. Unless we escape Lilliput – the miniature island of written notes – and move into the enlarged world of audience, we risk being imprisoned by *writing* instead of freed by *speaking*.

Soaring Free from Lilliput to Our Real Audience

Your personal commitment to being a note-free speaker is what will fuel your journey from Lilliput to the realm of effective delivery. Like most achievements in life you'll get to your destination by desire, planning and persistence. As with other personal goals, the goal of note-free delivery may simply be one action away: writing it down. Here's one version: *"My speaking to audiences is*

highly professional, characterized by intimate eye contact, effective gestures and dynamic movement, free of notes." By imagining the goal as already accomplished and remaining committed to that goal, we eventually realize the liberating solo experience of note-free speech.

As a pilot, I still remember the day I first soloed. The instructor stepped out of the Hughes helicopter and said, "Take it around on your own." It was like the exhilarating feeling a child experiences when first jumping off the high board at the swimming pool. Speaking without notes can feel equally liberating, like soloing. Our written speech, which is akin to an instructor, is no longer necessary when the printed speech becomes part of us, imprinted within mind, gestures and movement, allowing our speaking to soar free of notes.

On the journey to this goal, two effective strategies can help: **oral writing** and **oral practice**.

Oral Writing. Any writing records words upon a media surface, such as paper or computer screen. But speechwriting is designed to appeal to ear rather than eye. Oral writing cultivates a more overt *clarity* of organizational verbal style and structure. All good writing is clear, but with speech this virtue has auditory disadvantages. If audience members were merely reading our speech, they could stop at any point of misunderstanding and re-read to clarify.

But our listeners are not reading a printed script! They're hearing an *oral* message, delivered once! Our words are unavailable to the audience except at the moment of utterance. So the spoken message must be absolutely clear the first time an audience hears it. There is no second chance to be heard. So, how do we write a speech that is clear the first time it is heard?

- **KISS Factor.** Write words that are easily fixed in mind and memory. Keep sentences concrete, simple and direct.
- **Say it again.** Promote speech clarity through repetition on a macro and micro level. The familiar advice is: 1) Tell your audience – in the introduction – what you plan to tell them; 2) Tell them – in the body – what you told them you were going to tell them; and 3) Tell them what you told them – in the conclusion. This keeps the audience continually aware of speech ideas because they are repeated throughout the speech. Conversely, it also makes speech structure clear *to the speaker*, eliminating the need for notes.
- **Form and Function.** A speech crafted with memorable structure further serves speaker memory when supported by rich, concrete detail, interesting examples, anecdotes and vivid stories. Stories are always memorable, allowing speaker and audience to experience them.
- **Keep it together!** Often, a speech can be carefully constructed with repetitive support patterns that link to story. For example, stories can be “chained” throughout a speech, intermingled – when appropriate – with statistics and expert testimony. Like recurring, multi-colored strands of a braid, the repetitive sequence encourages note-free recollection. For example, a three-point speech might exhibit this easily learned pattern of support:

- I. Major Point #1
 - A. Statistic
 - B. Expert testimony.
 - C. Story
- II. Major Point #2
 - A. Statistic
 - B. Expert testimony
 - C. Story
- III. Major Point #3
 - A. Statistic
 - B. Expert testimony
 - C. Story

Parallel phrasing, another form of repetition, aids audience hearing and speaker memory. Jesse Jackson's 1984 “Rainbow Coalition” speech illustrates the power of repetition on a sentence level. “America is more like a quilt: many patches, many pieces, many colors, many sizes, all woven and held together by a common thread.”

The line is easy to remember, because of both parallel wording and vivid sensory images.

By avoiding data dumps of hard-to-process complex facts and statistics, you'll soon discover the freedom from notes. While these and other writing strategies can empower you to engage in note-free delivery, the most important advice is to allow plenty of time for verbal practice!

Verbal Practice. Carmine Gallo, in *10 Simple Secrets of the World's Greatest Business Communicators*, advises speakers to “toss the script” and “rehearse, rehearse, rehearse.” This conventional wisdom echoes through the millennia. Roman orator Cicero recounted that Demosthenes, when asked for the three most important qualities in an orator, replied, “Delivery! Delivery! Delivery!” And Cicero implies that it was “by practicing” his delivery that Demosthenes, despite many speech impediments, became the most famed speaker of his day. Demosthenes' wisdom affirms that practice is what makes speaking effective. A speech begins in the domain of pen or computer and becomes a draft only after a messy, labor-intensive revision. But a speech in draft form is not yet a speech in “craft” form until it is in our mind, freed from the page. The speaker's challenge is to convert a speech draft into speech “craft,” and to make it fly as a live verbal performance. And this too is a labor-intensive process, which novice speakers often overlook.

The process includes embodying words, moving them from the flat pages where they are structured back into our mind, where the seed ideas began. We need to impress the ideas upon our memory and speech mind. While a speaker's outline jogs memory, it is disciplined practice of the speech, silently in our mind and out loud, a process that may take hours, that frees us from the imprisoning nature of notes. Many professional speakers agree. Jack Valenti, the late president of the Motion Picture Association of America, said, “Speaking without notes is the most powerful form of communication.”

Ties that Bind: Speech Drafting and Speech Craft

As speakers, we are, like Gulliver, on our own kind of journey – a journey to improve speaking. If, in our goal to become better speakers, we discover ourselves note-bound in Lilliput, the way to note freedom comes to us when we follow these steps. When we connect with our audience by freeing ourselves from notes and by establishing eye contact, then we've escaped, just as Gulliver escaped from Lilliput. **T**

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By Thomas J. Kittell, ACG, CL

Learn to speak without notes!

See It, Say It

Did you ever read a page in a book, flip the page and wonder, *What did I just read?* Did you ever go to a social function, get introduced to a few new people and promptly forget their names? Did your mind ever go blank halfway through a speech? Although you may not believe it, you do have a fantastic memory, and with a little practice you can easily remember your speeches,

freeing you from the necessity of using notes.

I deliver dozens and dozens of speeches and presentations each year – virtually all of them from memory. Many people comment on how wonderful it must be to give speeches without using notes. When I tell them it's easy to memorize a speech, they often say something like, "I have a terrible memory." Worse yet, I have heard

make up your speech as you go along!

Orators in the old days delivered hour-long speeches. Many were reputed to recite speeches perfectly, word for word, time and again. The only way they could have done that was through memorization. If memorization worked for the great speakers of the past, it can work for Toastmasters today.

"Although you may not believe it, you do have a fantastic memory, and with a little practice you can easily remember your speeches."

seasoned Toastmasters advise people not to memorize their speeches. Think about it. If you don't memorize your speech, you only have two options: Use notes or

Some of the opposition to memorization comes from a misperception of how to memorize. For most people, memorization involves repeating things. That's how



we learned to do it in school. Teachers had us recite the alphabet, multiplication tables and foreign words over and over. That is known as rote memory. Some dictionaries define it as repetitious, unthinking memory – and psychologists tell us it's about the least effective way to memorize.

The advice really should be to avoid rote memory. If you're going to memorize speeches, use a technique that works. There are many options. The method I've found most useful, one used by great orators of the past and present, is the **loci** method (pronounced "low-key").

As the story goes, a Greek poet named Simonides delivered a performance at a banquet hall. He was

called away unexpectedly and shortly after he left, the entire building collapsed, killing everyone inside. Simonides helped identify the victims by using the image in his mind of various spectators watching him from the audience; in this way, he could picture where they were seated. The concept is ingeniously simple, but it requires a

melodies on your **mandolin**. Finally, stick your head in a **can of tea**.

Without referring to the text, where are you looking for food? What did you chase? Where did it run? What action did you take to lure her out? What did you throw over her? You shot her with what? Then what did you do with the gun? What did you feed her? What instru-

“The duller pencil is keener than the sharpest mind. Don’t feel compelled to sacrifice notes completely if they make you feel more confident.”

couple of simple foundational skills before you can use it.

Start by closing your eyes and thinking back to your earliest recollection from childhood. (Go ahead and really do this. It’s important). Did you remember one? Is it a picture you see in your mind? That picture is called visualization and it’s what makes your memory powerful. It is this ability to visualize that you’ll exploit to make remembering speeches a snap.

If I were to read off a list of 10 items in 30 seconds, you would probably remember about half in the correct order. (Don’t believe me? Have someone write a list and read it to you). To show you how much of a difference visualization makes, read the short story on the next page and actually see yourself there. See the sights, touch objects and hear the sounds.

Picture yourself starving and looking for food in a **church** on a **hill**. You see a **turkey** and chase it into a **rose** bush. **Cast rolls** on the ground to lure her out. When she comes out, throw a **linen** tablecloth over her. Now shoot her with a **ray gun** and then **hit her** with the gun. You feel so mean that you make amends by feeding her **graham** crackers and playing soothing

ment did you play? What did you stick your head in? Well, did you get them all right? Congratulations, you just memorized 10 items in order in about 30 seconds.

Researchers believe that the part of the brain responsible for memory is the hippocampus. If this portion of the brain is sufficiently stimulated, memorization occurs. Since we are relying on our ability to visualize, we need to make the images memorable. If you didn’t get all 10, you need a little practice with your imagination to make the images stick. There are a couple ways to make things more memorable. Here are some techniques.

Exaggerate what you see. Exaggerate the size: Picture small things as enormous and large things as tiny. Instead of seeing one thing, see millions. For instance, if I ask you to visualize an ant on your grandmother’s house, that might not be too memorable. If I ask you to picture a 30-foot-tall ant on your grandmother’s house, that would be easy to see and very memorable.

Action also helps make the picture memorable. Imagine the 30-foot-tall ant eating your grandmother’s house!

We can also **exchange** one concept for another. If you want to

remember that you are flying on Southwest Airlines this week, don’t picture a Southwest jet. All jets look the same. Instead, see a giant cactus (or something else that reminds you of *the Southwest*) flying as if it were a jet. **Interact** with your picture. See yourself riding on it. Bring your **senses** in to play. Feel the needles pricking the back of your legs! Bring your **emotions** in to the picture. Imagine how horrified you are sitting on a cactus at 30,000 feet!

The wilder you make the picture, the more likely that it will stick in your mind. Of course, this works great for remembering objects, but suppose you need to remember intangibles, like ideas, concepts or themes. To “see” these, use substitutes. Substitutes help us picture tangible things we can see that remind of the intangible things we can’t see.

Recall the 10 items. You actually used “substitutes” to remember the 10 Most Influential Leaders and Revolutionaries of the 20th Century – as selected in a Time 100 Poll, (published in the January 19, 2000 issue). Where are you looking for food? If I say “Church on a Hill,” what great leader might that bring to mind? Winston Churchill. How about Ray Gun? Ronald Reagan. Some of the substitutes you used require more imagination, but recall the story and see if you can guess all the names. The answers appear on page 15. Once you make the connection between the name and the substitute, you’ll never forget the list.

Now that you have the basics, let’s revisit the loci (locations) method. To use it, you take a mental journey through a place and what you see reminds you of what to say. You used the loci method for the list of influential people. We took a mental journey in and around a church. Although you did this to remember people’s last names, those 10 items could just have easily been the 10 points in your next speech.

Here's how you use the loci method to remember a speech:

1. **Break the speech down into logical parts.** I use paragraphs, but many speakers prefer to use bullet points. Paragraphs or bullet points work equally well.
2. **Visualize a picture for each paragraph or bullet point.** I visualize part of the first line in each paragraph because if I can remember that line, I can speak through the rest of the paragraph. For instance, if a paragraph begins, "There will be a significant financial burden on the elderly if this tax increase is approved," I might picture an elderly person carrying a gigantic roll of quarters. I only need to visualize the "financial burden on the elderly" part. Since I have familiarity with my subject

ANSWER KEY FOR

"The 10 Most Influential Leaders and Revolutionaries"

Church on a hill (Winston Churchill), A turkey (Mustafa Kemal Ataturk), Rose bush (Franklin Roosevelt), Cast rolls (Fidel Castro), linen tablecloth (Vladimir Lenin), Ray gun (Ronald Reagan), Hit her (Hitler), Graham (Billy Graham), Mandolin (Nelson Mandela), Can of tea (John Kennedy).

and my speech, the rest comes to mind as I'm speaking.

3. **Determine the loci – the locations.** You can use any place or any thing you can see in your mind; your home, where you work, the trip to the mall, even your own body can serve as the setting. In our example, the place was the church and grounds.
4. **Progress through each location** and "link" your visualizations along the way. We linked a turkey to the rose bush by chasing her into it.

We linked a ray gun to the turkey by shooting her. Move through your places in an orderly manner and link your visualizations in order. When you give your speech, mentally walk through your places in the same order.

Now pretend that your speech was about these 10 people. To deliver the speech, just walk your mind's eye through the locations.

(Continued on page 37)

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Johnny Campbell, DTM holds the designation of Accredited Speaker, and was inducted into the Toastmasters Hall of Fame in 2007.

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Club Triumphs at Camp Victory

By Paul Sterman and
Army Sgt. Abel Trevino

First Toastmasters club in Iraq offers stress relief, camaraderie for enlisted members.

A military base in the midst of a war zone is perhaps the last place you'd expect to find a Toastmasters club. But that is exactly what you'd find if you walked into Victory Base Camp in Baghdad, Iraq, any Friday during the noon lunch hour.

There, in a building called the Air Force House, about 15 to 20 American servicemen and servicewomen gather to give speeches, offer feedback, participate in Table Topics and generally try to improve themselves.

Most of those at Camp Victory aren't assigned to combat in Iraq. "The base is next to Baghdad International Airport, and almost all of us work in staff positions and don't go off base into hostile territory," notes James Bender, treasurer of the Toastmasters group. "The working environment is much like any other in the world..."

Well, that is "until we receive incoming mortar and rocket fire," Bender says. "At that point, it does seem kind of eerie."

Toastmasters around the world often complain of distractions they face when giving speeches – from whispering audience members to clanking forks at dinner events. Imagine how unnerving it would be to give a talk at your club meeting and suddenly hear the sounds of gunfire and mortar blasts overhead!

But while a Toastmasters group in Baghdad might seem like an odd fit on the surface, the club has proved to be a refuge for those enduring life here. "There are real challenges

being in a war zone," says club member Albert Reilingh, an administrator for the Multi-National Corps in Iraq. "Certainly, there is a lot of stress. One of the biggest challenges we face here is the 'Groundhog Day' syndrome. We work here seven days a week and are at work pretty much all day (12 hours or longer).

"There is little difference from one day to the next. Toastmasters provides relief, a real change in our daily battle-rhythm. It definitely takes the stress away from the daily grind."

Adds Bender: "The afternoon of our Friday noon Toastmasters meeting is always my best, most productive afternoon of the week."

Members of Camp Victory Toastmasters, which is the first Toastmasters club in Iraq, say they relish the camaraderie of the group – but also appreciate the chance to grow and improve their skills.

"This is a great opportunity for people who want something to do on deployment, and to do something where they can speak better, talk better and function better," says Petty Officer 2nd Class Jeffrey Howell. "For me, it helped me overcome a fear of public speaking and to make better judgments in word choice in speeches."

During one of the early gatherings of Camp Victory Toastmasters – which formed at the beginning of this year – Howell gave a speech bemoaning the state of literacy in America. He provided a variety of figures to demonstrate the severity of the problem.

Noting that this was only Howell's second speech for the group, his evaluator, Technical Sergeant Karen O'Garro-Thompson, was full of praise for his performance. "I like that you provided a lot of statistics and information," O'Garro-Thompson told Howell at the meeting.

Even amid battle-plagued Baghdad, Toastmasters have the ability to research the topics that they speak on. The base has Internet availability, notes Bender. "We probably have access to about 80 percent of what one can access in the States," he says of finding things online.

O'Garro-Thompson and Bender both work with the Freedom of Information Act for the Multi-

masters ever since my first visit to Helmsmen."

Full of enthusiasm, the two co-workers spearheaded the formation of the Camp Victory Toastmasters. The club was chartered by the end of February this year – no small feat, considering this was not only a war zone but a country with no Toastmasters districts nor other clubs to lean on for advice and mentorship.

There's a positive vibe to many of the presentations, as Camp Victory speakers talk about their own life stories and how they got to where they are now.

"People share true and real success stories," notes Reilingh, who is the vice president of membership

place to hear the success stories of America."

Jay Sorensen, a lieutenant colonel who is president of the Baghdad group, says learning about people with diverse backgrounds is one of the most important things that Toastmasters offers. The Camp Victory club, he points out, is a mix of civilians, contractors and military personnel from the Army, Navy and Air Force.

"There's a wealth of personal experiences and different backgrounds," says Sorensen.

In addition, Toastmasters skills can have very real, very practical applications for those who serve in the military.



Lt. Col. J.C. Sorensen (left) and SK2 Jeffrey Howell (right) speak at a Camp Victory Toastmasters meeting in Baghdad, Iraq.



National Corps in Iraq; she's a manager and he's an analyst. One day last December, O'Garro-Thompson asked her colleague if he'd ever heard of Toastmasters.

Well, funny she should ask: He'd been in a Toastmasters group since 2001. A retired military man, Bender was working in the Pentagon as a civilian contractor at that time. Two weeks after 9/11 happened, he joined the Pentagon's Toastmasters club – called Helmsmen Toastmasters.

"I achieved ATMB and CL, and I was the Division A Governor at the time that I was re-assigned to Fort Bragg in November 2003," Bender says. "I have truly enjoyed Toast-

for the club.

"Lieutenant Colonel Rodney Williams spoke about his childhood in poor, rural Arkansas, and how he rose through the enlisted ranks and then completed his college degree and now is rising through the officer ranks.

"Technical Sergeant O'Garro talks with pride about her service to the United States of America. She spoke of the challenges she and her family faced coming [to New York City] from a small Caribbean nation, and about her first job – at McDonald's."

Reilingh adds of Toastmasters: "I don't think there is any better

As Bender notes, Toastmasters improves one's ability to manage a meeting, to speak effectively under pressure, and to use presentation techniques that would benefit something like a military briefing.

"Toastmasters skills – all of them – are essential in a soldier's line of work," says Bender. **T**

Paul Sterman is an associate editor for the *Toastmaster*, and **Sgt. Abel Trevino** serves in the Army's 28th Public Affairs Detachment.



How to get
others to see
things your way.

The Art of

Persuasion

By Paul Endress

When was the last time you had to persuade someone? Regardless of your industry or profession, chances are you regularly have to persuade others to adopt your ideas. Whether you're persuading a client to buy your product, your boss to give you a raise, your co-worker to give you a piece of that key project, or even your kids to clean their room, you often need others to see things your way.

And while research shows that most people believe they can't be sold, the fact is that those same people can indeed be persuaded if they don't recognize that a "sales" technique is being used. That's why smart professionals today are using the art of persuasion, rather than sales, to get others to see things their way.

Realize that persuasion does not involve tricks, gimmicks, lying or anything unethical. When you use persuasion techniques, you are merely taking advantage

within a statement, such as, "I was talking with someone the other day about [insert your topic], and they told me that _____ was the most important thing to them about [insert your topic]. That wouldn't be important to you too, would it?" The result is that your statement could sound like: "I was talking with someone the other day about buying a car, and they told me that gas mileage was the most important thing they considered when purchasing a vehicle. That wouldn't be important

"So rather than talk about everything possible that might persuade the other person, find out what's important to your listener and then persuade on those points only."

of modern psychological research to make your message more credible and believable. For persuasion to truly work, whatever message you're conveying must be based in truth and delivered with the right intentions. After all, you're persuading someone to your point of view, not conning someone to do or think something questionable.

With that said, following are the persuasion principles that will give you an edge in getting others to adopt your ideas with ease:

1 Aim at a narrow target. When attempting to coax someone to adopt their ideas, many people do a data dump on their listener. They give every possible fact, figure and feature in hopes that some of the information will stick and persuade the other party. However, if you want to be effective at persuasion, then you need to keep your focus during the conversation as narrow as possible. So rather than talk about everything possible that might persuade the other person, find out what's important to your listener and then persuade on those points only. The best way to uncover what's important to the other person is to ask. That's right...simply ask, "What's important to you about... [insert whatever topic you're addressing]." Then listen to what your listener says and speak only to those points.

If asking such a direct question doesn't seem appropriate for your situation, you can couch your question

to you too, would it?" Allow the person to answer and give you the information you need. Then you can gauge how to direct your conversation based on their response.

2 Use stories to convey your message. Stories are an extremely effective way to persuade. However, many people are too obvious with their stories, and as a result it sounds like they're giving a sales pitch. The best way to use stories as a persuasion tool is to simply tell your listener about something that is similar to your concept. For example, suppose you want to convey the idea that your product will give the person peace of mind. First, determine what that idea is like...what is similar to having peace of mind? You may decide that "relaxation" is similar to the concept of peace of mind. If so, what conjures up images of relaxation to you? To this you might reply that a day at the beach equates to relaxation. If so, then tell a story about a day at the beach. The person's unconscious mind will draw the necessary connections and do your persuasion for you.

Let's say you're trying to motivate your staff to try something new and you want to convey the idea of being open to discovering new ideas. What is that idea like? What is similar to discovering new ideas? For many, it's similar to being surprised. So then, what else elicits a surprise? How about opening a gift? Tell a story about that. The point is to pinpoint what you want to convey,

Silence – the Secret of Negotiation

As Sarah accepted the Top Salesperson Award at her company's annual dinner, her colleagues mumbled among themselves, questioning how someone only with the firm for a year could have out-sold everyone else. After all, Sarah was pleasant enough but hardly the gregarious salesperson type. When asked how she did it, Sarah wasn't talking.

What her colleagues didn't know is *that* was the real key to her success. Sarah was making sales by practicing the art of *silence*, not the art of *talking*.

Silence is the secret tool of power negotiators. They know when to listen, not talk. They use facial expressions, not their voices, to make a point. Here are five tips on how perfecting the art of silence can make you a better negotiator:

1 Listen more. We can control the negotiation process by simply listening well. When we do that, we gain the trust and confidence of others. When people are encouraged to talk, they tell us their needs, their wants, their dreams and their plans of action – in short, they give us information. When we truly listen to people, we make them feel important, particularly if we are making good eye contact. The problem is that most of us don't truly listen when others talk. We can't remain silent long enough to really hear them. We should be aware that every time we do talk in a negotiation, we open ourselves to being vulnerable.

2 The 10-second strategy. Silence makes most of us uncomfortable. In today's world, there is noise all around us, from the cell phones ringing non-stop to the iPod in our ear to chats around the water cooler. Try this test: The next time you are negotiating and the other party says something like, "Well, that's my offer," don't utter a word for 10 seconds. It's practically guaranteed that they will jump in with another offer, or more information – anything to break the silence. When you get comfortable with 10 seconds, bump it up to 20 seconds. The silence will hang like lead and drive 'em crazy!

3 Ask questions. A good way to learn silence is to ask questions, another secret weapon of successful negotiators. The person asking the questions controls the conversation. While you can get information from the person answering, generally if you have done your homework you should already know the answer before you ask. What you are really doing here is getting the other person to talk, perhaps to verify your information, but really to feel more comfortable working with you, and therefore to trust you.



Let's turn that around. Realize that when someone asks you a question, there is no law that says you have to answer. Try remaining silent. The questioner will likely start talking again. A good negotiator who really does not want to answer a question might, after a while, say something like, "Before I answer that, tell me why you ask." Throw it back.

4 Pause more between sentences. In a recent study, a team of scientists showed that when people listen to a musical symphony, just a one- to two-second break between movements triggers a flurry of mental activity. So, could a one- to two-second pause between sentences be just as powerful in helping others comprehend our information? Any comedian will tell you that it is the timing of pauses in their delivery that determines their success. Those of us who are fast talkers have to learn to practice this art of pausing between sentences for more emphasis.

5 The flinch, the shrug, the smile. These actions are all guaranteed to carry a powerful message, as you remain totally silent! The *flinch* is the quick, jerky movement of the shoulders, with a pained look on your face, as if you have just been stricken. It sends an immediate message that you did not like what you heard. Once you flinch, then what? Why, remain silent? Wait for the other party to speak, and he or she quickly will, likely while scrambling to sweeten the deal. The *shrug* of the shoulders sends the message that you just don't care; you're not interested. Again, remain silent. And the *smile*. A silent smile is powerfully enigmatic (ask Mona Lisa), and the other party is left to guess what you are thinking. And, again, don't let the first person who speaks be you.

Power negotiators, whether sellers or buyers, know that what they don't say is sometimes more powerful than what they do say. Use these tips the next time you negotiate, and enjoy the power that silence brings. **T**

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decide what that idea is like, determine what else is like that main idea, and then tell a story about the similar concept, idea or thing. This indirect approach works wonders and keeps people from feeling like they are being sold.

3 Use a quote. Sometimes you may have to tell people bad news in order to get them to see things your way. If you don't want to be the bearer of bad news, you could use a quote to tell the news for you. For example, you could tell a client, "I was talking with Joe Smith the other day and he said that ABC Company has trouble making deliveries on time."

Another example would be to say, "My father always used to tell me _____," and then tell them what you want to tell them. Who could argue with your father? The only caveat is that you cannot use this technique to say something that is not true. The goal is to deliver truthful news or make a point in a way that doesn't reflect poorly on you or make you appear insincere.

4 Use pacing and leading to prove your point. Pacing and leading is a technique based on the proven idea that if the brain can verify two things as true, it will accept the third fact as being true also. So if you tell someone, "My name is Mary Jones and I'm with Acme Corporation," the listener's mind can quickly verify those

two facts as true. Then whatever you say next, such as, "We have the lowest prices on your office supply needs," rings true to the listener as well. Again, you cannot use this technique to say something false. Whatever your third piece of information is, it must be a reasonable fact.

A Slight Edge Yields Huge Rewards

None of these persuasion techniques are magic or "smoke and mirrors." They are designed merely to give you a slight edge in your dealings with others, but a slight edge can make all of the difference in the world.

After all, in the Olympics, the difference between those who win the gold and those who win the silver is often just a few hundredths of a second or a fraction of a point. A slight edge goes a long way. So arm yourself with these persuasion tools and make them a part of your everyday conversations with others. When you do, you'll find that others are more apt to adopt your ideas, resulting in more winning solutions for everyone involved. **T**

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How to steer clear of rambling
for on-point presentations.

Get Off the Cow Path!

Giving presentations is all about making a resounding, clear point – taking a position and making it stick. How often have you sat through a meandering, pointless speech at work or even at Toastmasters? This experience is all too familiar. Some speeches make you feel as though you are on a cow path instead of a straight road leading to a destination. The paths worn by cows in the open range are jagged and twisting, often going nowhere in particular. If you have ever visited Boston, Massachusetts, you have experienced the difficult navigation left to today's drivers by the cows of old.

There is a good reason for the nonsensical paths created by cows. Cows keep their heads down, look-

ing for the next tender blade of grass. Cow paths are not created by the clear vision of one who looks up, measures the horizon and moves steadily toward a fixed point. So how can you get your eyes off the ground and your nose out of the grass? How do you avoid cow-path speaking?

Having worked with hundreds of business clients and college students, I know that helping speakers and presenters get to the point is the most difficult lesson I teach. Let me share five fail-proof techniques to help you steer clear of meandering cows:

1 Take a position! You must know what your position is to be able to make a point that will be clear

for an audience. Forget just giving information. Even what many term an “informative speech” will benefit from a strong well-argued position. Let's look at an example. Which speech would you prefer hearing?

- “Fifteen Reasons Employees Leave Their Jobs”

or

- “Retain Your Employees by Addressing Their 15 Needs”

Both of these speeches will explore the “fifteen reasons,” but the second provides a focus or lens for examination. Your audience will be much more interested in your ideas if they see a clear and useful purpose for the information you are giving. By taking a position, this speaker drives the material to one useful point. Many speakers fear taking a position. However, opinions or judgments are what matter, what build drama and interest. Think about it – leaders are people who take positions; they don't present random or even organized information that lacks a viewpoint.

Look at one more example before moving to the next point. Again, which speech would you prefer hearing?

- “Three Ethics and Compliance Programs: Recent Initiatives at United Technologies”

or

- “How Three Important Compliance Programs Will Dramatically Reduce Ethics Violations at United Technologies”



I'd do anything to avoid listening to the first speech. In contrast, taking a position, speaker number two moves off the cow path to create an interesting and important message.

2 Use the 8-second drill. Granville Toogood, the noted speech trainer, created this exercise. I have found it to be one of the best. Begin with a three-minute statement of your position. Deliver this to your exercise partner. Now, cut the statement to two minutes, then to one minute. Things begin to get difficult as you cut your statement to 30 seconds and finally to 8 seconds. Now you have it – your most important point! Your position or proposition is clear. Your speech begins to organize itself around this one important point. See Toogood's book *The Articulate Executive*, pages 99-100, for a thorough discussion of this method.

3 Three: Use the "So what?" question. Deliver your speech to a friend. Have them continually interrupt you with "So what?" and "Your point is?" or "You are telling me this because?" Suddenly any extraneous, unfocused ideas stand

out in strong relief. You begin to see what the point is and what the relevant ideas, stories or proofs are. If you can't clearly answer the "So what?" question, the material doesn't belong in the speech or presentation.

4 Always stay focused on the WIIFM. The famous "What's In It For Me?" question really is important. You can keep your speech on track by asking this question. Why should your audience be interested in your ideas? What is in it for them? Again, have a friend or test group listen to your speech. They should assume the stance of your audience.

Whenever they believe you are off-track or are discussing ideas that have no relevance to them or their interests, have them hold up a WIIFM sign. Stop and discuss how you can make the point speak to your audience. And of course, be ready to cut material that doesn't move your speech along to the big point, which in itself must be focused around the WIIFM!

5 Can your audience write down the point of your speech in one sentence? Your Toastmasters

club is a perfect place to test your ability to make a point. After giving a speech, pass out a small piece of paper. Ask your audience to write your main point in one concise sentence. Collect and read the responses. If your audience didn't get the point or can't state it in one sentence, you probably didn't make the point. You still have some work to do.

So Get Off the Cow Path and Make a Point!

Always remember that making a point is absolutely critical to your credibility with your audience. It has everything to do with how smart you appear to be. It also has to do with being engaging, connecting with your audience and subsequently getting your audience to understand and buy into your message. So use these five techniques, get off the cow path and make a point! **T**

Suzanne Riches, Ph.D., is a speech trainer from Denver, Colorado. She holds a Ph.D. in Communication and is a member of the Highlands Ranch Raconteurs Toastmasters club.

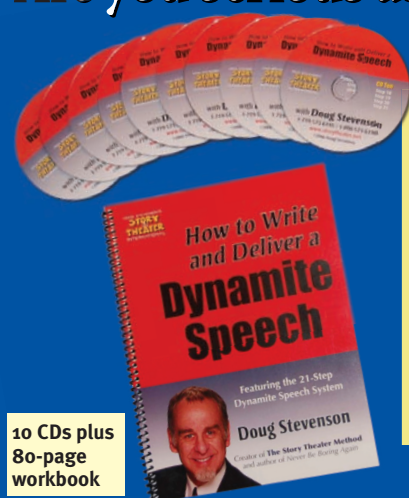
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The Public Speaking iGrOOps is used to share ideas on public speaking. It is also the home of the "Talking Toastmasters" Podcast. Visit <http://publicspeaking.igroops.com>



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In Memory of Past International President John Diaz, 1930-2008

✠ In March, at the age of 77, former International President John Francis Diaz passed away after a long illness in his home in Houston, Texas. A man of many interests, he will be missed by his large circle of friends and family. He is survived by his wife Sharon, and their adult children John and Lora, as well as their families.



Fifty." This is what he wrote in an editorial for the *Toastmaster* magazine at the time:

I know [Dr. Smedley] would be proud of the work we are doing world wide. We have over 60,000

members and a history of helping over one million people through our programs. But the past is the past. And this is now. We must consider 1974 as the first year of our future. In Toastmasters fashion, we must discard the outdated ideas, evaluate and learn from our mistakes, and exploit our successes. But most important, we must adopt an attitude of making ourselves relevant to today's world and not accept excuse of "that's the way it's always done."

John Diaz was elected president of Toastmasters in August, 1974, during the International Convention in Anaheim, California, the first convention after women were allowed to join in 1973. A dedicated Toastmaster for 17 years at the time, he was a member of many clubs and had served as an officer at all levels of the organization. He served as President during the organization's 50th anniversary and chose as his theme "Forward from

Thirty-four year later, those words are still true and as relevant as ever, as Toastmasters International continues to grow and expand its programs throughout the world.

John Diaz's friend and fellow Toastmaster Robert "Bob" Blakeley, who served as International President 1976-'78, remembers Diaz for his "humor, love of music and baseball." As International President, Blakeley said Diaz "led a team that changed the course of the organization and set the pace for the worldwide scope enjoyed today... His pragmatic and sometimes hard-headed approach to some of the problems we faced always turned out right."

The private burial was held at Houston National Cemetery. The obituary in the *Houston Chronicle* said about Diaz, "Both a gentleman and a gentle man, he will be missed by many."

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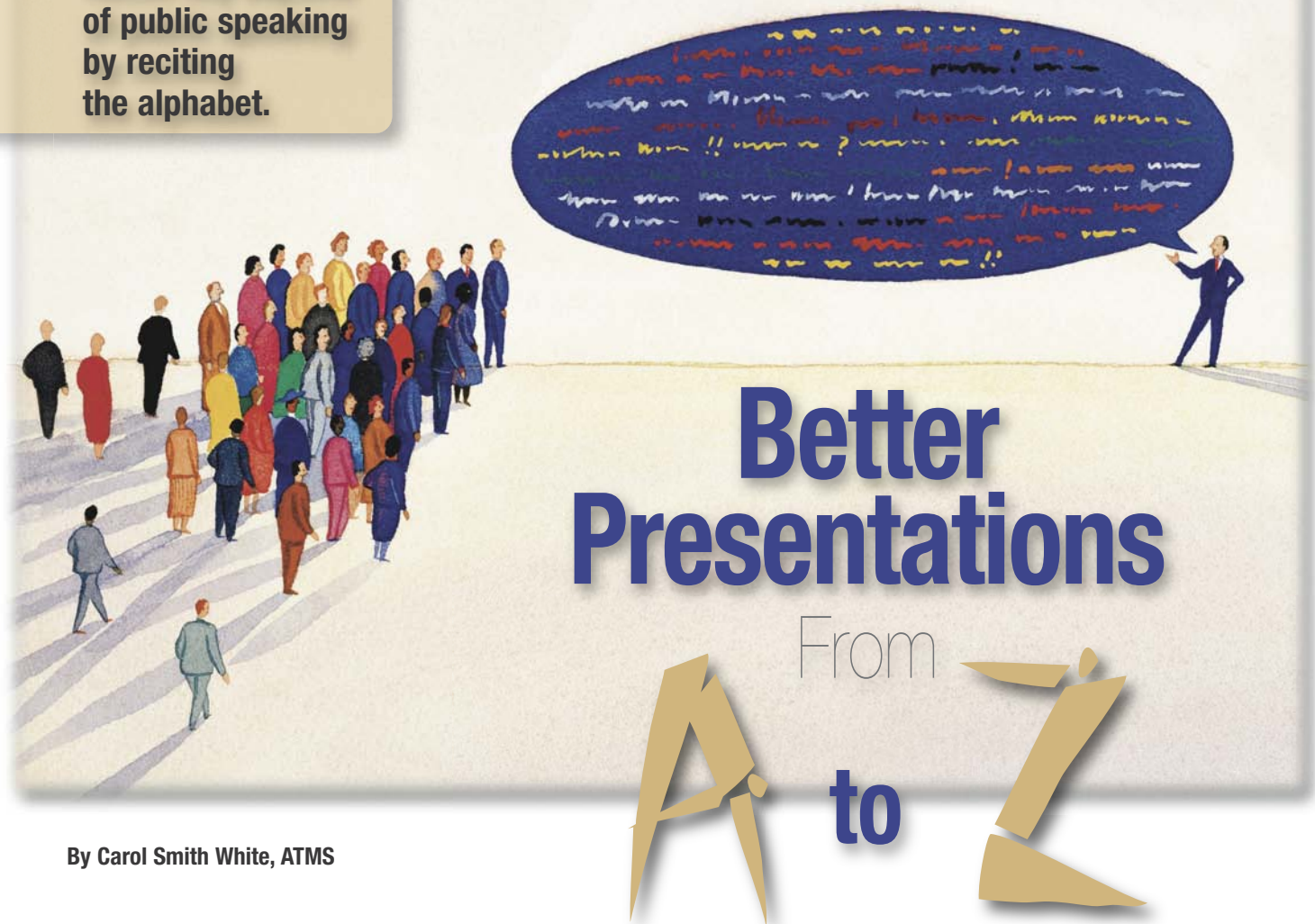
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Recall key aspects of public speaking by reciting the alphabet.



Better Presentations

From

A to Z

By Carol Smith White, ATMS

Excellent speakers blend the essentials of public speaking to deliver memorable talks that inform, persuade and motivate their audiences. Not sure what all those elements are? Having trouble remembering them when it counts? Here's a handy way for you to recall the key aspects of public speaking, just by reciting the alphabet.

A Attention-Getting Opener – When we speak, we have about 60 seconds to capture our audience's attention, establish credibility, orient them to our topic and motivate them to listen. Use a relevant and appropriate quotation, startling fact, statistic, rhetorical question or humorous anecdote to capture your audience's attention. Select an opener that provides a smooth transition into the body of your presentation.

B Body – Compare the body of your speech to the human body as a way to check the health of your speech. Let the backbone remind you that you need a clear purpose. Use the bones to review your major points, the joints to add smooth transitions, the flesh to streamline the message, and the muscles to include facts to persuade the listener. And the heart? It's been said that "no one cares how much you know, until they know how much you care." The heart should remind you to show your passion for the topic.

C Costume – Dress the part for your speech. Are you informing your audience about the Japanese Tea Ceremony? Wear a kimono. Are you entertaining with stories about the great explorers? Wear a captain's hat. At least, bring in some props to illustrate your points. Your audience will appreciate the visual aids.

 **Descriptive Language** – Use words and phrases that bring your message to life. Active verbs, for example *amble*, *run*, *skip*, and *scuttle* say a lot more than a vague word, such as *go*. A sentence like, “I go to the store once a week,” is much more interesting when it becomes, “I jog through the store once a week.” Now the audience will want to know why you’re in such a hurry. Give them bright, active details with judicious and colorful use of strong verbs, adjectives and a sprinkling of adverbs.

 **Eye Contact** – As “the windows of the soul,” eyes connect speakers to audiences; they build credibility and persuade, entertain or motivate listeners. For more effective eye contact, shift your gaze from one side of the room to the other, looking at individuals instead of at the group. Let your eyes move from one listener to the next, smoothly, effortlessly and softly. Lure the listeners into your presentation.

 **Facial Expression** – Facial expression, used effectively, can attract and maintain your audience’s attention and provide positive visual support for your message. Raise your eyebrows to show surprise, smile to confirm appreciation, frown to show disagreement.

 **Gestures** – Deciding what to do with your hands can provide important results for the ultimate success of your message. Use natural gestures and finger movements to introduce main points, hands and arms to illustrate size, and the entire body to demonstrate passion. Varied gestures will retain the audience’s attention, appropriate gestures will reinforce your message, and bold gestures will communicate confidence.

 **Humor, Innovation and Jokes** – Chosen wisely, humor, innovation and jokes can add spark to your presentation. They can unify the audience and give it a welcome break during lengthy or technical presentations. If you’ve discovered something new on the Internet that you know will appeal to a wide-ranging audience, share the URL and give your listeners something to take home and enjoy. The best jokes are humorous stories that cross cultural boundaries and come from the heart. Avoid quick, easy punchlines or complicated wordplay, unless you know your particular audience will understand and appreciate them. A warm-hearted anecdote from your own life – one that shares a chuckle of recognition – is the safest way to make people laugh.

 **Knowledge** – Since public speaking involves persuasion, speakers who are most knowledgeable about their topics – those we perceive as subject-matter

experts – are most in demand. Because they’re well-prepared, knowledgeable speakers are more credible than speakers who speak off the top of their heads. They’re believable, authentic, convincing – and invited back. So do your homework!

 **Listen** – Giving an effective presentation isn’t just about speaking, it’s also about listening. Listen to your audience’s reaction to your presentation by reading their facial expressions and body language. Can they see and hear you, and are they able to understand your message? Are they alert, nodding in agreement, and laughing in the right places? Gauging your audience’s mood and making calculated changes based on what you see and hear will boost your responsiveness as a speaker.

 **Move Around** – Many speakers stand in one place when they deliver a presentation, making them appear more like statues than living, breathing human beings. Natural movement makes us appear more interesting to an audience. When you move, move with a purpose. For example, to highlight a special point, walk from one side of the speaking area to another to deliver that new point. To illustrate contrast, move left to discuss one idea, then move right to discuss an opposing idea. To captivate your audience, avoid repetitious and nervous movement, pacing or swaying.

 **Naughty or Nice?** – If you’re speaking to a group of preschool teachers, you wouldn’t want to present your hip new comedy act for the “open mike” night at the local comedy club. Save the adult humor for its appropriate place. Know your audiences and gear your speeches to match their needs and expectations. Avoid inappropriate humor, off-color jokes and words that could hurt or offend others. Wondering whether something is appropriate? When in doubt, leave it out!

 **Organization** – Making it easy for your audience to follow your ideas can pay big dividends when it comes to soliciting their support. Common approaches to organization include chronology, location, problem/solution, and cause/effect. Pick the method of organization that is the best match for your message and your audience.

 **Practice** – Rehearse your speech aloud, preferably in front of a mirror or a friend, or into a recording device. As you speak, practice all elements of your speech, not just the words. After you speak, evaluate how well you accomplished the purpose. It’s not enough to recite your speech in your head – practice the non-verbal elements, too.

Q,R,S Quote References And Sources –

Information is everywhere and it's easy to find, easy to capture and easy to copy. Boost your credibility by giving credit where credit is due – always cite your sources. Your reputation depends on it.

Technology – Choosing and using technology wisely can enrich your presentation messages. Practice speaking with your technical resources until you are able to use them without losing rapport with the audience. Make sure to check out hardware, software and electrical tools well before show time – just in case something isn't working, and you need time to get it repaired.

Undo The Ums – Learn to hear the distracting filler words you use – “um,” “uh,” “okay,” “actually,” “you know,” and others – analyze why you use them, and develop a plan to rid yourself of this conversation killer.

Voice – If you've videotaped your presentation, listen to the tape with your eyes closed. Listen for how you use volume, rate, pitch and pace – are they appropriate for the environment, topic and audience? Do you hear enthusiasm in your voice, or is it flat and without inflection or emotion?

WII-FM – While speakers are working hard delivering their messages, most listeners are tuned into WII-FM (What's In It For Me). Successful speakers try to understand their audiences' emotional and informational needs and they develop their speeches to meet those needs.

X – tra – Transform an ordinary presentation into an extraordinary one by adding that little extra. Use metaphors and analogies that can make your message easier to understand. Use meaningful acronyms or rhyming words to increase audience recall. Choose a template for your slide presentation to reinforce your message. Such extras can make a big difference in the quality and value of your speech.

Yes, You Can! – Twenty-six letters can be daunting. Don't worry! The best tip of all is to remember to have faith in yourself. If you're one of those speakers who took the time to read this article, then you're no doubt a person who is willing to put in the time and effort to present great speeches. Believe in yourself and repeat, “Yes, I can!”

Zap Em! – While the end of a speech is the time to provide closure to our remarks, it's also the time to make a memorable final impression. Deliver a close that matches your mission and makes your audience think, react, take action, laugh, applaud or stand to show their unwavering support.

Need a quick way to remember the elements of public speaking and polish your skills? Remembering the essential elements is as E-Z as A-B-C. 

Dr. Carol White, ATMS, is the founder and faculty advisor for GSU Campus Talkers, a college club at Georgia State University in Atlanta. Dr. White is on the faculty of the Department of Marketing in the Robinson College of Business.

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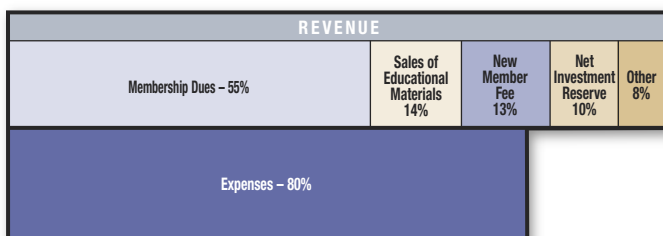
Financial Activities: Jan.–Dec. 2007

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore Stephens Wurth Frazer and Torbet, LLP. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization's funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation's financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following is selected information from the year-end financial statements, including a bar graph and pie chart to provide a clearer picture of Toastmasters International's 2007 financial activities.

Exhibit A



Revenues/Expenses

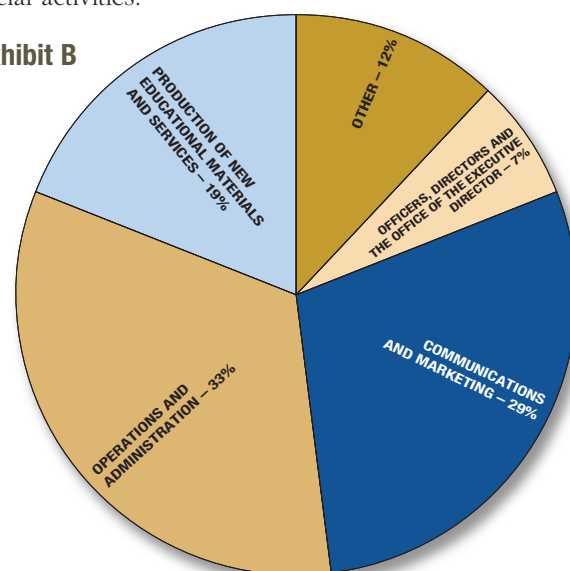
Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues renewals, new-member fees, charter fees and miscellaneous sources was sufficient to cover expenses.

Exhibit B shows how revenue is spent. The glossary below and on the next page gives an explanation of expenses.

Glossary of Expenses:

- **Officers, Directors and the Office of the Executive Director** – Includes travel and expenses for Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board meetings ensure smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.
- **Communications and Marketing** – This section includes information systems and technology and covers the development of new-member and new-club materials, membership and club-building programs, promotions and awards as well as the costs of producing and mailing the *Toastmaster* magazine.

Exhibit B



- **Operations and Administration** – This section includes member services and administrative services to clubs and districts and covers processing of dues renewals, officer lists, club and district billings, new-member applications and educational awards, as well as updating member and officer information. It also includes accounting and financial reporting, governing documents administration and meeting planning.
- **Production of New Educational Materials and Services** – Production of materials and distribution of educational, promotional and administrative materials. The most useful, up-to-date materials are available through the *TI Supply Catalog* or online at www.toastmasters.org to help every member succeed.
- **Other** – Includes annual convention expense, magazine advertising commissions, interest on operating accounts and depreciation.

TI SELECTED FINANCIAL INFORMATION JANUARY-DECEMBER 2007

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2007

ASSETS	
Cash and short-term investments	\$ 3,901,365
Restricted cash and short-term investments.....	\$ 1,770,317
Total cash, restricted cash and short-term investments	\$ 5,671,682
Marketable securities.....	\$ 21,681,657
Accounts receivable, net of allowance for doubtful accounts of \$5,000.....	\$ 20,639
Inventories, net.....	\$ 1,162,048
Deposits, prepaid postage and other.....	\$ 356,346
Land, building and equipment, net of accumulated depreciation.....	\$ 3,431,629
Total Assets	\$ 32,324,001
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 642,875
Funds held for Toastmasters International regions	\$ 186,335
Total Liabilities.....	\$ 829,210
Net Assets:	
Unrestricted.....	\$ 8,088,675
Unrestricted – reserved per policy.....	\$ 20,836,481
Temporarily restricted	\$ 2,569,635
Total Net Assets.....	\$ 31,494,791
TOTAL LIABILITIES AND NET ASSETS	\$ 32,324,001

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2007

CHANGES IN UNRESTRICTED NET ASSETS:

REVENUE:

Membership dues and fees:	
Member dues	\$ 8,868,327
New member fees.....	\$ 2,033,732
Charter fees	\$ 147,529
Total membership dues and fees	\$ 11,049,588

Marketable securities

Interest and dividend income	\$ 912,895
Net realized gain on marketable securities	\$ 2,804,763
Capital gain distributions.....	\$ -
Net unrealized (loss) gain on marketable securities	\$ (2,079,470)

Total investment revenues, net	\$ 1,638,188
---	---------------------

Other revenues:

Sales of educational materials	\$ 2,285,071
Annual convention.....	\$ 583,526
Interest	\$ 214,857
Royalties.....	\$ 13,504
Magazine advertising	\$ 156,672
Contributions	\$ 1,425
Other	\$ 67,038

Total other revenues.....	\$ 3,322,093
----------------------------------	---------------------

Total revenue	\$ 16,009,869
----------------------------	----------------------

EXPENSES:

Executive director; officers; board	\$ 937,950
Communications and marketing	\$ 3,740,171
Operations and administration.....	\$ 4,198,505
Production	\$ 837,231
Cost of educational materials.....	\$ 1,626,575
Annual convention.....	\$ 779,656
Magazine advertising	\$ 31,332
Depreciation – other.....	\$ 247,461
Depreciation – technology	\$ 222,725
Investment Fees.....	\$ 126,564

Total expenses	\$ 12,748,170
-----------------------------	----------------------

INCREASE IN UNRESTRICTED NET ASSETS ...	\$ 3,261,699
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The Ralph C. Smedley Memorial Fund

This fund was established to provide financial support for Toastmasters International's educational programs. These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new educational programs, such as the Leadership Excellence Series. It also includes market and member research.

The fund is composed of donations from individual Toastmasters and Toastmasters clubs, interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2007 totaled \$17,219. The fund had a balance of \$799,318 as of December 31, 2007.

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Meet Eduardo:

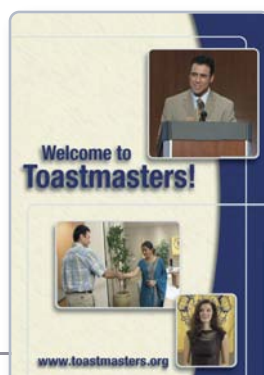
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Announcing Toastmasters' 2008 Golden Gavel Recipient:

Pamela Wallin

✦ In recognition of her influence as a leader and communicator, Toastmasters International is pleased to present the organization's most prestigious honor, the Golden Gavel Award, to Canadian journalist and media personality Pamela Wallin.

Her diverse and extraordinary career spans 30 years and several continents. Known as Canada's most accomplished interviewer, Wallin has been compared to American media queens Oprah Winfrey and Barbara Walters. She started her career as a radio announcer for the Canadian Broadcasting Corporation (CBC) and worked her way up to become Ottawa bureau chief of the *Toronto Star* newspaper. In 1992, she became the first woman to co-anchor the nightly national television newscast *Prime Time News*.

In 1995, Wallin founded an independent television company, Pamela Wallin Productions, through which she hosted and produced a live nightly program, interviewing celebrities and personalities from all over the world. She also hosted the Canadian edition of *Who Wants to be a Millionaire*, garnering the highest ratings ever for a network production.

Although her work as a journalist covered all aspects of domestic and international politics, Wallin devoted

much of her career to coverage of the Canadian-U.S. relationship. In November 2001, she hosted a "Canada Loves New York" rally in New York with more than 13,000 Canadian participants gathering to show support for the American people following the terrorist attacks on September 11. The next year, in 2002, Prime Minister Jean Chrétien appointed Wallin to a four-year term as Consul General of Canada in New York.

Wallin currently serves as the Senior Advisor on Canada-U.S. relations to the President of the Americas Society and the Council of the Americas in New York. In Canada, she serves on the Board of Directors of many corporations. She is the Chancellor of the University of Guelph in Ontario, and in 2007 was named an Officer of the Order of Canada – the country's highest civilian honor for lifetime achievement and service. She also was recently appointed by Prime Minister Stephen Harper to the independent Panel on Canada's Future Role in Afghanistan.

She has 13 honorary doctorates from many of North America's most prestigious universities, was named to the Canadian Broadcasting Hall of Fame and was twice recognized



"My definition of success is not about money or fame or fortune. It's about being a successful human being."

– PAMELA WALLIN

by Queen Elizabeth II for her public service and achievements. Wallin is the author of three books, including her bestselling autobiography *Since You Asked* (1998), as well as *Speaking of Success* (2001), which summarizes the wisdom of people she's interviewed over the years, and *The Comfort of Cats* (2002). **T**

Don't miss this opportunity to hear Pamela Wallin speak at the Golden Gavel Luncheon on August 14 at the Toastmasters' International Convention in Calgary, Alberta, Canada. For details and registration forms, please see pages 33-36 or visit **members.toastmasters.org** and click on the "Announcements" link.



Oh, Calgary!

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**Come to Calgary, Alberta, Canada,
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Listen to great speakers!

Learn from the best!

Enjoy fellowship with
Toastmasters from around
the world!

Experience the
Canadian Rockies!

Understand what makes
this organization great!

Interact with old
and new friends!

If you haven't yet attended a Toastmasters International Convention, you don't know what you are missing. It's an important part of the Toastmasters adventure! Let this be the year when you become a first-timer. Plan to come to Calgary, Alberta on August 13-16. You won't be disappointed!

Inside the the TELUS Convention Centre and the Hyatt Regency Calgary awaits educational opportunities, entertainment, world class speech contests, and best of all, nearly 1,500 Toastmasters who've traveled from near and far to do what they do best: Talk! And they want to meet *you!*

If you've already attended one or more International Conventions, you know what to expect: a reunion with friends and fellow Toastmasters who share a common interest in self-improvement. This year, a great lineup of speakers will help you become a better speaker and leader. They will offer tips on how to make you and your club more marketable. They will teach you about humor, inter-personal relationships, persuasive speaking and how to take advantage of your Toastmasters skills in your professional world. And that's just some of the topics the sessions offer!

One more thing: The World Championship of Public Speaking takes place on Saturday morning August 16. This event truly is the Olympics of oratory; you won't want to miss it! Come and cheer for your favorite contestant!

To save money, register now! After July 21, fees will increase. Complete the convention registration forms online at members.toastmasters.org. Or mail the forms on the following pages to:

**Attn: Convention Registrations, Toastmasters International,
P.O. Box 9052, Mission Viejo, CA 92690.**

"There are not enough words in any language to describe the amazing sense of camaraderie that I experienced. I plan to be in Calgary for the 2008 Convention and I hope to never miss another Convention. I've turned into a Convention junkie!"

Ellen Cranston, CC, City Centre Toastmasters Club • Prince George, BC, Canada



The 77th Annual International Convention

Oh, Calgary!

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Group Reservation Code: TMITMI-A

Reservations open April 1!



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Group Reservation Code: TMIO8

Reservations open April 1!

Hotel reservations will be accepted starting April 1. The guest room rates are provided to help you plan and budget your convention experience. All rates are quoted in Canadian dollars and do not include taxes - currently at 10.09 %. **Don't delay – hotels will sell-out!** Our partner hotels will provide these **discounted group rates until July 10**. After July 10, guest rooms will be available at the regular published rates.

Reserving your room is easy! Simply choose one:

- **Starting April 1, reserve your room online at members.toastmasters.org.** The Web site offers links to special reservation pages for the partner hotels.

Or...

- **Starting April 1, call your selected hotel directly.** Telephone numbers are provided above.

Be sure to mention the group reservation code to receive the special discounted group rate available only to Toastmasters and their guests.

The Plus-15 Walkway

Quick and easy access to the TELUS Convention Centre!

The Marriott and the Hyatt Regency are connected to the Calgary TELUS Convention Centre via the Plus-15 walkway system. Both hotels are located next to the TELUS Convention Centre. The Fairmont Palliser is within easy access to the Plus-15 walkway. The Fairmont is a little farther from the TELUS Convention Centre, though all three hotels are within a five-minute walk.



TOASTMASTERS INTERNATIONAL

77th Annual Convention

August 13-16, 2008

REGISTRATION FORM

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

(Please Print) Member No. _____ Club No. _____ District _____

Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Addl. Registrants' Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Address _____ ☐ Check if this is a new address

City _____ State / Province _____ Country _____ Postal / Zip _____

Daytime Telephone () _____ E-mail Address _____

☐ This is my first TI Convention ☐ I require special assistance

1 "PRE-CONVENTION" INTERDISTRICT SPEECH CONTESTS

*Note: These contests run concurrently! Immediately following the contests is a reception open only to members of districts not assigned to regions (DNAR).***Interdistrict Speech Contest A (Tuesday)**

(Districts 34, 59, 69, 70, 74, 75 and 76)

_____ Member(s)/Guest @ \$40.00 = \$ _____

Interdistrict Speech Contest B (Tuesday)

(Districts 51, 67, 71, 72, 73, 79 and 80)

_____ Member(s)/Guest @ \$40.00 = \$ _____

Optional DNAR Grab 'n Go Meal

Enjoy a Grab 'n Go Meal prior to the DNAR Gathering.

Advance Grab 'n Go Meal purchase is necessary!

(Purchase of a Grab 'n Go Meal is not required to attend this event.)

The DNAR gathering is open only to delegates outside U.S./Canada)

_____ Member(s)/Guest @ \$35.00 = \$ _____

For district locations please visit our Web site at members.toastmasters.org**SECTION 1 TOTAL** = \$ _____

2 "FULL" CONVENTION PACKAGE...ONLY

When received on or before July 21 – \$500.00

When received after July 21 – \$550.00

A Full Convention Registration Package includes one ticket for each of the following:

- Access to all educational sessions
- Golden Gavel Luncheon (Thursday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)
- **PLEASE CHECK ONE OF THE FOLLOWING:**

OR ☐ Leadership Luncheon (Friday)☐ "Get Fired Up" Luncheon (Friday)

_____ Member(s)/Guest @ \$500.00 (received on or before July 21)

\$550.00 (received after July 21) = \$ _____

SECTION 2 TOTAL = \$ _____

3 "SPOUSE/GUEST" PACKAGE...ONLY \$400.00

Spouse/Guest must be non-member. This registration includes one ticket to each of the following:

- Tour: Calgary City Tour (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Banff National Park Tour (lunch provided) (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)

No access to any educational sessions!

_____ Spouse/Guest(s) @ \$400.00 = \$ _____

SECTION 3 TOTAL = \$ _____

4 SATURDAY PACKAGE – ONE DAY ONLY

This **includes** only a ticket to the International Speech Contest and does not allow access to the educational sessions on Saturday, August 16. You may also purchase a ticket to the President's Dinner Dance.

____ Member(s)/Guest @ \$75.00 = \$ _____

____ President's Dinner Dance @ \$85.00 = \$ _____

SECTION 4 TOTAL = \$ _____

5 "A LA CARTE" REGISTRATION

In order to purchase additional event tickets, you must have purchased package 2, 3 or the "A La Carte" registration #5. A maximum of two additional tickets per event may be purchased – no exceptions! Access to all educational sessions included.

STEP 1 _____

____ Member(s)/guest registration @ **\$235.00** (received on or before July 21)
\$285.00 (received after July 21) = \$ _____

STEP 2 _____

____ Golden Gavel Luncheon (Thursday) @ \$75.00 = \$ _____

____ "Get Fired Up" Luncheon (Friday) @ \$60.00 = \$ _____

____ Leadership Luncheon (Friday) @ \$60.00 = \$ _____

____ International Speech Contest (Saturday) @ \$75.00 = \$ _____

____ President's Dinner Dance (Saturday) @ \$85.00 = \$ _____

TOTAL STEP 2 = \$ _____

STEP 3 _____

SECTION 5 TOTAL
 (Add Step 1 and Step 2 totals) = \$ _____

6 REGISTRATION TOTALS

SECTION 1 TOTAL = \$ _____

SECTION 2 TOTAL = \$ _____

SECTION 3 TOTAL = \$ _____

SECTION 4 TOTAL = \$ _____

SECTION 5 TOTAL = \$ _____

TOTAL AMOUNT DUE = \$ _____

7 METHOD OF PAYMENT (U.S. DOLLARS)

DEADLINE: Advance registrations must reach World Headquarters by July 21. Cancellations and refund requests will not be accepted after July 21. Cancellations will not be accepted on-site – sorry, no exceptions!

SEATING PROCEDURES: World Headquarters will select your seats for the Golden Gavel Luncheon, International Speech Contest and President's Dinner Dance. *Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope or register online together.*

Check enclosed for \$ _____ (U.S. dollars) payable to Toastmasters International.

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover Card Number _____

Expiration Date _____ Signature _____

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

Mail or fax this form to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.

See It, Say It

(Continued from page 15)

See yourself in the church, then talk about Churchill. Then see a turkey and talk about Ataturk, then chase her into the rose bush and talk about Roosevelt. Even in the heat of the moment, when all eyes are on you and the clock is ticking, you will easily see what you want to talk about. You won't need any notes. You'll *see* it and *say* it!

Suppose you have many things to say about Winston Churchill. You can add other visualizations to the church. Link one point you want to make about Churchill to the steps out front, one to the front door, one to the pew, etc. Now take a walk to the church, see the steps and talk about what's linked there. Then do the same with the door, and move on to the pew. Get

the picture? You can even begin linking visualizations to other visualizations! You're only limited by your imagination.

You can find out more about this and other memory skills by visiting your local library or bookstore. I like *The Memory Book* by Harry Lorayne and Jerry Lucas. You can also go to **www.mindtools.com** for a lot of great, free information.

It's valuable to remember, however, that the dullest pencil is keener than the sharpest mind. Don't feel compelled to sacrifice notes completely if they make you feel more confident. Take them along with you but leave them sitting on the lectern and try not to use them unless you're absolutely stuck. Usually, you can remember your place just by running through the loci in your mind. It only takes a second.

Using this technique is a bit like learning to use a computer. It seems strange at first and you may be tempted to do it the "old way." But with a little practice, you'll be able to accomplish incredible tasks you never could before. You remembered the outline for a speech about 10 people in just 30 seconds! Imagine what you could do with five minutes! Have confidence. You do have a fantastic memory. Don't believe me? What's on your grandmother's house? What airline are you flying? What's in the rose bush? What did you stick your head in... 

Thomas J. Kittell, ACG, CL, co-owner and the Chief Executive Officer for Memory Improvement Systems, Inc., of Orem, Utah, is the president of the Fairlawn Toastmasters in Fairlawn, Ohio and the District 10 Central Division Governor.



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"Do You Dream of Becoming a Million Dollar Professional Speaker...Motivating and Inspiring Audiences Around the World? Can You Imagine Standing Ovations, Signing Autographs, and Changing Lives for a Living?"

If so, we have a lot in common. My name is Steve Siebold. If you've never heard of me, GOOGLE me now. Seven years ago I made the transition from Toastmaster to Million Dollar Professional Speaker, and I can teach YOU how to do the same.

Join me in Atlanta, July 11-13, 2008 and I'll show you how to position yourself as an international expert and earn millions of dollars in speaking fees, training programs, consulting contracts, product sales, licensing, royalties, and book deals.

And that's just for starters. You'll walk out of this seminar knowing more about the speaking business after 3-days than most speakers learn in 10 years. No hype. No theories. No fluff. Only straightforward strategies from someone who has actually done it.

To learn more, visit **www.milliondollarspeakermarketing.com** or call 561.733.9078

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 award, Toastmasters International's highest recognition.

Gerald Lee Fleischmann 6570-F, Huntington Beach, California
 JonClaus B. Pinto 9332-F, Garden Grove, California
 Vishnu Pendyala 587637-4, Sunnyvale, California
 Brian A. Rice 5172-6, Maple Grove, Minnesota
 Betty Jo Olsen 710622-6, Golden Valley, Minnesota
 Don E. Bellairs 8427-7, Tigard, Oregon
 Tony Gartner 9677-8, Saint Charles, Missouri
 Jean Helena Lawson 2481-11, Columbus, Indiana
 Michael L. Wock 6023-11, Avon, Indiana
 Ronald O. Coleman 6893-11, Indianapolis, Indiana
 Marvin Westbrook 1027-14, Atlanta, Georgia
 Twanda L. Mickle 2367-14, Stockridge, Georgia
 Ellen L. Lorenz 3592-14, Kennesaw, Georgia
 Erin L. Basta 719-15, Salt Lake City, Utah
 James R. Book 1736-18, Cockeysville, Maryland
 Ray Eric Brown-John 1929-21, Vernon, BC, Canada
 Alphonso B. Franco 1087015-21, Victoria, BC, Canada
 Lucille Forster 771996-23, Albuquerque, New Mexico
 Linda K. Morrison 2476-25, North Richland Hills, Texas
 Rosemary Horton 3546-25, Waco, Texas
 Toni Hendrick 621025-25, Keller, Texas
 Oliver Ray Cozby 633836-25, Fort Worth, Texas
 Denise Corley 7277-25, Waco, Texas
 Monica D. Cutchember 8072-27, Washington, District of Columbia
 Nancy Zychowicz 3879-28, Oregon, Ohio
 Conor J. Cunneen 2051-30, Naperville, Illinois
 William Santos 1625-31, Foxboro, Massachusetts
 Thomas Joseph Brien 4667-31, Billerica, Massachusetts
 Sherri Raftery 7572-31, Saugus, Massachusetts
 Victor A. Carbone 7572-31, Saugus, Massachusetts
 Michael W. Durant 4262-37, Greensboro, North Carolina
 Mary A. Kreul-Starr 739097-37, Raleigh, North Carolina
 Lauren Kuik 5087-38, Princeton, New Jersey
 John W. Brown 5287-38, York, Pennsylvania
 Reginald Samuel Waller 8300-38, Malvern, Pennsylvania
 Joey Waldrop 1528-39, Elk Grove, California
 Neal H. Cobb 3842-39, Reno, Nevada
 Christine D. Williams 4896-39, Elk Grove, California
 Myra L. Golson 5313-39, Rancho Cordova, California
 Ronald K. Althaus 472-40, Cincinnati, Ohio
 Carol L. Kormelink 8119-40, Cincinnati, Ohio
 Carol A. Edwards 6772-42, Peace River, AB, Canada
 Steven E. Lord 693785-46, Mount Olive, New Jersey
 Amir Gamliel 5173-47, West Palm Beach, Florida
 Steven J. Choby 6026-47, Sarasota, Florida
 Leigh Rassler 607265-47, Jacksonville, Florida
 Gwen Franks 7817-50, Tyler, Texas
 Patricia J. Kim 9790-50, Shreveport, Louisiana
 Catherine Setiono 2968-51, Medan, Sumut, Indonesia
 Bobo Tiing Kit Wong 4384-51, SIBU, SAR, Malaysia
 Joan Chan Yee Chin 5955-51, Georgetown, PEN, Malaysia
 Sue Chan 9372-51, Seberang Jaya, PEN, Malaysia
 Zaharah Ibrahim 654898-51, Kuala Lumpur, WP, Malaysia
 Chia Tan Lih 811512-51, Bandar Baru Air Itam, PEN, Malaysia

Ruth B. Zafian 2300-53, Hartford, Connecticut
 Darrel D. Felty 1668-54, Bloomington, Illinois
 Lisa A. Vincent 3024-54, Bloomington, Illinois
 Louis R. Burns 2048-55, Austin, Texas
 Grace Jennings 4256-55, Austin, Texas
 David Matthew Welguisz 707750-55, Austin, Texas
 Patricia Cotton 9511-56, Houston, Texas
 Marie-Louise Moreto 1214-58, Charleston, South Carolina
 Rajesh S. Mathur 1214-58, Charleston, South Carolina
 Subbi P. Mathur 1214-58, Charleston, South Carolina
 Charles E. Schuster 3170-58, North Charleston, South Carolina
 Wayne M. Kuhn 3320-60, Kitchener-Waterloo, ON, Canada
 Garth Atkinson 6809-60, Pickering, ON, Canada
 Menny Israeli 8517-60, Thornhill, ON, Canada
 Harry L. Ansara 583400-60, Mississauga, ON, Canada
 Phyrne Parker 602918-60, Toronto, ON, Canada
 Jean Racine 5651-61, Québec, QC, Canada
 Anne Dennehy 5992-61, Ottawa, ON, Canada
 Oddny J. Johnson 7194-64, Winnipeg, MB, Canada
 Leslie S. Coty 1011-66, Roanoke, Virginia
 Casey Quinlan 2661-66, Richmond, Virginia
 Sue Brown 638520-66, Richmond, Virginia
 Ras Huang 1890-67, Taipei, Taiwan, Taiwan
 Mike J. McLean 5697-69, Fortitude Valley, QLD, Australia
 Garry W. Euston 674926-69, Lennox Head, NSW, Australia
 Paul Rigney 1490-70, Ashfield, NSW, Australia
 Ian R. Chick 2274-70, Parramatta, NSW, Australia
 Margaret E. Hawrylcw 2505-70, Miranda, NSW, Australia
 Michael P. Motion-Wise 4696-70, Canberra, ACT, Australia
 Dawn Janet Summers 5071-70, Canberra, ACT, Australia
 Cheryl A. White 6219-70, Conder, ACT, Australia
 Drinda D. Luckensmeyer 7321-70, Narrabri, NSW, Australia
 Kaylene M. Ledgear 8468-70, Canberra, ACT, Australia
 Patricia Bertram 9504-70, Sydney, NSW, Australia
 Natalie J. Blaik 811552-70, Ashfield, NSW, Australia
 Jan Collings 1014712-71, Monmouthshire S. Wales, ENG, United Kingdom
 Marilyn J. Ward 8872-72, Whangaparaoa, Rodney District, New Zealand
 Damian F. Chong 2115-73, Launceston, TAS, Australia
 David Nicholas 5769-73, Fremantle, WA, Australia
 Gil Alexander 875582-73, Perth, WA, Australia
 Chiaki Watanabe 2189-76, Hamura City, Tokyo, Japan
 DeWayne Williams 1756-77, Birmingham, Alabama
 Steven A. Curry 1987-77, Birmingham, Alabama
 Ben Bulot 9990-77, Ocean Springs, Mississippi
 Mazhar Jamil 9462-79, Riyadh, Saudi Arabia, Saudi Arabia
 Nasef Anwar Dhafari 748095-79, Abu Dhabi, United Arab Emirates
 Pradeepkumar Vincent 951706-79, Mangaf, Kuwait, Kuwait
 Gangaprasad Ganesh Sovani 7903-80, Singapore, Singapore
 Grace Tan Lee Keng 711639-80, Singapore, Singapore
 Devi M. Koperum 1026706-80, Singapore, Singapore
 Samina Nayak 3698-82, Mangalore Karnataka, India
 Daniel Smith 1039858-85, Shanghai, P.R. China, China

Cavalier 596-66, Hampton, Virginia
 Crookston 600-78, Crookston, Minnesota

55 Year

Moving On 223-F, Garden Grove, California
 Plus Factor 1229-08, Saint Louis, Missouri
 Triangle 1223-40, Fort Thomas, Kentucky
 Orlando Conquerors 1066-47, Orlando, Florida
 Fountain City 1266-63, Knoxville, Tennessee

50 Year

Downtowners 2713-02, Seattle, Washington
 Eriez 2705-13, Erie, Pennsylvania
 Crystal Lake 2724-30, Crystal Lake, Illinois
 Thursday Nite Live 1123-32, Parkland, Washington
 Worthington 1028-40, Worthington, Ohio
 The Y 2478-42, Edmonton, AB, Canada
 Wall Street 2720-44, Midland, Texas
 Richardson Evening 2690-50, Richardson, Texas

45 Year

Pacifica PM 1618-04, Pacifica, California
 Holmdel 1849-46, Holmdel, New Jersey
 Morristown 3540-46, Morristown, New Jersey
 Harbor City 3042-47, Melbourne, Florida
 Auckland 3593-72, Auckland, New Zealand

40 Year

Tartan 162-06, Saint Paul, Minnesota
 Keystone 3139-16, Tulsa, Oklahoma
 DESEAA 2240-18, Wilmington, Delaware
 Missoula Breakfast Forum 1897-78, Missoula, Montana

35 Year

Federal Center Southwest 651-27, Washington, District of Columbia
 Jitterbusters 3043-39, Sacramento, California
 West Pasco 2824-47, New Port Richey, Florida
 Friendly 3001-47, Fort Lauderdale, Florida
 Travelers Noontime 2532-53, Hartford, Connecticut
 Queen's Park 3234-60, Toronto, ON, Canada
 Pines 669-69, Lawnton Brisbane, QLD, Australia
 Nepean Valley 2716-70, Penrith, NSW, Australia
 Knox 1179-73, Bayswater, VIC, Australia

30 Year

Medina 941-10, Medina, Ohio
 Bailey 3628-10, Euclid, Ohio
 TNT 3738-15, Bountiful, Utah
 Communicator 1241-42, Regina, SK, Canada
 Phoenix 3274-47, Port St. Lucie, Florida
 Bancorp 3611-49, Honolulu, Hawaii
 Chatter Masters 3264-63, Chattanooga, Tennessee
 Eaton 1419-64, Winnipeg, MB, Canada
 Waimate 768-72, Waimate, New Zealand
 Central Montana 609-78, Lewistown, Montana
 Dhahran 1059-79, Dhahran, Eastern Province, Saudi Arabia

Anniversaries

April 2008

70 Year

Everett Pacesetters 117-02, Everett, Washington
 Chula Vista 108-05, Chula Vista, California

60 Year

Transamerica Occidental 613-52, Los Angeles, California
 Diablo 598-57, Concord, California

Editor's Note: For a more complete listing of club anniversaries and DTMs, visit members.toastmasters.org and click on the "Toastmaster Magazine" tab and then the "Hall of Fame" tab. This information will be updated the first week of every month.

Are You Competing in the Contest? Do You Want a Competitive Edge? Do You Want to WOW the Audience?

From the desk of World Champion, Darren LaCroix

Dear Fellow Toastmaster:

"How do I write a world-class speech?" Toastmasters from around the world ask me this question all the time because of my accomplishment. I wish there were a "secret pill" that, when swallowed, would instantly allow us to "own the stage." Ironically, that's *exactly* what I wished for when I was competing in the contests. With no luck finding such a pill, I re-committed myself to becoming a dedicated "student of public speaking."

I wish I could spend a day with you! I'd love to sit down and show you exactly what my two speaker coaches taught me. But, I can't.

If you're anything like me... I wanted to know, *"How do world-class speakers approach a presentation? How do they make it look so easy? What do they do? What don't they do?"* What I realized is that I needed to learn a World Champion's "perspective."

If you were sitting across from me, the first thing I'd say is *"you're looking at it wrong."* You're spending way too much time trying to write that "magic" speech that's a surefire winner. A "great" speech is one that's synergistic with the presenter. That the message *is* the presenter: they are **one in the same**.

The second thing I would tell you is that you're trying to persuade *before* you connect. A winning speech is one that emotionally connects with the audience. You must connect **before** you can persuade. If you want to connect, you must speak from your own experiences rather than about some "hot topic."

A comment I hear over and over again from people is, *"I've got a good speech... I just need to add some humor."* As fellow World Champion, Craig Valentine, would say, *"You don't add humor, you uncover it!"* Humor isn't something to be "added." Telling a joke unrelated to the main point doesn't make somebody a world-class speaker. The problem is not usually "lack of humor." It often lies within the *structure* and *focus* of the speech. I personally had many problems while creating my championship speech. My coach was quickly able to point them out. It was easy for him to see my problems. Why? His *perspective*. Mark Brown had *been there before* and had won the World Championship.

I was an experienced speaker, so I thought I knew "enough." I was comfortable, I could hold the audience's attention, and I could even make them laugh. I just needed that *secret speaker pill*.

Well, I have finally discovered the secret! The secret is *perspective*. If you want to be a world-class *speaker*, you need a world-class *perspective*.

I really wish I could spend a day with you. Instead, why not *two* days? Why *just me*? Why not get the perspectives of *seven* World Champions (including Mark Brown, my coach) and the eight comedians who taught me to be funny?

I created the Master Presenter Pack for **you**. It's designed so you can just pop us into your CD player, or load us into your MP3 player and take us all on a ride with you. Not quite as fast as a pill, but *much more powerful* and *longer-lasting*. **If you're serious about your speaking... invest in yourself.** Invest for your audience. Invest for your future as a speaker. You'll never look at presentations the same way again. Darrenteed!

Give us just 12 hours and we'll knock 12 years off of your learning curve. **You'll get everything we wish someone would've told us in The Master Presenters PACK:**

- My "speech creation process" by my coach, Mark Brown
- Ed Tate's 4 H's to great speaking — only *one* is optional!
- The 4 commonalities of ten World Champions
- How to change the pace to keep the audience involved!

What fellow Toastmasters have said:

"They are the best, most detailed, and most easily understood programs on public speaking that I have seen."

~ Michael Erwine, Eaton Rapids, MI

"I was able to take a good Area Contest winning speech, and turn it into a great Division Contest winning speech."

~ Mark Perew, Huntington Beach, CA

"After the contest, one of the audience came to me and said, 'I saw your improvement, and you are totally different!'"

~ Hubert, Taiwan

Stage time, Stage time, Stage time,

Darren

Darren LaCroix
2001 World Champion of Public Speaking

P.P.S. Your presentations will never be the same. Darrenteed!



P.S. Go online and get the world-class "perspective" pill!

Get the Master Presenter PACK... Order online today: www.Presentation411.com



TOASTMASTERS
INTERNATIONAL

Promotional Materials for Today's Toastmaster...

The world is changing quickly, and so are the expectations of today's Toastmaster. These promotional materials have been designed to help attract the members you need to continue succeeding. All are available for a minimal charge from Toastmasters International.

These full-color promotional brochures target potential members who work in various trades. Use them to hand out to guests at club meetings, conferences or trade shows.

- Find Your Voice** (Item 99) 20 free *
Confidence. The Voice of Leadership (Item 101) 20 free *
All About Toastmasters (Item 124) \$.25

Marketing cards and fliers are a great way to not only get the word out about Toastmasters and the benefits, but also about specific clubs. Each contains a space for contact information.

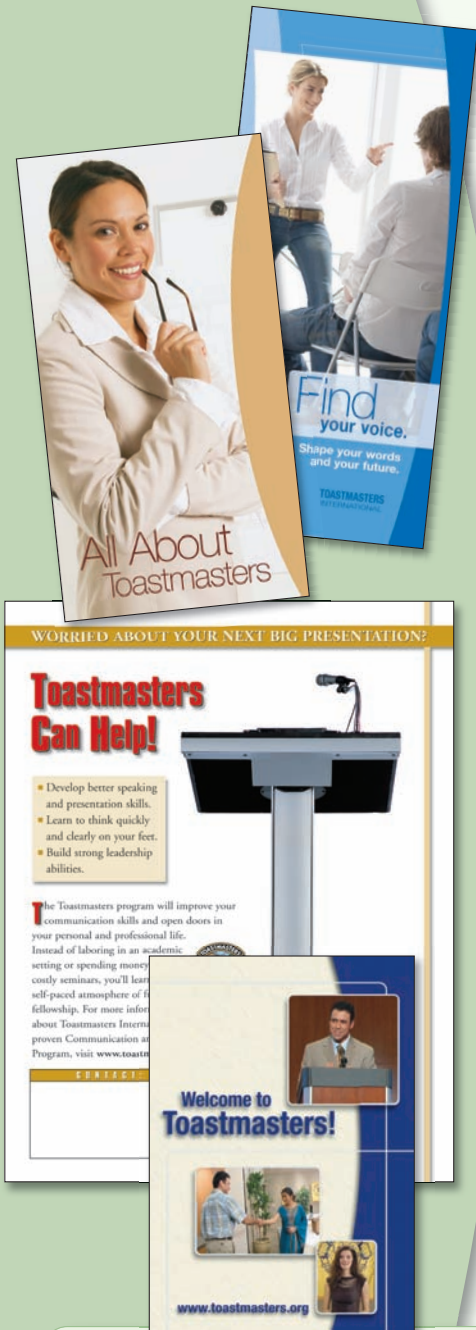
- How Confident Are You? Fliers** (Set of 50) (Item 116) \$ 2.50
Toastmasters Can Help Fliers (Set of 50) (Item 115) \$ 2.50
Because Public Speaking Skills Aren't Debatable Fliers
 (Set of 50) (Item 114) \$ 2.50
Marketing Card Set (Set of 40) (Item 125) \$ 1.75

Here are some additional materials that are perfect for attracting new members.

- Public Relations & Advertising Kit** (Item 1150) \$20.00
Welcome to Toastmasters! DVD (Item 244DVD) \$ 5.00
Globe Balloons (Set of 10) (Item 377) \$ 5.00
Bumper Stickers (Items 372 and 373) \$ 1.00 ea.

*Additional copies are available for a minimal charge.

For a complete listing of promotional products and details about each of the items above, please visit our online store at toastmasters.org/shop or see a copy of your current Toastmasters Catalog.



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☐ Enclosed is my check in the amount of \$ _____ (US FUNDS)

☐ Please charge my MasterCard / Visa / AMEX / Discover (CIRCLE ONE)

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 P.O. Box 9052, Mission Viejo, CA 92690 USA
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U.S. SHIPPING CHARGES

WEIGHT	STANDARD	1 DAY COURIER	2 DAY COURIER
.00 - .81	\$3.50	\$20.50	\$10.25
.82 - 2.00	\$5.00	\$26.80	\$11.65
2.01 - 3.00	\$5.75	\$29.15	\$12.85
3.01 - 4.00	\$6.10	\$31.55	\$14.20
4.01 - 5.00	\$6.50	\$33.85	\$15.60
5.01 - 6.00	\$6.60	\$36.15	\$17.05
6.01 - 7.00	\$6.75	\$38.35	\$18.55
7.01 - 8.00	\$7.00	\$40.55	\$20.10
8.01 - 9.00	\$7.25	\$42.70	\$21.75
9.01 - 10.00	\$7.50	\$44.85	\$23.30
10.01 and up	\$7.75 + .75 Each additional lb. (or portion thereof)	\$47.00 + \$2.00 each additional lb. (or portion thereof)	\$24.75 + \$1.50 each additional lb. (or portion thereof)

See current catalog for International rates.