

TOASTMASTER®

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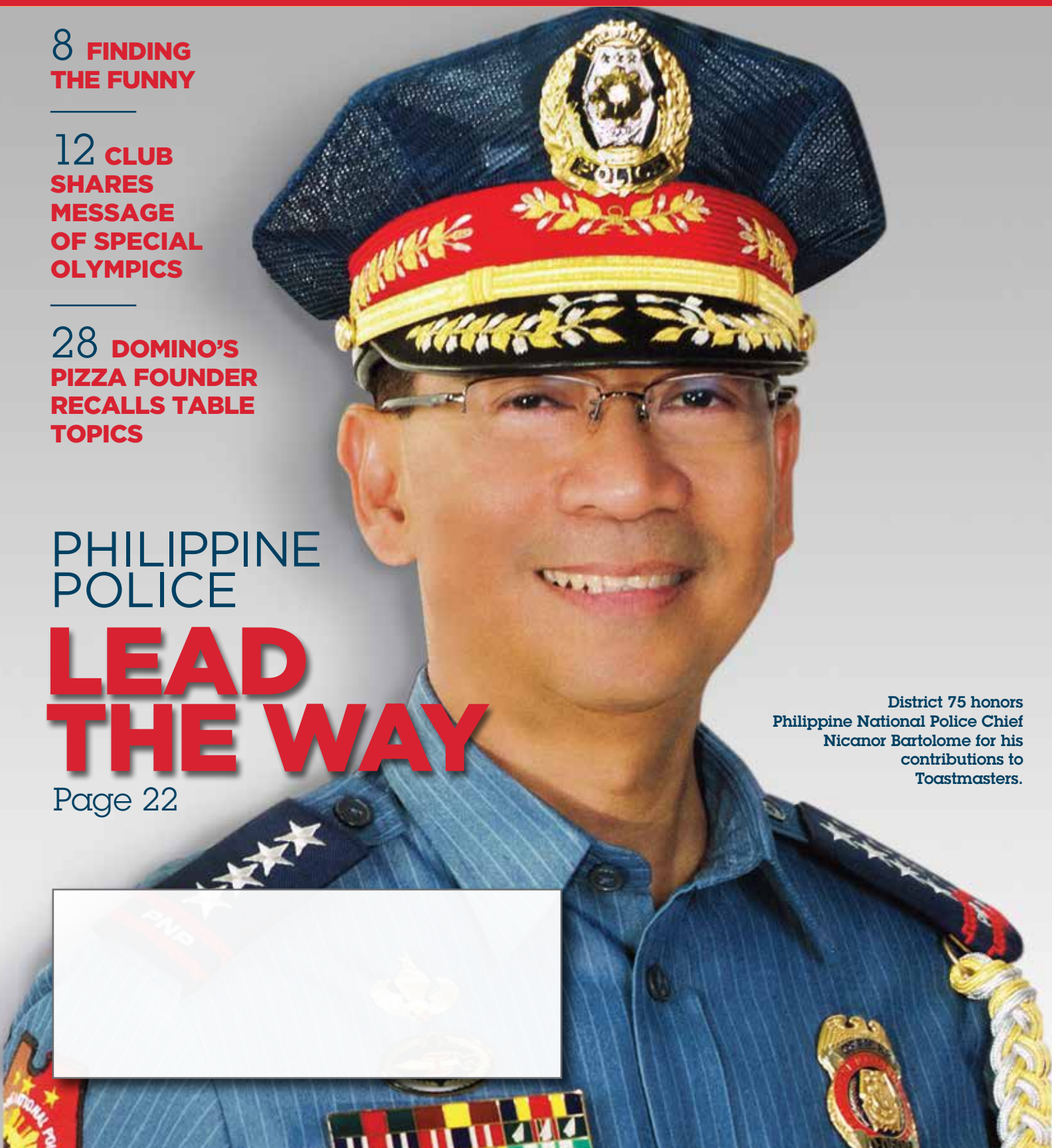
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contributions to
Toastmasters.



STRETCH TO EXCEL



“The greatest pleasure in life is doing what people say you cannot do.”

— Walter Bagehot,

English economist and journalist, 1826-1877

My four grandchildren were involved in a rubber band-stretching game during a family gathering in June. Our oldest grandson, Aaron, age 11, asked our granddaughter Caitlin, age 2, to stretch a rubber band she was holding. Caitlin stretched the rubber band and described how wonderful this was, not knowing that a rubber band

could be stretched to such a great extent. Aaron explained to Caitlin about how stretching a rubber band is similar to how people can move beyond their limits. I was surprised to see my grandchildren sharing in the explanation of the courage it takes to stretch and learn. You, too, can realize your potential by stretching yourself in everything you do.


We have the opportunity to stretch ourselves through club participation. For example, if in the previous month you gave one manual speech, you can set a goal and do two manual speeches the next month. Similarly, if you recruited one new member last month, you can recruit another member this month. We need to have the confidence of knowing that we can achieve our goals and become better communicators and leaders.

We have the opportunity to stretch ourselves through club participation.

Once you have completed your *Competent Communication* requirements, stretch yourself further and give speeches from the advanced communication and leadership manuals. You can also stretch yourself by coaching, mentoring and helping another member do his or her manual speeches. It is in adopting a caring spirit that we build, groom and help others to become better communicators and leaders.

To stretch is to “Plus One” more (giving more speeches, recruiting more members, etc.), to achieve is to put thoughts and dreams into action, and to build is to help others progress. Let us join hands to make the impossible *possible*.

As Toastmasters celebrates its 88th anniversary this month, let us stretch to innovate, invent and inspire our organization to grow even further.

Let us love what we do — just as all successful people love what they do. That is how successful people create amazing results in their fields. Ignite your passion in Toastmasters: where leaders are made. 

JOHN LAU, DTM
International President

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WHERE LEADERS ARE MADE
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Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their *competence* in communication so they can gain the *confidence* to lead others.

By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals, leaders emerge. They learn to tell their stories. They listen and answer. They plan and lead. They give feedback — and accept it. They find their path to leadership.

Toastmasters International. Where Leaders Are Made.



I was surprised by a statement in the “How Do You Take Your Coffee?” article in the Around the Globe section (July). European espresso is referred to as “highly caffeinated,” which is entirely false.

— Marc De Vleschauwer, ACS, ALB
Odyssea Toastmasters
Gatineau, Québec, Canada

Creative **Feedback**

The June issue was a welcome arrival this morning. I began to read it, cover to cover. But I stopped at the article “Noteworthy Points on Evaluating (Colleen Plimpton),” fixating on the accompanying full-page image. It was of a woman writing her speaker evaluation comments. It was easy to see she started her feedback section for both the first and second speaker with the word *great*.

Our club is waging war against the indiscriminate use of that word. We catch ourselves saying “Great introduction, Sally” when “Creative introduction, Sally” would be more helpful and appreciated by the recipient. Yes, one can call a speech “great” on rare instances, but when the word is overused, it loses its impact.

To spark us to use more descriptive modifiers, our club leaders print slips of paper with words such as *exciting*, *fascinating*, *inspiring*, *informative* and *motivating* and scatter them around the meeting table in front of each seat. These remind us to be more creative in our written and spoken feedback.

Suann Hosie, ACS
Racqueunteurs Club
Vancouver, British Columbia, Canada

Singing Praises

I was really inspired reading Ruth Nasrullah’s article in the June issue (“Music to my Ears”). I am a songwriter, producer and composer, and a big part of why I am in Toastmasters relates to my performance fears of inadequacy — particularly when speaking to a large group about my songs. I en-

joyed reading about others who joined Toastmasters for the very same reason.

This is actually quite exciting, because I’ve just thought of a new way to meet other musicians and artists around the globe — by visiting local Toastmasters clubs when traveling! Thank you for this story.

Leah Frame
North Melbourne Toastmasters
North Melbourne, Victoria, Australia

Date **Confusion**

After reading about different date formats around the world in the August issue’s Around the Globe section, I felt like I learned something. I want to say thank you to the editors and writers of this magazine, because for me it is not about the long, word-filled articles — it’s more about the little things that make us think and say, “Wow, so this is what I did wrong that one time.”

Josias Andujar
Beachsiders Toastmasters Club
Vero Beach, Florida

Good **Impressions**

The practice I have gained from Table Topics helped me in a real-life situation. I was interviewed for a job with a national political party. There were no defined job specifications or competencies, so I went into the interview not knowing exactly what to say in response to questions.

But the *Toastmaster* article “Take Control of Table Topics” by Russell Isaacson (April) helped me prepare by highlighting that I could pre-plan *how* to respond to questions. You need an in-

roduction, a body and a conclusion, just like in a prepared speech. If I had not kept these three things in mind as I was answering questions, I would not have provided coherent, relevant responses.

Although I didn’t get the job, the feedback I received was very positive, especially in regard to my presentation and my responses to interview questions. I encourage everyone to embrace the fear of Table Topics and participate — you never know when the training may be useful.

Johanne Burns
Waverley Communicators club
Edinburgh, Scotland

Coffee Clarification

Reading the July issue on my terrace, sipping an espresso from my home machine, I was surprised by a statement in the “How Do You Take Your Coffee?” article in the Around the Globe section. European espresso is referred to as “highly caffeinated,” which is entirely false. This coffee may “taste” as if it contains much more caffeine, but when the different beverages are actually analyzed, espresso contains much less caffeine than brewed, and even instant, coffee.

Espresso is thus a good way to enjoy a brown warm cup with less risk of health issues from caffeine.

Marc De Vleschauwer, ACS, ALB
Odyssea Toastmasters
Gatineau, Québec, Canada

Do you have something to say?

Write it in 200 words or less. Include your name, address and club affiliation, and send it to letters@toastmasters.org.

APPEARING ON TV — UNEXPECTEDLY

How I navigated around my panic button.

By Katy Nims, ACS, ALB

It's one thing to stand up to address your home club, or even other clubs, as a district officer — but it's quite another to speak *on camera* during a live television broadcast. However, I just couldn't put it off any longer. It was time to make my appearance on local TV to showcase Toastmasters and tout its benefits to petrified speakers and developing leaders everywhere.

Now that my “ice-breaker” moment on TV is over, I'll be much less reluctant next time I contact the media.

How did I get this opportunity? As division governor, I was helping our leadership team coordinate the District 77 Spring Conference in Bay St. Louis, Mississippi. I had assigned myself the role of publicity chair so I could bring together two of my passions — my enthusiasm for everything Toastmasters and my desire to show off our beautiful Gulf Coast.

The conference was going to be held at the Hollywood Casino in Bay St. Louis. As I gained assistance for the upcoming event from Beth Carriere, director at the Mississippi Coast Coliseum in Biloxi, I asked about the possibility of the conference being covered by *The 4 O'Clock Show*, a news program on the local ABC affiliate. Carriere picked up the phone and speed-dialed the TV program director — then told me to arrive at the studio four weeks later to appear on the show. I hit my internal panic button!

As with many other Toastmasters, I'm an introvert at heart, shy and insecure. Throughout the years, I've managed to work through my limitations and gain confidence by participating in my Toastmasters club. For support, I invited my friend and long-time Toastmaster George O'Conor, ACG, ALB, to appear with me.

On the morning of the interview, I received a phone call from a broad-

caster at the TV station confirming our time. The die was cast — it was going to happen. When George and I arrived at the studio, I distributed Toastmasters fliers (“Benefits of Toastmasters Membership” and “Because Communication Isn't Optional”) to the people who had assembled in the anteroom.

And then the time came — George and I were on TV! During the interview, my Table Topics skills served me well. I was able to put together coherent sentences when answering questions, and I was comfortable with pausing before giving my replies. When describing how Toastmasters can help even the most fearful speakers gain confidence, I mentioned the quote from the *Competent Communication* manual about how to “make your butterflies fly in formation.” We spoke about the upcoming Toastmasters conference and then, in a matter of five minutes, it was over.

In spite of receiving positive evaluations from several Toastmasters who had watched the program, I waited several days before I could calm my nerves enough to watch the tape of the show. To my amazement, I appeared poised, confident and articulate. But best of all, I spoke clearly without stumbling or uttering “ums.” George's innate humor was evident as he answered questions, and we were both proud to have represented Toastmasters in our local media market.

This publicity success is an example of what can happen when you ask questions and make connections. Our event was covered by TV news because of a simple question I posed to Ms. Carriere, the Coast Coliseum executive. The local news producer's phone number was on her speed dial, and she immediately made the connection. The producer was hooked by the fact that we were bringing more than 100 Toastmasters to the area.

Now that my “ice-breaker” moment on TV is over, I'll be much less reluctant next time I contact the media. You, too, can network with others to make new contacts and spread the word about Toastmasters. And don't forget to inquire about who to contact to run a public service announcement! That's my next media assignment for Toastmasters. **T**

Katy Nims, ACS, ALB, is past division governor for District 77 and a member of Bienville Toastmasters in Ocean Springs, Mississippi. A productivity coach, speaker and adjunct professor, she can be reached at sknims@gmail.com.

AROUND THE GLOBE

▶ INTERNATIONAL INTERPRETATIONS

RICE IS NICE



Rice, which is grown on six of the seven continents, is considered a staple food in most parts of the world. But rice has uses other than being a key ingredient for dishes like sushi and Spanish paella.

For example, East Asians such as the Chinese and Koreans are known to use sticky rice as glue. The starch in white rice makes a natural adherent that's suitable for gluing pieces of paper and sealing envelopes.

Additionally, people who live in Southern Hemisphere countries with high humidity, such as New Zealand, put uncooked rice in salt shakers to keep the salt from clumping and clogging the holes. Rice acts as a low-grade desiccant and soaks up moisture.

Rice is also used at American weddings to wish newlyweds prosperity and fertility.

▶ WHAT DO YOU SAY WHEN...

SOMEONE ASKS WHY YOU STAY IN TOASTMASTERS?

Members contributed to the discussion on the LinkedIn Official Toastmasters International Members Group:

"I've not only improved my speaking and leadership skills, but my marriage and friendships have been enhanced. If Toastmasters helps me improve in every aspect of my life, why would I ever stop?"
— **BEVERLY HEAD, CC, ALB**
TLC TOASTMASTERS CLUB, LITTLETON, COLORADO

"The endless search for my voice."
— **MIKE WOODALL, CC**
CRESCENT CITY TOASTMASTERS, EVANSVILLE, INDIANA

"To mentor those who need help boosting their self-confidence and ability to communicate effectively."
— **DOREEN PENDGRACS, ACG, CL**
LORD SELKIRK TOASTMASTERS CLUB, SELKIRK, MANITOBA, CANADA

"You can learn so much from the members' speeches. It's like reading a new book or seeing a new movie every week."
— **JUDY BECK, CC, CL**
ASPINWALL TOASTMASTERS, ASPINWALL, PENNSYLVANIA

▶ SNAPSHOT



From rear to front: Toastmasters Mary Wallace, ACS, ALS; Sandy Robb, ACS, ALB; and Phyrne Parker, DTM; of Toronto, Canada, suit up with members of their walking club to take the 150-meter EdgeWalk trek around the roof of the CN Tower in Toronto, the tallest free-standing structure in the Western Hemisphere.

BOTTOM LINE

Interesting Images

The *Toastmaster* is seeking interesting photos for its Around the Globe section. If your Toastmasters-related photo is at least one megabyte in size, email it to photos@toastmasters.org.

Mark Your Calendar

The Toastmasters Accredited Speaker Program helps you master professional speaking techniques. Submit your application by November 1. For more information, visit www.toastmasters.org/accreditedspeakerprogram.

Marketing Tool

Use the updated public service announcement video to promote your club to potential members and the local media. mediacenter.toastmasters.org/videos

► PROFESSIONAL TIP

INTERVIEWS: OVERCOME CAREER SETBACKS

Many people have a less-than-perfect job record. Don't let past roadblocks deter you from landing your dream job. These tips can help you overcome negatives in your work history:

- **Use your cover letter or resume to explain gaps in your work history, and then elaborate during the interview.** Be sure to highlight projects or volunteer work you did during that time, and point out how they helped strengthen your professional and interpersonal skills.

- **Stay calm when discussing a layoff or termination, and focus on facts instead of complaints.** Tell your potential employer what actions you've taken to rectify any past issues and how you have learned from mistakes.

- **Remind your former supervisor of your positive attributes so he or she can give you a recommendation.** If there is too much negative history between you and your ex-boss, offer the interviewer the name of another colleague who can counterbalance a negative reference.

MEMBER MOMENT

A MINDSET OF EXCELLENCE

Karin Lindner, ACB, CL, a native of Austria, is a facilitator, trainer and coach in Richmond Hill, Ontario, Canada. Through her company, Karico Performance Solutions, Lindner helps manufacturing companies improve employee engagement. She is the vice president membership of Richmond Hill Toastmasters and has held positions of club president and vice president public relations. As a marathon and triathlon participant, she enjoys setting and meeting goals.



Karin Lindner

How has Toastmasters helped you in your career?

When I arrived in Canada, my English was not great. I made it my goal to improve and learn how to engage an audience. It was my dream to deliver a powerful message in a second language. Without Toastmasters, I would have never been confident enough to do this. Communication is the lifeblood of any organization, and everyone — second-language speaker or not — should be working on communication skills.

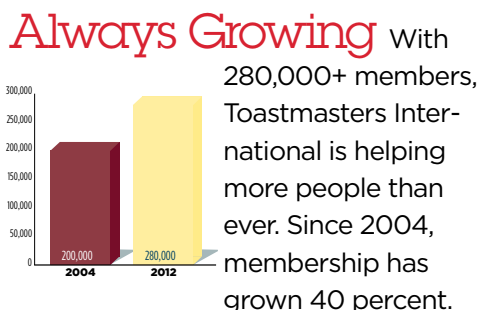
What have you gained from Toastmasters?

Confidence, friends and outstanding presentation skills. These skills enabled me to start my own business three years after I joined Toastmasters.

What attracts you to endurance races?

I have learned many things from these races — for business and life. It is important to develop a mindset of excellence and become a little better each day! When I completed the June Half Ironman in Quebec in six hours and 15 minutes, I realized I was capable of so much more than I ever thought possible.

Reach Karin Lindner at karin@karicosolutions.com.



Missed the Convention? Every August, members around the globe convene to network and learn the latest communication and leadership tips. Read about future Toastmasters conventions at www.toastmasters.org/futureconventions.

Happy Anniversary! The first Toastmasters club met 88 years ago in Santa Ana, California. See the timeline at www.toastmasters.org/timeline for Toastmasters milestones.



LIGHTEN UP YOUR SPEECH

How to use stand-up comedy techniques to get laughs.

By Judy Carter

I recently got a call from a humorist who wanted coaching on his speech for the Toastmasters Humorous Speech Contest. I listened as he presented his material, which was a collection of jokes, half-baked comedy ideas and funny stories about himself. I knew immediately he had three major problems: One, his jokes were funny but they weren't his; he'd lifted them off the Internet.

Never use a joke you didn't write. Finding a joke on the Web does *not* count as writing your own. If you didn't pay for it, then you stole it.

Two, his funny stories were about an audience's least favorite topic — the speaker. And three, his speech didn't have a message.

Before I write one joke for a speaker, I have to make sure he or she has a message that makes sense, because a confused audience doesn't laugh. Once a speech is coherent, *then* I do a comedy pass. Making a great message funny isn't as hard as it sounds.

I spent 17 years on the road as a headlining comic before I started speaking professionally. Using a few basic comedy formulas, you can add clean, observational punch lines to your speeches. Clean because you want to get paid, and observational because you want to convey confidence and spontaneity.

I can already hear you protesting: "Spontaneous observational humor?! But I'm not a comic!" Here's the good news: Getting laughs as a speaker is a lot easier than doing stand-up. Speakers aren't expected to get laughs every 10 seconds, so when you *do* deliver a funny line, it's a happy surprise. Plus, using real-time observations wins an audience over. They appreciate being in on the joke. They appreciate your

awareness of their surroundings. If you know how to look for it, there's "funny" happening all around you. There's funny in the parking lot of the conference center. There's funny in the hallway as you prepare to go on stage. Hey, take a look in the mirror! Now *that's* funny.

So be brave and add these comedy formulas to your speeches.

Formula One: The First 10 Seconds

The second you're introduced, you can go for your first observational laugh by thanking the emcee and pointing out an obvious (and positive) feature about him or her. One time, my emcee had a deep voice. As I walked onstage, I looked right at him

and said, "Thank you, Tom. That was a great intro. Let's give him a hand. (*Applause*) You have a beautiful voice. I realize now it was you who played Darth Vader."

You can pretty much ask the audience to applaud anything — and they will. "Let's have some applause for the dessert chef who gave us cake *and* pie!"

Like I said earlier, people like to be in on the joke, so mentioning something obvious and inclusive accomplishes that goal. When the audience knows you just made something up, they give you a lot of leeway. So, don't always plan the first thing you'll say. Allow for spontaneity as a result of what you observe before you step on stage. It might scare you, but your audience will love you — and that's a great way to start off your keynote.

For your spontaneous moment, consider the following examples: "Let's have some applause for ..."

- ▶ The guy who just fixed the air conditioning, the clogged toilet or the microphone that was squealing a moment before.
- ▶ The generous bartender from the party last night.
- ▶ The guy on the spotlight who is awake and able to follow me.
- ▶ The audience, for surviving three days of meetings.
- ▶ The people from Canada, for *always* being so nice.

THE RULES OF FUNNY

There are a few rules you need to follow when adding humor to your speech:

- ▶ **Never use a joke you didn't write.** Finding a joke on the Web does not count as writing your own. If you didn't pay for it, then you stole it. And stealing jokes is not funny.
- ▶ **Don't add off-topic "funny" stories** to your speech. The point of adding observational humor is to make your speech funny throughout, not to subject your audience to a long-winded story that has nothing to do with your message.
- ▶ **Look for landmines in advance!** If you're speaking to an international audience, don't assume that your punch lines will pack the same punch as they did on an ethnically more cohesive audience. Do your research. Try out your material on someone who knows the cultural sensitivities of your audience — corporate culture can often feel like you're visiting a foreign land.
- ▶ **Keep it clean.** You're no longer 8 years old, and very often people are listening to you while they're eating lunch. Nobody wants to hear about your bathroom habits while they're choking down rubber chicken. If it's sexual or scatological, skip it.



Judy Carter

Photo by Mark Huismann

Spontaneity is a skill of an experienced speaker. Your ability to risk being spontaneous in the first minute will grow with stage time. But eventually you will need to take this courageous step and trust your instincts. With that said, here's a quick warning: Always remember you're the outsider. Be respectful of where your clients live, how they talk and how they may be different from you. *You* need to be the butt of your own jokes — not your audience. Don't use your opening for cruel or sarcastic jokes. Like your mother said, "If you can't say something nice, then don't say it." And never, ever diss the person who signs your check.

Formula Two: You Are the Joke

Make fun of what the audience is looking at — you! Let's face it, when a speaker steps onstage, he faces an inherent hostility toward "know-it-alls." The best way to curb that judgment is to engage in some light-hearted self-mockery. Having the guts to get a laugh at your own expense not only creates laughter, it creates likeability.

Here are a few steps to make light of yourself for laughs:

- ▶ Make a list of obvious physical attributes that an audience will notice when you walk onstage; for example: your weight, hairline, age, gender or clothes. Choose something that could be seen as a *negative* trait. That expanding waistline? It's your punch line! Anything that makes you different can be comedy gold.

Note that none of these things should be funny, but they should all be authentic. Keep your list focused



SPEAKING IN ASIA? Lighthearted self-mocking is a Western form of comedy that won't work in an Asian country. Americans and Europeans are used to "shame-based" humor, with comics admitting their personal woes. When I spoke in China and joked about my love handles, the response was, "Oh ... that is so sad." — Judy Carter

on things the audience can actually see or notice. “I’m short” is better than “I’m lactose intolerant.”

- ▶ Now make a list of the *advantages* of these negative attributes. For example, looking nerdy: “Ladies, why go for tall, dark and handsome when a nerd like me can fix your computer in a flash?”

Using the lists above, fill in the “I know what you’re thinking” formula: Say “I know what you’re thinking,” *act out* what the audience is thinking, *and then* give the advantages of what you’re poking fun of. For instance: “I know what you are thinking. ‘Does she realize her hair’s the same color as a bag of Cheetos?’ Well, there are advantages to having bright orange hair. On the weekends I donate my head to guide planes into the gates at the airport.”

People like to be in on the joke, so mentioning something obvious and inclusive accomplishes that goal.

Formula Three: The Mash-Up

This formula is excerpted from my forthcoming book, *The Message of You: Turn Your Life Story into a Money-Making Speaking Career*.

It’s hard to listen to speakers who drone on and on with lists of information that don’t include a laugh. “I’m from blah blah, I went to school in blah, blah, and I got a degree in blah, blah.” Boring! This is a lost opportunity for a laugh! Here is a way to introduce your credentials that I call “The Mash-Up.” Let’s say you want to tell the audience you’re a nurse and a stand-up comic. All you have to do is add the words “*so that means* I ...” and then add the mash-up of the stereotype.

Let’s do some brainstorming:

- ▶ Make a list of your ethnicity, parents’ nationalities, your hobbies and your current and past professions.

- ▶ Pick two of the items you wrote and insert them into the following formula:
“You may not know this, but I’m _____ and _____ (or “I’m part this and part that”), *so that means* I _____.”

For example, “My father is from New York and my mom’s from Texas, *so that means* ... I like my bagels with gravy.” Or,

“I have a degree in astronomy and I’m an actress, *so that means* ... I know exactly why the sun revolves around me.”

Formula Four: The List of Three

Three is a magic number in comedy. Using the “List of Three” formula, a comic sets up a pattern with two serious ideas, and then adds a twist on the

third. For this formula to work, it’s an absolute necessity that your first two statements be *real* and *serious*. You want to lead the audience down a path of sincerity and then surprise them with a joke! You never want them to see the funny coming. The surprise is what makes people laugh. Two easy ways to set up this formula are “Big-Big-Small” and “Small-Small-Big.”

Set Up: Big-Big-Small

“It’s a scary world out there: We’ve got terrorism, the war in Iraq, and ... Lindsay Lohan is out of jail.”

Set Up: Small-Small-Big


“There are three subtle clues that your marriage might be over: You’ve stopped sending each other love notes. You’re not kissing as much. Your husband’s new girlfriend has issued a restraining order.”

This formula saved me when I was hired to speak to a cosmetics company

and I was told that management had announced there would be no bonuses that year. Management actually asked me to do “something funny with that.” That was a tough assignment! But using a List of Three helped me get a laugh. I observed that right before my keynote, the audience participated in a workshop on conceptual selling. So my list was:

“I understand that you learned today about conceptual selling. That means you aren’t selling lipstick but rather the *concept* of beauty. It’s not about the mascara but the *concept* of glamour. And I guess it’s not about the money but the *concept* of a bonus.”

People literally fell off their chairs. Now, that was observational humor at its most potent! The List of Three is also a great way to make your PowerPoint slides more entertaining. Break your learning points into lists of no more than three bullets, and *always* have the third slide be a funny surprise.

So when adding humor to your speech, first have a good message, and then look for opportunities to add laughs using these formulas. After all, laughter is the best medicine for every audience. It’s a feel-good, legal drug. It makes people happy, you don’t need a prescription to use it, and you’ll never get arrested for driving under the influence of it. But best of all, speakers who get laughs connect with their audience, win contests and get booked. 

Judy Carter is a stand-up comic, author and public speaker. She is a regular contributor to National Public Radio. Email toastmasters@comedyworkshops.com for a free MP3 download of Judy’s *Using Stand-up Comedy Secrets to “Funny Up” Your Presentation*. To learn more, visit JudyCarter.com.

TAKING THE TORCH

Special Olympics Global Messengers thrive in a Gavel club.

By Julie Bawden-Davis

Paul Hoffman has won more than 200 medals over the years in the Special Olympics, where people with intellectual disabilities compete in various sports. He has also served as a spokesperson for the organization. But it has been Hoffman's involvement in a Toastmasters Gavel club that has noticeably bolstered his self-esteem.

"The club has enabled me to get the word out that disabled individuals are just like everyone else."

"The Gavel club gave me confidence in myself and proved that I can make a difference in society," says Hoffman, a silver medalist in team handball. Besides an intellectual disability, he has limited motor skills on the left side of his body, caused by spinal meningitis he suffered as an infant. "The club has enabled me to get the word out that disabled individuals are just like everyone else."

Chartered in April, the Gavel club is co-sponsored by Chris Gregory, DTM, and Robert Rohan, CC, members of the Helmsmen Toastmasters club in Huntington Beach, California. Parents of the Special Olympians are speech coaches in the Gavel club, who join with Toastmasters like Gregory and Rohan in mentoring the Gavel club members and guiding them in club meetings. Several of the parents are also officers in the club.

"The club has given the Special Olympics athletes a voice, and there's been so much interest [in speaking] that we've had to lengthen meetings to fit in speeches," says Gregory.

Its name is a mouthful: the Special Olympics of Southern California Global Messengers Gavel Club. Why the name "Global Messengers"? Because the Special Olympians belong to the Global

Messengers, a group that shares their stories with the public about how the Special Olympics has impacted their lives.

California Connection

The formation of the Southern California club comes at an ideal time: The 2015 Special Olympics World Games will be held in Los Angeles. The event is expected to attract about 75,000 athletes from around the globe, and the Special Olympics organization is already gearing up for the publicity. The local Global Messengers will play an important role.

"As hosts of the 2015 World Games, it's going to become more important than ever for the Global Messengers to improve their speaking skills," says Marilyn Skinner, vice president education of the Gavel club and mother of club member Jenny Skinner. "Our athletes will have the opportunity to speak with athletes

from all over the world and to host them throughout Southern California.

"Right now, the biggest question many of the Global Messengers get from the public is: When is the next World Olympics? The Gavel club gives them a head start in being able to answer that question and tell people what the Special Olympics is all about."

Special Olympics officials are just as enthusiastic. "Partnering with Toastmasters is ideal," says David Armendariz, regional director of Special Olympics Orange County in Southern California. "The Special Olympians are excited to have the format and opportunity to fine-tune their speaking and leadership skills, and [the Toastmasters experience] is definitely raising their self-confidence."

Mindy Boyle, executive administrator for Special Olympics Southern California, adds, "We've seen a huge amount of growth in the athletes' speaking abilities, including answering on-the-spot questions."

Starting the Club

Chris Gregory, of the Helmsmen club, had the idea of starting a Toastmasters Gavel club when he saw the Global Messengers speak earlier in the year. "I was really impressed watching them and I felt an affinity," says Gregory, whose late sister, Patsy, was disabled and suffered from bullying as a result of her disability. He approached Gary Osterbach, a member of the Smedley Chapter One Toastmasters club in Tustin,



► **Members of the Special Olympics of Southern California Global Messengers Gavel Club work together with their support staff to improve their speaking skills.**



California, about starting the Gavel club. Osterbach's daughter, Rachel, has Down syndrome and is a Global Messenger, so he agreed to be her speech coach and serve as the club president.

"I've been amazed at how well the club has gotten off the ground," says Osterbach, CC, ALB. "The members are never bored and everyone enjoys speaking. We've recently introduced Table Topics, and they're all doing great with that as well."

The Gavel club, which meets in Santa Ana, California, has about 25 members — including seven or eight "support staff," meaning parents or members of other Toastmasters clubs. The parents work with their children (most are 18 or older) at home, helping them with their prepared speeches. The majority of them have already delivered their Ice Breakers, notes Gregory.

In fact, for the most part the Gavel club members can't wait to get up and speak.

"Rachel is very excited about the Gavel club, because even though she's been in Special Olympics for 20 years and a Global Messenger for seven, she didn't have much of a chance to speak over the years," says Osterbach. "Toastmasters enabled her to hone her communication skills, and as a result her confidence has soared."

He adds that Rachel has had several speaking engagements, including recently presenting to 250 people at the Special Olympics Summer Games

in Long Beach. "That is something she never would have done before," he says.

Club members receive additional practice speaking at other Toastmasters clubs and service organizations. Rachel will soon speak at the Smedley club, as will her father. "We're having a father-daughter speak-off," says Osterbach. "She recently asked if she could speak after me, because according to her, 'It's important to save the best for last.'"


Broadening Horizons

Jenny Skinner is sergeant of arms for the Gavel club. She has Down syndrome and has served as a Global Messenger since 1992. She enjoys speaking and sharing the news about Special Olympics and likes the fact that she gets to meet new people.

"I am very excited to be in the Global Messengers Gavel Club and develop my skills to be a better public speaker," says Skinner, who won medals in swimming at the 1995 Summer World Games and has shared information about the Special Olympics at places such as the University of Southern California and the FBI.

Paul Hoffman adds, "It's good to get out of my comfort zone and talk to a lot of different audiences. All of the compliments make me feel good and as if I'm on the path to doing what I'm supposed to be doing."

Gregory says it's gratifying to see the Global Messengers' enthusiasm and pride.

"We Toastmasters assisting them can't help but be deeply touched." 

More on the Special Olympics

The Special Olympics was founded in 1968 to provide sports opportunities for individuals of all ages with intellectual disabilities. Sports training and competitions are held year-round; events include the Special Olympics World Games. The World Games are held every two years, alternating between Summer and Winter Games. The 2013 Special Olympics Winter World Games will be held in South Korea.

For more information about the Special Olympics, visit specialolympics.org.

For more information about how to start a Gavel club, contact newclubs@toastmasters.org.

Julie Bawden-Davis is a freelance writer based in Southern California and a longtime contributor to the *Toastmaster*. Reach her at Julie@JulieBawdenDavis.com.



NO MORE **BORING** BUSINESS PRESENTATIONS

Three steps to delivering your message with humor.

By Lars Sudmann, DTM

We all love humor in speeches. Many Toastmasters go to great lengths to incorporate it into their presentations — however, there is one area in which many think humor has no place: the world of business.

I have seen even the funniest Toastmasters turn as dry as the desert when presenting district business reports.

“Humor is the instinct for taking pain playfully.”

— Max Eastman, author

Yet audiences appreciate speakers who can interject humor into business presentations. As Tom Peters said in his speech when accepting Toastmasters’ 1990 Golden Gavel award: “Don’t take yourself too seriously, because if you do, nobody else will.”

Humor in business works, with one caveat — you need to keep your professionalism and credibility. Jokes à la “two camels in the desert” usually don’t fly in a business setting, even if they *are* funny. These three steps will help you create powerful humor in a business context.

Step 1: Find “truth and pain.”

One of the companies I worked for held regularly scheduled business

updates as part of its integration process. One particular site leader in Reading, England, faced an ongoing problem when addressing an international audience: Nobody knew where the town of Reading was.

After fielding countless questions, the man changed his next presentation to address the problem. He started by displaying a picture of

Windsor Castle and asked his audience, “Who of you recognizes this?” Several people indicated they did. Next, he projected an image of a rowboat with eight rowers and asked, “And who of you knows what this is?” Several people identified it as a photo of participants in the Oxford-Cambridge Boat Race. He continued with a smile, “If you ever wondered where Reading is, it is located between Oxford and Windsor Castle.” This generated laughter and served the speaker’s purpose, since everyone at the presentation could now find Reading on a map.

Why was this funny? Because the speaker addressed an issue painfully familiar to almost everyone in

the audience: hearing about a place unfamiliar to them. And there lies the fundamental law of humor — truth and pain. As American author Max Eastman put it, “Humor is the instinct for taking pain playfully.”

To be clear, we are not talking about being hostile. Hostile humor that belittles should be avoided at all costs. Writer Jenna Goudreau points out in a [forbes.com](#) February article that “empathic humor” has a positive intent and therefore serves best in a business situation. With that in mind, find humor that your particular audience can identify with. Choose areas they can relate to *with a little bit of pain*. Unfamiliar places, software updates, traffic jams, email ping pong and tedious company processes are examples from the world of business. Tap into these situations for humorous material to use in your presentations.

I frequently train others on how to create engaging virtual presentations and webinars — the ones you view on-screen and hear over the phone (such as via WebEx or Skype). It is a challenge to interject humor into this type of training process. After some reflection and many discussions, I have come to realize that maintaining an audience’s attention span is an ex-

ample of pain, particularly in remote settings — and that this, in itself, is potentially humorous. How can we bring some humor to this topic?

Step 2: Let it clash.

The second key step is what some humor practitioners call the “clash of context.” The technique introduces an element of surprise. American humorist Jack Handey illustrates the point: “Before you criticize someone, you should walk a mile in their shoes. That way, when you criticize them, you’re a mile away and you have their shoes.”

Clash of context is about situations or comments that clash unexpectedly with the “normal” expectation of an

Try to find an interesting, yet surprising fact that relates to your business topic.

observer. For example, with Handey’s remark you expect him to use the “walk a mile in their shoes” phrase as a figure of speech. He then upends your expectation by using the phrase literally, which gives the context a funny twist.

At one point I was tasked with incorporating clash of context into my training on how to deliver engaging virtual presentations and webinars. After some brainstorming, I now ask audience members what they think “remote audiences” typically look like. First, I display a photograph of a woman smiling while sitting at her computer.



Photo courtesy of Jerry Bunkers.



Photo courtesy of iStockphoto/gmicholas.

Next, I show a full-page image of an empty chair and comment on how remote audience members typically look more like *chairs*, suggesting that people tend to be physically or mentally removed from the situation. This usually generates laughter, as I find people often recognize themselves in this situation.

How can you find examples of

clashes? One way is to consider a painful situation you identified in Step 1 and ask yourself what would be the extreme opposite of something that would “normally” be expected to happen.

Step 3: Spice it up.

After brainstorming and thinking about a potential clash, it’s time for you to spice it up. Here’s how:

► **Exaggerate words and their delivery.** In his TED talk, British historian Niall Ferguson talks about the “six killer apps for prosperity.” This is a particularly colorful phrase, because when Ferguson introduces it 8 minutes and 15 seconds into his talk, he delivers it in a slightly exaggerated way: “Let’s call them *Killer Apps*.” This produced laughter — it was the *delivery* that made the difference here.

► **Use the surprise factor.** I was often called on, as head of finance at Procter & Gamble in Belgium, to engage the company’s sales force

in a discussion of finance. I started one presentation like this: “Did you know that Belgium is currently an undisputed world champion?” The audience was silent. I then continued: “Belgians are, in general, undisputed champions in coupons used per capita for shopping, far ahead of second-place Americans.” I then displayed a bar chart showing all countries, with a crown capping Belgium’s figures.

This brought laughter to the audience. Why? Because first, they weren’t expecting this type of content in a discussion about finance, and second, the content was slightly painful, since Belgium is a small country and this beautiful place does not have many world champions. Still, the story was relevant to the audience’s situation, as all the sales professionals were using coupons as sales tools.

Try to find an interesting, yet surprising fact that relates to your business topic. Deliver it with a bit of exaggeration, and you’ll have good potential for humor.

► Interact with your audience.

Interaction is a great way to potentially produce humorous situations. I have had good experiences using closed questions — those that require a specific answer, or only a *yes* or *no* reply — when trying to interject humor into a business presentation, because you can nicely interject a clash of context into interactions. I had a client who did this effectively. Demonstrating her new software application for filling out company expense reports, she started her presentation like this:

“Who among you fills out expense reports? Can I see a show of hands?” (Almost all hands in the audience went up.) “Okay, and another question: Who of you *likes* filling out these expense reports?” (All hands went down immediately, followed by great laughter.)

This example demonstrates the truth-and-pain concept as well as the clash of context. The audience could relate to the drudgery of filling out expense reports — and my client’s follow-up question clashed with their expectation, which created the humor. She went on, in a professional way, to say, “That’s what I thought. I will now show the new, improved and easy version of the expense-report software.” She had the audience in the palm of her hand.

► **Go for it.** In business you don’t necessarily want to go after the big laughs that might win you the Toastmasters Humorous Speech Contest. Rather, you want to see smiles on people’s faces and an expression of thanks for making a potentially dry topic a bit lighter.

Here is my final tip: Give it a shot. In the great documentary *Comedian*, American comedy star Jerry Seinfeld explains that it takes time — even for the pros — to write and test humor.

One must also test humorous situations in business presentations. If you don’t get a reaction from your audience, refine or replace your material, or try something different next time. Test one of the strategies in this article and see what works. Take note of when your audience laughs, and learn from it. Humor is a process, and it’s worth the effort! 📌

For inspiration, listen to TED talks at ted.com tagged as “funny.” Watch with a notebook in hand and note when the audience laughs. Think about why they laughed and what exactly the speaker did to get that response.

To see the “empty chair” speech and the audience’s reaction, watch **Lars Sudmann’s** PechaKucha & Maastricht 2011 talk on virtual presentations at lars-sudmann.com (under Videos) or at bcove.me/y91rjipr.

Lars Sudmann, DTM, is the former chief financial officer of Procter & Gamble Belgium. A member of the Brussels Toastmasters club in Brussels, Belgium, he is co-author of *The Smart Presenter*. This article is based on a presentation he gave at the 2012 International Convention in Orlando. Visit lars-sudmann.com.



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INCREASE YOUR REWARDS

The benefits of belonging to more than one club.

By Marcy Ortiz, ACB, ALB

Do you remember the first time you learned about a Toastmaster who belonged to multiple clubs? I do — vividly. It happened the day I attended my first Toastmasters Leadership Institute (TLI), which provides club officer training. While listening to a leader list all the clubs he belonged to, I remember thinking this man must be nuts, because I could barely keep up with one club. I could not see myself ever doing what this person did.

But after three years of devotion to my local club, I finally took the next step: I joined a second one. I was now able to include myself in this “nutty” group — those who choose to participate in multiple clubs. In addition, I facilitated for the first time at the TLI training. I have now come full circle to emulate the leadership I once scoffed at when I was a new, inexperienced member.

I now realize firsthand the benefits of belonging to more than one club. Different club environments provide various challenges for members. My home club, Camelback Toastmasters in Glendale, Arizona, welcomes all members, from first-timers to the more advanced speakers. My second club, S.L.E.E.K. Toastmasters, also in Glendale, is an advanced club; all members must have earned a Competent Communicator award. This is what encouraged me to join. I saw the potential in being fully surrounded by more advanced members.

To be involved in an advanced communication environment would be a new experience for me. I felt this would boost my level

of experience and give me the opportunity for continued learning and improvement.

Shake Things Up

Club environments vary. If you feel the need for a new challenge, more self-growth or greater variety, consider joining an additional club. Whether or not that club is advanced, it is another venue for the Toastmasters experience. Members in different clubs have different ways of conducting a meeting and different ways of presenting speeches. They present diverse topics of discussion.


Comparing my two clubs, I saw the areas in which Camelback Toastmasters was doing a great job. We were supporting newer members and preparing them to become more advanced speakers and leaders. I also recognized areas that needed improvement. What a great way to gain this knowledge! By merely joining a second club, any member can return to her home club to initiate changes for the better. This alone is a significant benefit.

Each individual is unique and each brings his own talents to every club meeting. This is another perspective I gained. The S.L.E.E.K. club was virtually new when I joined, unlike the Camelback club, which has been active since 1954. Although my home club is known for its high achievements, I needed to step outside of “my normal.” I was excited to expand my speaking opportunities and present in front of a new audience.

Joining additional clubs forces you to face new challenges. You cannot avoid the increased visibility. Visibil-

Benefits of Multiple Club Membership:

- ▶ Observe a wider range of speaking styles.
- ▶ Increase your opportunities to speak.
- ▶ Gain varied feedback from a new audience.
- ▶ Gather new ideas for your home club.
- ▶ Increase your leadership opportunities.
- ▶ Expand your social and networking opportunities.
- ▶ Achieve more visibility in Toastmasters.

ity in Toastmasters is a great advantage; it improves your networking capabilities within the organization. You also experience camaraderie with the well-connected leaders in Toastmasters. Visibility also gives you more opportunities to advance as a leader within your clubs, area, division and district. Observe officers who are teaching leadership to newer members — they epitomize the success gained in being a member of multiple clubs. Rewards are plentiful in any Toastmasters club, but for those who join multiple clubs they are even *more* substantial. 

Marcy Ortiz, ACB, ALB, was awarded Outstanding Area Y7 Toastmaster of the Year for 2010–2011. Contact her at ortiz7688@cox.net.

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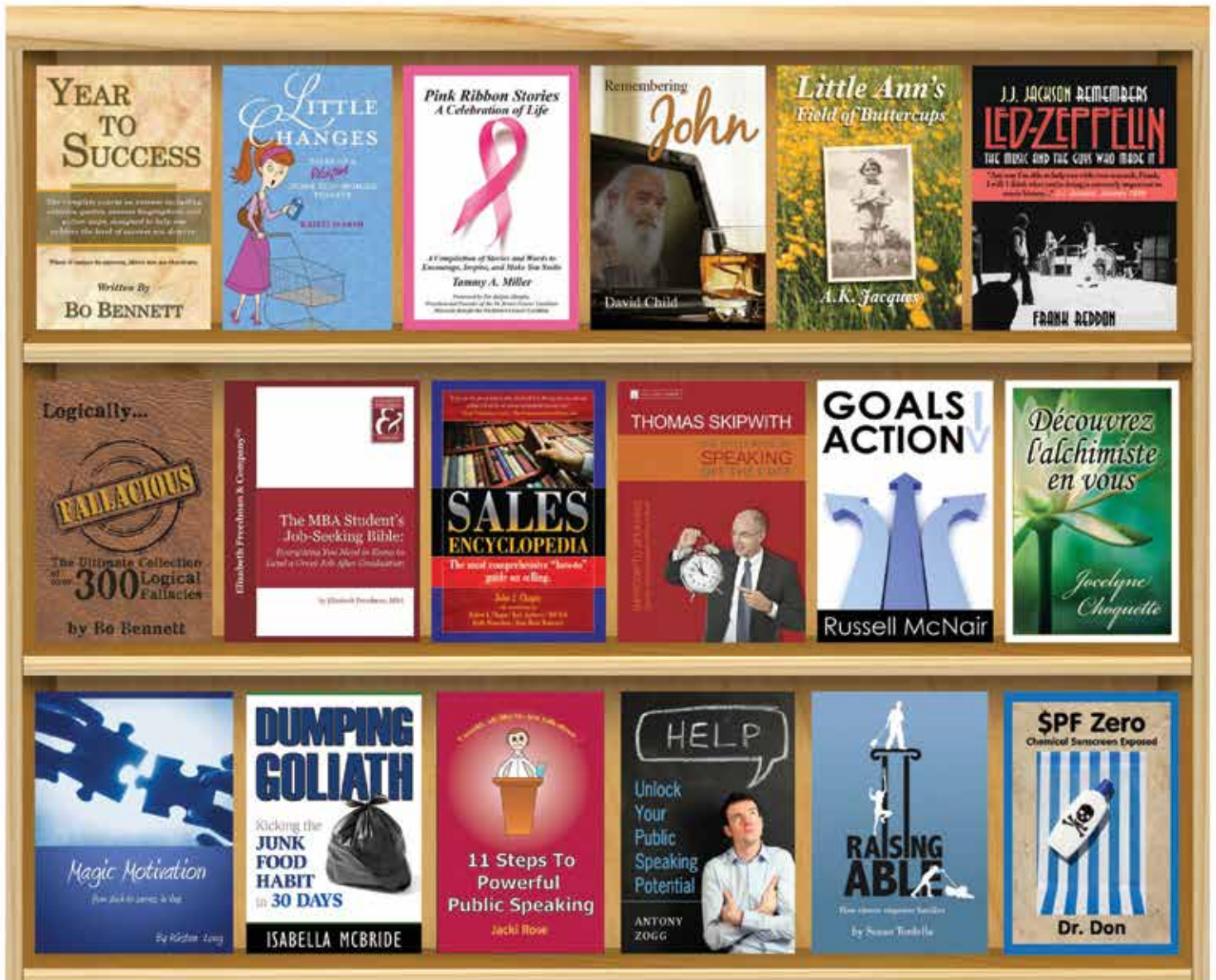
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▲ The author poses with her audience of rookie Baltimore Ravens football players.

DON'T PUNT WHEN YOU CAN SCORE

Go the extra mile by studying your audience.

By Darcy L. Keith, CTM

How do you capture and keep the attention of an audience that is demographically and culturally very different from yourself and what you are used to? Last year the Baltimore Ravens football organization invited me to address the team's 2011–2012 rookies as part of the National Football League's Rookie Success Program. I was excited by the chance to speak to this group, but worried about how I would be able to connect with an audience of college-age football players.

I planned to present a session called "Traffic Education and Decision Making," which was a new topic for the Rookie Success Program. In preparation, I consulted with Harry Swayne, director of

player engagement for the Ravens. In Toastmasters, we are taught to know our audience, so I asked Swayne — who played 15 seasons in the National Football League (NFL) — to provide some background information on the players. I learned several of these rookies had recently become millionaires, and many were away from college for the first time. In addition, 86 percent of them were African American.

Picture me, a Caucasian, middle-class, office job-based female — one who has *never* participated as an athlete in professional sports — sharing *my* secret formula on how to make good decisions with young, well-conditioned, wealthy male professional athletes.

To make matters even more challenging, I was scheduled to speak at 9:45 a.m. in Baltimore, the morning after the Ravens were to play a Sunday night football game in Pittsburgh. But thanks to my Toastmasters training, and the information I collected about the players, I was able to score a touchdown and engage the audience from the start.

How can *you* successfully connect with your demographically and culturally diverse audience? Consider the following for good offense:

1 Learn all you can about your audience. What are their interests? What is the ratio of men to women? What are their ages? You may be speaking to foreign executives and

employees, so find out where they're from. Customs and dialects vary, so *do your research*.

2 Know your audience's language. Familiarize yourself with their buzz words and jargon. Although I'm not male and have not played professional football, I'm a sports nut. In addition to serving as a media hostess for the Indianapolis Colts, I learned football lingo while in college, so I am familiar with it. That made it easier for me to get the team's attention.

Research your audience's lingo online. Read articles that pertain to the group. Ask the person in charge of the event for clarification of your presentation's specific objectives, and inquire about recent events in the industry.

3 Connect with audience members through social media. If your audience is of a professional nature, join its LinkedIn group and

engage its members in discussion. There may also be groups devoted to your topic on Facebook. Search them out and make comments, and post a video on YouTube as a teaser to promote your presentation.

Before going to Baltimore, I tweeted messages to all the Ravens rookies I could find. I knew I'd have a better chance in reaching this demographic on Twitter than through Facebook. When, at the end of the presentation, I handed out my pocket-sized "tip guide" listing my social media contact information, one player recognized my username. Another charged me with not "following" him (which I promptly corrected). A third player hadn't received my tweet, and offered his username so I could tweet him. This increased my followers and presence on Twitter, as several rookies re-tweeted and others responded to the follow-up tweet I later sent.

By taking advantage of a pre-event questionnaire, conducting an interview with the meeting planner, doing online research and interacting through social networking, I was able to connect with my audience. This enabled me to score big! Harry Swayne referred me to the NFL's 31 other teams. Since then, I've met with the Denver Broncos and the Indianapolis Colts. Don't fumble or punt away an opportunity when *your* chance comes to score a touchdown! **T**

Darcy L. Keith, CTM, is a member of Talking Heads Toastmasters club in Noblesville, Indiana, and a professional speaker. She has contributed to two books: *Refined by Fire: Discovering Victory Through Adversity* and *Women Like Us: Real Stories and Strategies for Living Your Best Life*. Reach her at darcykeith.com.



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Philippine National Police Chief
Nicanor Bartolome

PHILIPPINE NATIONAL POLICE LEAD THE WAY

Country's top crime fighters tout the benefits of communication.

By Johnny T. Uy, DTM

On March 20 of this year, the District 75 governor, lieutenant governor market-ing and 10 past district governors trooped into the Camp Crame national police headquarters in Metro Manila to visit Philippine National Police Chief Nicanor Bartolome. Some of the visitors flew in from oth-

er parts of the country, while some drove eight hours for the occasion. Chief. In addition to Bartolome, they included Arturo Lomibao and Avelino Razon Jr. All three were members of the Philippine National Police Toastmasters club, at the organization's police headquarters in Camp Crame.

Amid the jovial atmosphere of the March visit, Bartolome recalled his reason for originally joining Toast-

Addressing the Public

Before he became police chief, Bartolome's communication skills had led him to be the appointed spokesman for the Philippine National Police. "The true test for what I learned in Toastmasters was when I became chief of the Police Public Information Office and was the spokesman for the police organization for four years," he said. "I was the instrument who delivered good and bad news. I addressed the Filipino public every day.

"I strongly believe that without my background as a Toastmaster, I would not be able to represent the Philippine National Police as well as I think I did."

When Arturo Lomibao joined Toastmasters, he held that job — official spokesman for the Philippine National Police (this was before Bartolome held the position). He recalls the stress of public exposure. He conducted and attended press conferences and briefings in the Philippines and abroad. Additionally, the media asked him to respond to "ambush interviews."

"I joined Toastmasters mainly because I wanted to gain more self-confidence to face my audience," he said. "Believe it or not, I was shy and sometimes embarrassed when I spoke in public before I became a Toastmaster."

When Lomibao and Bartolome transitioned from spokesman to chief

Since the mid-1990s, three Toastmasters have risen to the rank of National Police Chief.

er parts of the country, while some drove eight hours for the occasion.

The Philippine National Police Chief leads 145,000 officers and is responsible for maintaining peace and order in the Philippines. He is the civilian equivalent of the Philippine armed forces' chief of staff and holds the title of Director General. To his visitors that day, Bartolome was, more importantly, a Toastmaster par excellence. They were there to present him with District 75's Communication and Leadership Award.

If there is any doubt that Toastmasters builds leaders, the Philippine National Police will "arrest" those doubts. Since the mid-1990s, when Toastmasters was introduced to the organization, three members have risen to the rank of National Police

masters: to develop the communication and leadership skills to inspire people to action.

"The life of a police officer involves not only the ability to handle a firearm to suppress crime, but also the skill to rally the people behind you — police officers and civilians alike — to fight criminality," he said. "When I joined Toastmasters, I was a police chief inspector, which is equivalent to a major in the armed forces. It was during those years as a middle-grade officer that I formed the foundation of my long-standing relationship with the Filipino public."

Reminiscing about earlier days, Bartolome jokingly said he used to recruit police officers to join Toastmasters "so that they could arrest criminals [while displaying] adequate vocal variety, body language, sincerity and conviction."



► **Nicanor Bartolome (right)** receives District 75's 2012 Communication and Leadership Award from 2011-2012 District Governor Victor Navales.

(at different times), they needed listening skills as well. Bartolome recalled Toastmasters evaluation contests as a particularly beneficial activity for improving this skill. “I realized that before anyone can say anything, one must learn to listen, and listen well,” he said.

Forming Police Clubs

Past District Governor Baby Luat, DTM, formed the Philippine National Police's first Toastmasters club in the mid-1990s — the aforementioned Philippine National Police club inside Camp Crame, in Metro Manila. Two

“an achiever whose leadership skills were beyond comparison. He encouraged club members to be active in Toastmasters, join contests and reach their career goals with the help of skills learned in Toastmasters.”

To set an example, Razon Jr. never missed a weekly meeting, no matter how busy he was. Christine Temblique, DTM, Toastmasters Past International Director from Meycauayan, Philippines, recalls of Razon Jr., “He asked his assistant to send all important papers for him to sign to the Toastmasters meetings, so he wouldn't miss

runner-up in District 75's International Speech Contest and the Evaluation Contest. At one point during the March visit at Camp Crame, he glanced over at Past District Governor Mike Chua and said, “Mike, I still remember you beat me at the Evalu-

“Very few high-ranking policemen have the ability to express themselves well, because they are not really trained for that.”

— former Philippine National Police Chief Arturo Lomibao

of the most active members were Lomibao and Bartolome. As mid-level officers, they saw the potential of Toastmasters to help the force and their own career development. They traveled across the country organizing Toastmasters clubs in local police units. At its peak, 20 police clubs existed in District 75.

One of the clubs was in the largest police district in the Philippines — the Western Police District of Manila. The club was called Manila's Finest Toastmasters club. Razon Jr., then a station commander, was elected as club president. Luat said Razon Jr. was

any [meetings]. I saw him do this every time I visited their club.”

As for Lomibao and Bartolome, they continued to shine in Toastmasters and the promotions kept coming — to the point where they were so busy they could no longer be active club members. But, as is so often the case when personal or professional circumstances prevent continued membership, members leave grateful for gaining so much. And these two officers certainly benefited from Toastmasters, rapidly developing their leadership and communication skills. In 1997, Bartolome was first



Arturo Lomibao

ation Contest 15 years ago” — to which Chua replied, “If I had known you would become police chief, I would have just let you win.”

In addition, both Lomibao and Bartolome sponsored and mentored numerous new clubs. In 1997, Lomibao was named District 75 Toastmaster of the Year. He later served as area governor and division governor. In 1998, Bartolome was named District 75 Club President of the Year while the club he led was recognized as Club of the Year. In 1999, Bartolome was named Area Governor of the Year.

► **Past International President Johnny T. Uy presents Nicanor Bartolome with a framed photograph of the 1998 International Convention in Palm Desert, California.**



Open to Learning

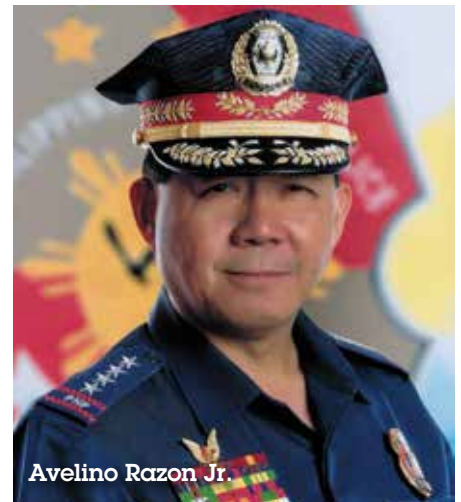
When his visitors came to Camp Crame, Bartolome discussed his leadership insight with them. “It is one thing to read about leadership,” he said, “but practicing it is another matter. With Toastmasters, the members learn this principle by participating in club and district leadership roles. I know I have.”

Past International Director Temblique summed it up well. “The communication and leadership skills [Bartolome, Lomibao and Razon Jr.] developed in Toastmasters strengthened their sense of competence and helped

However, despite all the success, pangs of regret still linger. Lomibao said his regret was never having the time to earn his Distinguished Toastmaster award. Also, he added, “I should have required Toastmasters membership for all middle- and top-level officers of the Philippine National Police. To become effective public servants, police officers should be effective communicators and leaders first and foremost.

“To be very candid about it,” he continued, “very few high-ranking policemen have the ability to express themselves well, because they are not

award as the best homecoming he has ever experienced. He then announced that he would direct all police regional offices to organize Toastmasters clubs, as well as revive the one at Camp Crame. This was met with loud cheers and a standing ovation.



Avelino Razon Jr.

“The life of a police officer involves not only the ability to handle a firearm to suppress crime, but also the skill to rally the people behind you — police officers and civilians alike — to fight criminality.”

— Philippine National Police Chief Nicanor Bartolome

them discover their inner talents,” she said. “The humility to partake in servant leadership roles, their openness to learn, and sharing the Toastmasters benefits with fellow officers brought them miles in their professional career and leadership journey.”

When asked what advice he would offer to police officers around the world, Lomibao answered: “Simple. Join Toastmasters, and join now. Opportunities come and go. If you want to make a difference in your life, go for it. I’m sure it will be the best thing that will happen to you for your professional advancement.”

really trained for that. So, in order to supplement this lack of training, we need more Philippine National Police in Toastmasters.”

Standing Ovation

On May 29, two months after the initial visit at Camp Crame, Police Chief Bartolome was formally honored with the Communication and Leadership Award at the District 75 Conference in Samal Island, Davao City, Philippines.

Bartolome was in Germany that day on official business, but he cut his trip short to return to the Philippines and accept the award. He cited his

Bartolome concluded his speech by saying, “The phrase ‘Where Leaders Are Made’ is a great way to encapsulate the essence of Toastmasters International. The accomplishments I achieved would not have been possible if not for the understanding I developed as a communicator and a leader in Toastmasters.” **T**

Johnny T. Uy, DTM, PIP, served as Toastmasters International President in 2006-2007 and is a member of Taipan Toastmasters club in Cebu City, Philippines. Reach him at pawe.uy@gmail.com.



THE GRACIOUS GUEST

When visiting other clubs, bring a plan and a purpose.

By Bill Morgan, ACG, ALB

The farther along you travel in your Toastmasters journey, the more you realize how much you still can learn and do as a member. You become aware of a larger world. You meet other members, not only at Toastmasters functions but in other areas of your life through friendships, business contacts or social media connections. Through these contacts you discover how other clubs function and how they may differ from yours.

Your home club is the starting point, the compass by which you navigate through your public speaking and leadership development within the Toastmasters program. As a next step, consider expanding your horizons by visiting other clubs.

During such visits, the structure of a Toastmasters meeting itself is an ice-breaker. Members and visitors naturally tend to ask each other questions about their respective clubs. “How do you do Table Topics?” “What part of the meeting do you like the *least*?” “How long do your meetings last?” Many more questions can be asked. Ideas can be shared.

But before you go, put some thought into your visit to make it a valuable experience — and an easy one for your host.

Have a Clear Purpose

Reflect on the *purpose* of your visit. Members have many valid reasons for attending meetings in other clubs. You may be a club officer looking for ideas

on how other clubs are run. You may be tired of your club’s routine and are looking for ways to change things. You may be seeking a place to complete a specific component of a *Competent Leadership* or *Competent Communication* manual to meet your goal. You may want to visit the club of a friend or colleague to offer him or her moral support for a milestone speech.

Without an express purpose, you may not be certain of what you are trying to accomplish, and that will make it more difficult for your host to help you achieve your mission.

Common Courtesy

Contact the club you wish to visit well in advance of the intended date. You may already have met a club

member and ferreted out the pertinent details. If not, use the “Find a location” link on the Toastmasters website to find basic information about the club. Most clubs will list their website where you can find more information — such as contact names. Call one of the contacts, if possible, to *ask* if you may visit. Sometimes email is your only alternative, but a call is more personal. Be sure to verify the day, time and location of the meeting.


It is important that you respect another club’s agenda. Let your prospective host know the purpose of your

during your initial contact. Also take note of the host club’s recent activities and accomplishments.

Arriving early is especially pertinent when you have a role to play at the meeting. You should never assume that the club you are visiting conducts its meetings the same way your club does — check with another member to learn the proper procedures. For example, you can say, “I am going to be a speech evaluator for John Q. In my club we introduce the speaker. What is your way of doing it?”

Your behavior will be judged, and it will reflect on your club, so always be courteous, polite and appreciative of your host. The host may formally welcome you, and may even ask you to speak in front of the club, so be prepared with a short (about 30 seconds in length) pocket speech. A good topic is the *purpose* of your visit. You also may wish to speak about your home club’s recent activities, and include when and where your club meets. Reciprocate your host club’s hospitality by inviting its members to visit *your* club.

Beyond that, don’t forget to enjoy yourself! It’s fun to experience the flow of another club’s meeting. Remember your first-ever visit to a club? Think of how much you learned and have grown since then. You can feel more relaxed when visiting other clubs because you are usually there to observe and don’t have as much to do as you would at your own club’s meetings.

You will become a more well-rounded person if you take advantage of all the opportunities Toastmasters provides for participating and learning. Take time out of your busy schedule to visit different clubs now and again; such experiences will allow you to meet new friends, broaden your perspective beyond your home club and enable you to learn more as a Toastmaster. 

Club members enjoy the fresh perspective of a guest and are probably as curious about your club as you are about theirs.

visit and *ask* if you can participate. Be flexible. If you want to give a speech or play a particular role, the club may or may not be able to accommodate you. A club’s members come first, and roles and speeches may have been scheduled in advance.

Most clubs are happy to have visitors. Club members enjoy the fresh perspective of a guest and are probably as curious about your club as you are about theirs. And, if you give advance notice, you may be lucky enough to find yourself on the agenda as a guest evaluator or some other important role.

I experienced a situation like this. During a recent visit to Tara Toastmasters in Stillorgan, Dublin, Ireland, I participated in the meeting by being a speech evaluator. In my home club the speech evaluator introduces the speaker; Tara Toastmasters follows the custom of having the meeting’s general evaluator introduce each speaker. I appreciated the opportunity to evaluate a speaker, and I was grateful to witness a different way of organizing a meeting. So be sure to inquire about roles *before* a meeting begins. By doing so, you will learn more and adapt faster.

Arrive Early

Arrive a little early on the day of the meeting to meet club members. Do some research beforehand to identify the club officers, if you haven’t yet met them. The host club’s website is a good place to start, but if you can’t find the information, you can ask

Be an Ambassador

When visiting another club, go with the thought that you are representing your home club. Depending on how far you travel, you might be representing your club, area, division, district or even your country. You are in the truest sense an ambassador.

Bill Morgan, ACG, ALB, is a member of Parker Toastmasters in Parker, Colorado. He has visited various clubs in his home district, District 26 (Colorado and parts of Wyoming and Nebraska), as well as District 71 (Dublin, Ireland). Reach him at billymcolorado@gmail.com.

FROM PIZZAS TO SPEECHES: IT'S ALL IN THE DELIVERY

Domino's Pizza founder recalls Table Topics.

By Paul Sterman

The rise of Tom Monaghan reads like a Horatio Alger novel — updated to the time of speedy pizza deliveries. He spent most of his childhood living in an orphanage and a series of foster homes. As a college student, Monaghan bought a small pizza parlor, and then worked persistently through the years to build Domino's Pizza into the world's largest pizza delivery chain.

Monaghan went on to buy a professional baseball team and, years later, he founded a private university in Florida.

But when the hard-charging entrepreneur first emerged as a business star, he was dogged by his fear of public speaking. "Public speaking was such a phobia for me," Monaghan says. "It was the same problem I had with girls — I just became tongue-tied when I approached a girl. The more natural I tried to be, the worse I got."

In the mid- to late-1970s, Monaghan joined the Washtenaw Toastmasters in Ann Arbor, Michigan, the same city where Domino's is headquartered. Monaghan says it was a pivotal experience, instilling in him the confidence to deliver speeches in front of large audiences. He recalls being a member for "about four or five years" and found it so valuable that he later supported the formation of a Toastmasters corporate club for his employees at Domino's headquarters.

After running the company for nearly 40 years, Monaghan sold his stake in Domino's in 1998 to Bain Capital — for an estimated \$1 billion. He also owned the Detroit Tigers, a Major League Baseball team, from 1983 to 1992.

Immersed these days in the nonprofit and education arenas, the 75-year-old is chancellor of Ava Maria University, a Catholic school he founded near Naples, Florida. Long rid of his stage fright, Monaghan says he gives about 50 to 100 speeches a year.

Q: Why did you join Toastmasters?

A: I was petrified speaking in front of a crowd. I'd freeze; I'd lose my place. And Toastmasters did more than anything to help me get over it. ... At Domino's, I had to give talks to managers and franchisees, so Toastmasters definitely helped me with that.

Table Topics, especially, was a good experience for me. I even won a few pins. I saw other people get up there and fumble around [on Table Topics] — I figured, Jeez, I can't be any worse than that.

Do you remember any of the topics you spoke about?

I'll tell you one that I remember.

When I was in the orphanage, there was a woman who shaped me into what I am. One day the Table Topic was: "What person has had the most influence on your life?" All of a sudden, I thought of her. Her name was Sister Berarda; she was in charge of all the boys at St. Joseph's Home for Boys, in Jackson, Michigan. So my speech was about her, and I won the pin [for best Table Topics speaker].

Then I decided to see if she was still alive, because I really owed a lot to her. I called the orphanage and asked somebody there if they had heard of this sister, and they said, "Oh, she died." That wiped me

out, because I felt I missed my chance to thank her. Then sometime later, I met the head sister of the orphanage at a function and asked her if she remembered Miss Berarda. She said, "Yes, she's still alive." I said, "Really? She's still alive? I'd like to meet her." She arranged a meeting, and I'm telling you, it was emotional.

What business and leadership qualities helped you turn Domino's into a success?

I guess I was very good at store operations, and that was my main focus. I pretty much created the concept of



Tom Monaghan



► **Domino's founder Tom Monaghan, who took pride in winning company pizza-making contests, shows his skills in this archived photo.**



delivery — or at least high-volume delivery. I really enjoyed the challenge of handling the rush. That was my constant theme [at Domino's]: Handle the Rush. You have to make pizzas fast during the rush; you have to hustle during the rush.

I gave employees a lot of incentives for accomplishing their goals. Anything I could measure that was important, I tried to attach awards and recognition to. And I was big on promoting from within.

We wanted to create an environment that was fun for employees — we had pizza-making contests all the time. I was the champion. A lot of people said they were almost as good or even as fast as me, but in the first 10 or 15 years nobody was as fast as I was.

How did you learn to make pizzas so fast?

Because of the pressure to handle the rush. I didn't want to get behind. I hated to get behind. When that happened, the phone started ringing and people would complain about the wait. I hated that feeling. You lose customers.

Did your improved speaking skills help you when you purchased the Detroit Tigers?

That was the biggest sports story in Michigan that year, so I was in the media constantly. That year I had to

do a lot of interviews, and I did a lot of talks. The very first day the announcement came out, one of the largest private high schools in the state asked me to give a commencement talk. I ended up giving a lot of those.

What did you typically talk about in your commencement addresses?

The talk I gave for most of those was the story of Domino's [how a single pizza outlet evolved into an international chain]. ... I've told the Domino's story probably a thousand times, at a lot of high schools, at Lion's Clubs, in front of many big groups, on a lot of college campuses. When I tell it, I talk about all the problems I had, all the mistakes I made — because I made every possible mistake you can make.

I sort of make fun of myself. The theme is: If I can do it, anyone can.

How exciting was it for you when the Tigers won the World Series in 1984?

The first thing that was really exciting was buying the Tigers. [Negotiations were] a real cloak-and-dagger thing, because the team's owner said if word got out [about a potential sale], the deal was dead ... I paid double what the franchise was worth. I said, "Name the price and I'll buy it for that." Six month later, he gave me a

price that was twice as much as I expected. [Monaghan bought the Tigers for \$53 million.]

What made you want this team so badly?

It was a dream come true. It was about more than the money for me. When I was living in the orphanage, I was a huge Detroit Tigers fan. Members of the local Knights of Columbus would take us boys to a Tigers game every year, and that was huge for us. We knew all the statistics of the players. That was our life.

Have you continued to become more confident as a speaker over the years?

Oh, yes. One thing I've learned is if I lose my place — I was definitely afraid of that for a long time — then just admit to the audience, "I lost my place."

As a university founder, what role do you think public speaking skills should play in the curriculum?

I think it's very important, because in your career you'll have to make presentations all the time. People ought to learn how to do that. [Giving a presentation] is your one moment to shine in front of the boss. 🗣️

Paul Sterman is senior editor of the *Toastmaster* magazine.

THIS ONE'S A CLASSIC

How to fill your mind with timeless ideas.

By John Cadley

If Mark Twain had known his books were destined to become classics, he might never have written them. I say that because his view of classic literature was decidedly dim. “A classic,” he wrote, “is something everybody wants to have read, and nobody wants to read.” Maybe that’s because so many of the great books are big books. Marcel Proust’s *Remembrance of Things Past*, for instance, runs to seven volumes and 1.5 million words, proving, if

between the French and the Russians in which the French lose by winning and the Russians win by losing. I’m not sure how that works, but it does. While this war’s going on, there are people with really long names that end in “itch” and “ov” and “ishka” who are trying to find a little peace in their lives but can’t — until they stop looking for it, and then it just happens. I’m not sure how that works either. But hey, Tolstoy was a genius so I’ll take his word for it.

After that, I might try *Les Misérables*. Now there’s a classic. It has to be. It’s even thicker than *War and Peace* (I measured) with people who have even longer names. Then, it’s on to *Moby-Dick*, *Wuthering Heights*, *The Grapes of Wrath* and maybe even Joyce’s *Ulysses* for the ultimate feast on words.

So if you’ve been reading my columns and you like what I write, just wait til I get through with these classics. I will have improved my mind so much you won’t even know me. First of all, I’ll have a bigger vocabulary, so keep your dictionary handy. Quick! What does *adumbrate* mean? Ha! Gotcha!

I’ll also be a deeper thinker, so don’t be surprised if you see a humor column about the Higgs boson particle. And just from reading all those great writers I’ll become a better writer myself. In fact, I’ve already asked the editors of this magazine to start sending my columns to the Pulitzer Prize committee.

Being a better writer will also make me a better speaker, which isn’t saying much since my speaking skills to date have pretty much hovered around the preverbal level. And, best of all, I will have a mind filled with Timeless Ideas, like love, truth, justice, courage and integrity, which I will be dying to share with the poor, benighted, unwashed masses. Just hope you don’t run into me at a party. **T**

John Cadley, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York. Reach him at jcadley@twcny.rr.com.

I might try *Les Misérables*. Now there’s a classic. It has to be. It’s even thicker than *War and Peace* (I measured).

nothing else, that Proust had one heck of a memory. I know of only one person who’s read it all the way through. When I asked her what it was about, she said, “I can’t remember.”

Who has the time to read books like that? I do. I’m retired, and in between those long waits for my Social Security checks I need something to do. In fact, I just finished *War and Peace* and I couldn’t be more pleased with myself. Clocking in at 1,110 pages, it’s the longest book I’ve ever read.

Finishing it felt like I’d climbed my own little Everest. And I was determined not to be like my friend who spent all that time reading Proust only to forget what she read. What’s the good of reading a classic if you can’t talk about it (and let everybody know you read it)? I can tell you what *War and Peace* is about. It’s about a war

I started with *War and Peace* because it’s the greatest novel ever written and I figured if I couldn’t get through all the classics, this one might make up for the difference — like one Tolstoy equals two Charles Dickenses and three Jane Austens. Better yet, it’s a Russian novel and I’m always hearing English professors in bow ties and sweater vests say, “You really *must* read the Russians.”

Dostoyevsky is next on my list. I just have to decide whom I want to read about: *The Gambler*, *The Idiot* or *The Possessed*. And just how depressed I want to be when I’m finished. On the other hand, *The Brothers Karamazov* is supposed to be a ripping good murder mystery. I’ve always liked brothers solving mysteries. I’m thinking maybe it’s like the Hardy Boys with the meaning of life thrown in to spice up the plot.

TRAVELING **TOASTMASTER**



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Angel Lim from Kuala Lumpur, Malaysia, visits the Bali Temple in Indonesia during its cleansing ceremony.



Steve Cann from Maidenhead, England, poses at Durdle Door beach in Dorset, England.



Justyna Bieniek from London, England, smiles in front of the Olympic Stadium in Stratford.



William Lee from Chung-Ho, New Taipei City, Taiwan, tours Shikotsu-Toya National Park in Hokkaido, Japan.



Evelin Samantha Quevedo Manríquez from Morelia, Mexico, stands by the Bucareli Mission in Querétaro, Mexico.



Rosie Barfoot from Dorchester, England, stands with an Olympic torch by the south coast of England.



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