

THE MAGAZINE FOR COMMUNICATORS & LEADERS | OCTOBER 2016

TOASTMASTER®

FINDING
HIS

Tempo

Gifted concert pianist Albert Frantz embraces life's challenges.



Introduction Construction

Tips to make a good impression.

A Roadmap for Club Growth

Workplace strategies help club become Distinguished.

Bösendorfer



Show Up— For Yourself and Others

As a follow-up to my initial Viewpoint column last month, I intend to explore each of the promises in the Toastmaster’s Promise individually: to look at how our commitment affects our self-development, our fellow members and the quality of our clubs. The first promise is “to attend club meetings regularly.” This seemingly simple promise is the keystone to a quality club in that it empowers all members to achieve their individual goals.

Do you remember your first Toastmasters meeting? As a guest you probably felt a little apprehensive and unsure of what to expect. Was there a warm greeting, a sense of energy and excitement in the room, and an air of confidence as a result of being in a positive and safe environment? In other words, did you find yourself among a dynamic and supportive group of individuals? If you answered yes, you are reading this as a member of a Toastmasters club.

It is each member’s commitment to the first promise to attend meetings regularly that sets the cornerstone for success.

It is not by accident that clubs are chartered with 20 members, for our founder knew that to have a quality meeting, it is imperative to have sufficient numbers to “put on a good show.” Having 20 members allows the vice president education to schedule a constantly changing roster of people to fulfill the meeting roles and gives the members regular opportunities to advance their speaking skills. Having enough members also helps when one or two members are unable to attend a meeting due to personal reasons such as family, business or health issues. Therefore it is every member’s responsibility to attend meetings regularly. Continued low attendance limits the effectiveness and growth of both the member and the club. Each member should strive to be as active as possible. It is not the number of members on the books but the number of *active* members attending each meeting that defines a healthy club. As such, it is each member’s commitment to the first promise to attend meetings regularly that sets the cornerstone for success.

As club members, we each have a part to play to ensure quality meetings in an atmosphere of fun and enjoyment. Ask yourself, *Am I doing my part to fulfill my commitment or am I failing to remember my fellow member?* When a guest walks into your next meeting, will they encounter the same ambiance that encouraged you to join? Make sure you are there to greet your next potential member and honor your promise.

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The *Toastmaster* magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to the *Toastmaster* magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a nonprofit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members’ subscriptions are included in the \$45 semi-annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. The *Toastmaster* magazine does not endorse or guarantee the products it advertises.

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Club milestones give many Toastmasters around the world a reason to cheer. Congratulations to these clubs!

The Dubai ▶
 Toastmasters club,
 in United Arab
 Emirates, home to Past
 International President
 Mohammed Murad,
 recently celebrated its
 20-year anniversary.
 Pictured are the
 members who have
 been with the club 10
 or more years. Mohammed
 Murad is third from
 right, front row.



◀ Erbil
 International
 Toastmasters
 Academy club
 in Erbil, Iraq,
 celebrates its
 1st anniversary.

Members and ▶
 guests of the St.
 John Toastmasters
 club in St. John,
 Barbados, celebrate
 their 3rd anniversary
 with a hike and
 breakfast at the
 scenic Bath Beach.



Send your fun club photos to photos@toastmasters.org. Include a description and your club name, number and location. Photos must be in jpeg format with a resolution of at least 300 dpi (dots per inch) or 1 MB (megabyte). Out-of-focus images cannot be accepted. It is not necessary to include the Toastmaster magazine or other branded materials in your photos, but if Toastmasters materials are displayed, they must reflect the current brand.

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Finding His Tempo

Gifted concert pianist embraces life's challenges to make his mark in classical music.

By Toastmaster Magazine Staff

Cover photo and photo on left by Virág Buza



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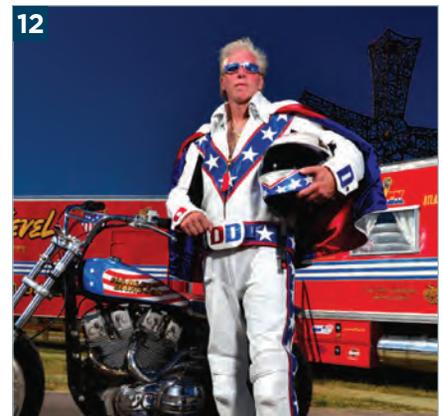
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Daredevil harnesses fear to fuel his epic motorcycle jumps.

By Missy Sheehan

Photo on right compliments of the Sturgis Buffalo Chip



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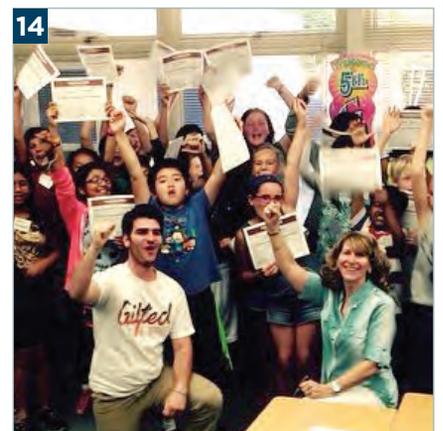
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Introducing the **TOASTMASTER** magazine online!

View the new web-based version of the magazine. You'll find it by clicking on the magazine tab on the Toastmasters International website browser. You'll be able to:

- ▶ Read it from your desktop, laptop, iPad, tablet or smartphone
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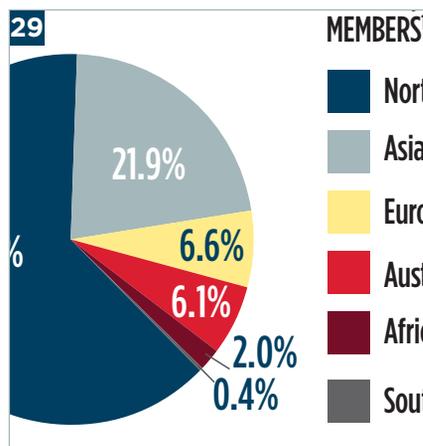
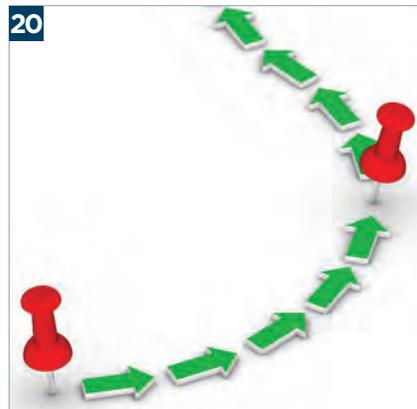
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CLUB QUALITY THE DCP TAKES A TURN IN PATHWAYS

Program's principle is the same, but goals will reflect the new learning structure.

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▶ MEMBER MOMENT

Versatile Diplomat Exudes Passion

BY SHANNON DEWEY

In 2008, a woman from West Africa living in New York learned about Toastmasters from a friend in London.

By joining the Bronx Toastmasters club in New York, Dunstanette Macauley, DTM, began to further her global outreach and build upon her skill set as a leader, mentor and businesswoman.

Although she had originally wanted to be a lawyer, Macauley had a scholarship to study economics, a field not attracting many women at the time. She earned her degree in economics in England and then traveled to France for her diplomatic studies. In 1972 she worked as a young diplomat in Rome. She then married a Togolese man, which brought her to Togo in the early 1970s. There, she worked at the ECOWAS Fund (Economic Community of West African States) as head of conferences and external relations for 18 years, then left to start her own event company.

In 2000, Macauley moved to the United States for family reasons and became a U. S. citizen in 2005. For the last six years she's been a foundation ambassador for Zonta International, a nonprofit organization that empowers women worldwide. Macauley splits her time between New York and Togo.

Whatever she does in life, wherever she may be, Macauley does it with passion.

Talk about the culture of your clubs in Togo and New York.

Meetings in New York are held in the evening after work, whereas in Togo they are on Saturdays. In Togo we have fewer time constraints, and can build in social time and camaraderie. For example, we have a break for refreshments during which time a member proposes a toast and we share jokes. In Togo, members dress up in business suits; New York is more casual.

Excellence Club in Togo is French-speaking and I do my speeches and roles in English and French. Our district has more French-speaking clubs because the members have gained so much and are eager to share their experiences. In addition to being a member of a French-speaking club, I also sponsored the first English-speaking club in Togo, Kekeli Toastmasters club, which has produced two winners of the International Speech Contest Semifinals.

Tell us about the corporate club you started during your term as district governor.

I was inspired by the story of the Bank of America corporate clubs, which was shared at training right at the beginning of my term in 2014. District 94 had few corporate clubs and I knew I had to sell this idea.



I started by inviting employees of various companies in Lomé, Togo, to attend our club meetings. For the Togo Revenue Authority (OTR), I sent a letter at the end of the work day and the next morning the personal assistant of the CEO called to tell me he had approved the project of starting a corporate club. I later found out he was a

Toastmaster for 23 years in his home country and wanted his staff to reap the same benefits as he had.

At the demonstration meeting he shared his personal story and many were inspired. It has been rewarding to see lives being transformed. Most members tell us how their communication skills with clients have greatly improved since the OTR Elite Toastmasters club of Lomé opened.

Are more corporate clubs being formed in Togo?

Three corporate clubs are in the pipeline, two of which are in international organizations. I think when people see how the lives of their friends and families have been changed, they are eager to join. The greatest benefit is self-development. When you improve your confidence and can speak in public, your professional and social lives change.

What's your advice to others?

I would say have the courage to believe in your dreams and goals in life, and then pursue them. Look inside you for stories to share, starting with your Ice Breaker. Toastmasters provides a platform to express yourself—where else can you do that without fear or discouragement?

SHANNON DEWEY is the editorial coordinator for the Toastmaster magazine.

▶ CLUB SUCCESS SERIES

The Art of Evaluation

For many, the most valuable aspect of Toastmasters is the evaluations they give and receive. In successful clubs, members support each other through evaluations that encourage speakers to continue practicing and learning. Members who receive thoughtful evaluations feel heard and become motivated to improve.

When giving evaluations:

- ▶ Approach each speech with honesty while remaining positive
- ▶ Pay attention to the speaker's goals for self-improvement
- ▶ Evaluate what the speaker does and not who the speaker is
- ▶ Report what you see, hear and feel as a member speaks

Delivering an evaluation is an excellent way to practice and demonstrate your speaking skills. Remember these five points:

1 Before the speech, review the evaluation guidelines for that particular project and approach the speaker to discuss the objectives for their speech. Address any concerns.

2 Personalize your language. Before giving your evaluation, put yourself in the position of the speaker. Use “I” phrases and stay away from phrases like “You didn’t ...”, “You should have ...”, “You failed to ...”.

3 To encourage improvement, use words like “I believe ...”, “My reaction was ...”, “I suggest that...”.



4 Evaluate the speech—not the person! Always keep your main purpose in mind: to support, help and encourage the speaker. Don’t assess personal qualities—only assess actions related to the speech.

5 Promote self-esteem. Motivate and inspire the speaker to deliver another speech by giving sincere praise and constructive suggestions on what they can improve. Always end your evaluation with positive feedback.

For more tips, read manuals such as *Enhancing Evaluations* and *Giving Effective Feedback*. Find them at www.toastmasters.org/Shop.

The evaluation component in Toastmasters will become even stronger in the Pathways learning experience, which is scheduled to launch in January. In Pathways, evaluators will be able to use standardized criteria that will help increase the consistency of evaluations for members around the world. For more information about Pathways, visit www.toastmasters.org/Pathways.

▶ THE CLUB EXPERIENCE



FROM LEFT: *Velile Dube and Amanda Martin*

Success in the U.S.

In July, Velile Dube, CC, gave his final speech for the Competent Communicator award at the Greater Des Moines Toastmasters club in Iowa. Dube is a member of the Supreme Toastmasters club in Bulawayo, Zimbabwe, but he was in the United States as a Mandela Washington Fellow of the Young African Leaders Initiative (YALI)—a program that empowers young people through academic and leadership training. During his stay in the U.S., he learned about entrepreneurship, civic engagement and public management while developing professional relationships. Amanda Martin, CC, ACB, helped arrange Dube’s club visit.

▶ MEET MY MENTOR

Roberto Fong, ACB, CL

BY MARY NESFIELD

Roberto Fong, ACB, CL, was born in France and educated in the United States. Now an English teacher and public speaking coach in Kowloon, Hong Kong, he jokes about being shy, but after 14 years in Toastmasters, Roberto has grown into a confident speaker. He mentors Eva Kwok, CC, who claims Fong is one of the funniest speakers she has ever heard.

In 2013, Eva joined the English-speaking ALE HK club, in Jordan, Hong Kong, after being introduced to Toastmasters by her lecturer at the Chinese University of Hong Kong. Having won speech contests on her debate team, she thought she could become an eloquent speaker. This year Eva joined a second club, the Competitive Speakers Hong Kong Toastmasters club, in Tin Hau, which Fong founded.

How did Roberto become your mentor?

He was assigned to me. As I prepared my first five speeches, he had to chase after me to review my outlines before my speech day. After each successive speech, he had to search for me again to provide feedback. After my third speech, I thought he would let me proceed on my own, but he remained supportive. As busy as he is, he finds the time, the patience, and—most important—the energy to follow up with me.

What was it like to be mentored by him?

Roberto is tough but helpful, persistent and devoted. I sometimes avoided him, but in the end I was grateful for his guidance.



FROM LEFT: Roberto Fong, ACB, CL, and Eva Kwok, CC

What have you learned from him?

Roberto taught me how to create a message that my audience would remember years later. Without him I would probably still be an overconfident, stagnant speaker. I thank him for not giving up on me.

NOMINATE YOUR MARVELOUS MENTOR!

Do you know an exceptional mentor who has positively influenced you? Send a 200-word description and photo (1 MB or larger) of you and your mentor to MentorMoment@toastmasters.org.

▶ OUTSIDE THE CLUB



District 67 Dazzles

The theme for the District 67 conference earlier this year was “Dream Big, Conquer the World.” As a warm-up to the event, 100 members of clubs from Pingtung to the north of Taipei gave a 10-minute “Flash Mob” performance at the Taipei Main [Railway] Station, in Taiwan. Immediate Past District Director Caroline Kiang, DTM, organized the event and, because of the distance between the clubs, all members practiced singing and dancing together as one group only once just hours before the performance. You can watch the performance at bit.ly/2axPsD8.

Photo credit: Edward Chen, DTM, Formosa Club, Taipei, Taiwan

▶ **SNAPSHOT**

Famous Park A Platform for Public Speaking

Fifteen members from various clubs in District 91 held a demonstration meeting at Hyde Park's Speakers' Corner in London to celebrate the end of a successful Toastmasters year. Speakers' Corner is a traditional site for public speeches and debates and has a long tradition of accommodating large public demonstrations since the mid-1800s.

The district's spur-of-the-moment idea still offered prepared speeches, evaluations and lots of Table Topics, which were delivered by Toastmasters and people



FROM LEFT: *Past District Director Hilary Briggs, DTM, Immediate Past District Director Jean Gamester, DTM, and District Director Vanessa King, DTM*

from the crowd. Onlookers varied from 10 to 40 people during the 90-minute event. After the meeting, members picnicked in the park and celebrated what has been a great year for the district (United Kingdom South).

▶ **ADVICE FROM MEMBERS**

Last-Minute Scramble

It's an hour before your meeting starts, you're the Toastmaster of the Day and you've just received word that two of your three speakers can't make the meeting. Suddenly, you're faced with a last-minute scramble! How can you ensure a successful meeting? Many of the following ideas I've gleaned by observing Toastmasters clubs around the world:

1 Add slots to your meeting assignments, such as the roles of backup Toastmaster, speaker and General Evaluator, to ensure members are prepared to fill those roles at the last minute. Some clubs have a "hot seat" role where one member can fill any vacancy; try having two or three "hot seat" slots.

2 Encourage members to always have a manual speech prepared. Those who are called on to speak at the last minute will have the advantage of moving through the education program more rapidly.

3 During club officer meetings, create lists of activities that the Toastmaster can use to fill extra time in any meeting. This is especially helpful for less experienced Toastmasters.

4 Have each officer commit to fill a space, as needed, by presenting from *The Successful Club Series* or *The Better Speaker Series*.

BY JAMES SULTAN, DTM, PID

5 If you have advanced notice and your district has a Speakers Bureau, or you know of speakers from other clubs who wish to expand their audience, invite someone as a guest speaker.

6 Invite a contest winner or speech contestant to present or practice their speech.

7 If at all possible, never cancel a meeting! I have attended excellent meetings where only three or four members are present.

When members see how organized your meeting is, even with last-minute cancellations, they will understand how Toastmasters trains leaders to operate in adverse situations.

By having cohesive, informative and enjoyable meetings, even in situations like these, member satisfaction and morale will remain high and member retention may improve. Guests will experience well-organized and professionally presented programs, and that could lead to new members. Plan ahead to ensure your club will operate smoothly and thrive—in any situation.

JAMES SULTAN, PID, is a three-time DTM and member of several Toastmasters clubs in Washington. Find out more about James and his professional consultation company at connect4effect.net.

TRAVELING TOASTMASTER



1 | **VICTOR GICHUN, CC, FROM SAN JOSE, CALIFORNIA,** stands before the Incan citadel at Machu Picchu, Peru.

2 | **ANNIKA PINT, FROM TORONTO, ONTARIO, CANADA,** strikes a pose at Panacea del al Montana yoga retreat near Tamarindo, Costa Rica.

3 | **AUORE LIANG, ACB, CL, FROM MONTREAL, QUEBEC, CANADA,** stands in front of the Huangguoshu Waterfall in China.

4 | **ALBAN BRIDONNEAU, CC, AND DILIP KUMAR, FROM CAMBRIDGE, UNITED KINGDOM,** pose on the Amalfi Coast near Naples, Italy.



View more photos on Toastmasters International Official Fan Page on Facebook.



PICTURE YOURSELF HERE! Pose with the *Toastmaster* magazine during your travels and submit your photos for a chance to be featured in an upcoming issue. Visit www.toastmasters.org/Submissions. Bon voyage!

V for Victorious

How Toastmasters, not my wheelchair, helped define me.

BY MARC RICHARDS, DTM

In May 1998, I was paralyzed due to a rare medical accident. I thought my life was over. How would I continue to work, take care of my children, be a husband to my wife and live the life I was used to living? I spent the next six months in rehab learning how to use my new body.

My legs don't work as advertised—but that is only a small portion of the challenges I face every day. Shortly after completing rehab, my wife and I went to a restaurant. The waitress came over, looked at my wife and asked, "What will he have?" while pointing at me. I felt invisible. This was not how I wanted to define my new "normal."

I didn't want to let my wheelchair define me, so I became an athlete to demonstrate my abilities and not dwell on my disabilities. Besides, walking is over-rated. Rolling in style suits me just fine.

I participated in 5Ks, learned chi gong, lifted weights at the gym, began swimming and got special leg braces so I could walk. (Being vertical is not only good exercise, it keeps my bones strong.)

Routinely, I would roll a 5K but stop 100 feet before the finish line. An assistant would then attach my leg braces and help me stand up so I could walk across the finish line—*victorious*. After crossing, I would hold my forearm crutches overhead in a "Victory V" to show the world that I was also *visible*.

When people look at me, I often wonder if they see *me* or a wheelchair user, and then conjure up their definition of who I am. For example, I stopped on my way through a neighborhood unfamiliar to me and reached down to get the water bottle from the pack below my seat. As I sat up, a woman on her porch asked if everything was okay. I replied that I was fine. Then the man next to her asked if I needed help crossing the street. Kind words on the one hand, but on the other hand, they made an assumption about my capabilities because I was using a wheelchair.



I didn't want to let my wheelchair define me, so I became an athlete to demonstrate my abilities.

After becoming paralyzed 18 years ago, Marc Richards focused on his abilities rather than his disabilities. He participated in 5K races, learned chi gong—and earned a Distinguished Toastmaster award.

The only reason I own a wheelchair is due to that walking thing. Like many people, those people don't know who I am. They naturally made an assumption based on what I presented to them.

How could I get people to see *me* while I was riding a modern chariot? My answer came by way of a memory. When I was growing up, in the hallway of our house my dad displayed a plaque with crossed gavels on it, bearing the strange name *Toastmasters*. I thought being a master of toast was hilarious but thought nothing more of it until years later.

As a result of the challenges I face every day, I retired from my job of 11 years. I had a lot of time on my hands. I volunteered at a hospital for a while, bringing my service dog, Logan, to visit patients. One day my childhood memory about the plaque resurfaced, only this time I did an internet search for Toastmasters and, after all these years, I finally learned what it was actually about.

Intrigued, I found a club close to home. After attending a few meetings, I realized this was a way for people to

learn about who I am, and for me to find my voice. In my first year I became a club officer and entered a Humorous Speech Contest. In my third year I became an area governor, overseeing many clubs, as well as serving as club president. Thirsting for opportunities to speak and lead, I joined a second club in my fourth year and became president of that club. Shortly after my fifth anniversary in Toastmasters I received the Distinguished Toastmaster award, achieved by only about 1 percent of the 345,000 Toastmasters members worldwide. Now when I speak, the chair disappears and people see *me*.

I genuinely hope my attitude and actions can inspire people to recover from adversity and achieve great things in the process! **T**

Marc Richards, DTM, is a member of *Quest Toastmasters, Valencia Toastmasters and Advanced Speakers of LA club*, all in District 52. He shares his experiences in his book, *6 Days—The Events That Transformed My Life*. Find out more at www.marcSrichards.com.

The Danger Zone

Daredevil harnesses fear to fuel his epic motorcycle jumps.

BY MISSY SHEEHAN

For Doug Senecal, better known as Doug Danger, giving his first speech for the Village Toastmasters in Sturbridge, Massachusetts, was scarier than addressing a crowd of 10,000 people before performing one of the death-defying motorcycle jumps he's famous for.

"Speaking in front of 10,000 people is different from when you're in a room full of 20 people and you can look into the eyes of every single person you're talking to, and you know you're gonna talk to every single one of them afterward and that if you mess up, they're gonna let you know," says Danger, CC, a world-record-breaking motorcycle jumper, as well as a motivational speaker, from Palmer, Massachusetts. "If you screw up when you're on the microphone in front of 10,000 people, they'll know it, but you'll be leaving and in another town the next day."

Having performed more than 3,000 jumps in his daredevil career, Danger knows what it's like to feel fear. The 54-year-old says he's learned over the years not only to embrace fear, but to harness it. "I don't eliminate fear; I use fear to heighten my awareness of all of the things that could go wrong around me," he says. "I apply that in my business and in my life, and it's kept me alive as a motorcycle jumper."

Danger's ability to use his fear to his advantage has helped steer him through some tough experiences, including recovering from a devastating motorcycle crash in 1992 and surviving a battle with stage 4 cancer in 2012. It's also helped him break several world records. Most recently, in August 2015, Danger broke a world record by jumping over 22 cars on the late Evel Knievel's 1972 Harley-Davidson XR-750 motorcycle in Sturgis, South Dakota. "It was one of the greatest days of my life," Danger says.

While Danger has no plans to stop jumping anytime soon, he credits joining the Village Toastmasters in 2012 with leading him toward a new career as a motivational speaker. "Toastmasters changed my life," he says. "It gave me a vision for the future of what I can do after I get done jumping."

Becoming a Champion

At 5 years old, Danger knew he wanted to be a professional motorcycle jumper. That year, his father took him to see Evel Knievel, his childhood hero, attempt to jump over the water fountains at Caesars Palace in Las Vegas. "I watched Evel have his terrible crash," Danger says. "Everyone was telling my father to get me away from there—that it's a terrible thing for a kid to see—so my dad asks if I'm okay, and I say, 'Yeah, Dad, but I think I could have made that.' And my career began."



Doug Danger, 54, is a motorcycle daredevil, motivational speaker and Toastmaster from Massachusetts. He has made over 3,000 jumps in his career. Photo credit: Marilyn Stemp

Danger got his first bicycle a year later and began honing his daredevil skills. It wasn't long before he was building ramps and jumping over trash cans, picnic tables and even cars and people. At 12, he moved up to riding dirt bikes.

Danger performed his first professional jump at 17. Five years later, in 1985, he broke a world record by jumping over 14 buses on a 125cc (cubic centimeters) dirt bike. Then, in 1990, he jumped over 25 cars and broke the 250cc dirt bike world record.

In 1991, Danger soared 251 feet over 42 cars on a 500cc dirt bike, breaking the world record for the longest motorcycle jump and earning him recognition by the *Guinness Book of World Records*. He held that record for nine years.

Danger's record-breaking jump last year, on Evel Knievel's old motorcycle, was his way of honoring the legendary daredevil, whom Danger met and befriended earlier in his career. "It wasn't really about trying to set a record on that jump," he says. "Evel Knievel tried to jump 22 cars, but he only cleared 21, so I was just trying to finish the jump for him. Now we hold the world record together."

Overcoming Obstacles

Not only has Danger broken records, but he's also broken bones and suffered from serious injuries. In 1992, a miss during a jump in New Hampshire left Danger with 17 broken bones, including a fractured skull. "It was only 11 cars, but I missed one of them and ended up hitting a cement wall headfirst at about 55 mph," Danger says.

After the accident, he was in a coma for nearly a month. His injuries caused him to lose his memory and motor skills. "I was like a little baby. I had to grow up all over again. I had to learn how to walk and talk again. I had to learn morals again," Danger says. "It was a very difficult part of my life."

It was a little over a year before Danger recovered enough to get back on his motorcycle. He says watching videos of himself



Danger makes a world-record jump over 22 cars on the late Evel Knievel's Harley Davidson motorcycle in Sturgis, South Dakota, last year in front of 35,000 people.

Photo credit: Chris Yusha, Sturgis Buffalo Chip



Danger jumps against a backdrop of fire in Wildwood, New Jersey.

Photo credit: William McFarland

performing jumps before his accident drove him to get better. "I fell back in love with jumping just by seeing myself doing it," he says. "I wanted to be that guy again."

After he fully healed, Danger performed feats including jumping a Lockheed L-1011 jet from wing tip to wing tip and breaking a record for soaring over 18 tractor-trailers before he faced his toughest challenge yet: a battle with stage 4 tonsil cancer.

"Toastmasters changed my life. It gave me a vision for the future of what I can do after I get done jumping." – DOUG DANGER

"I knew it was bad news when my doctor told me to sit down when I came in," Danger says. "Then he tells me I've probably got about three to six months left to live." Rather than accepting defeat when his doctor told him that only 5 percent of people beat the type of cancer he had when it had reached that stage, Danger felt determined. "I said to my doctor, '5 percent? Do you know what I do for a living?'" Danger says. "I told him, 'Look, I'm one of those five people out of a hundred who's gonna make it. Trust me on this. You do whatever you've got to do, and I'm gonna beat it.'"

And he did. After Danger was diagnosed with cancer in January 2012, his doctor started him on an experimental chemotherapy treatment, and by August, Danger was cancer-free.

Sharing His Stories

Since his brush with cancer, Danger has been building a second career as a motivational speaker. He wasn't a stranger to public speaking prior to becoming a Toastmaster—for years he'd been sharing anti-drug messages with audiences before his jumps. "I lost my best friend to a drug overdose right after we graduated high school," he says. "So I always talk about him at my shows."

Danger says joining the Village Toastmasters helped him learn to express himself more clearly and confidently. "I feel very comfortable anytime I'm speaking now," he says. "Toastmasters helped me eliminate things like filler words that took away from the professionalism of my delivery."

Dennis McCurdy, ACG, who is founding president of the Village Toastmasters, says he's noticed a marked improvement in Danger's presentation skills over the last four years. "We're all kind of rough when we join Toastmasters, but Doug has really perfected his technique and his style," he says. "He's really come a long way and become quite a dynamic speaker."

Danger's dedication to improving his speaking abilities has paid off. In 2014, he won first place in his club's International Speech Contest as well as at the area-level competition.

In the last two years, Danger has given speeches for community organizations such as Rotary clubs as well as schools and other large audiences. He talks about his experiences performing record-breaking jumps, overcoming tragedies, believing in dreams and embracing fear. He encourages his audiences to "live life full throttle," and not to let fear of failure prevent them from trying to achieve their goals.

Danger's stories resonate with audiences of all ages, according to Margo Chevers, an author and former professional speaker who coaches Danger on his speaking skills.

"He has such a message and he delivers it with such humanity and humility that his audiences just fall in love with him," she says. "I went to a session that he did with high schoolers recently. High schoolers can be a tough group, but he had them. He just had them in the palm of his hand." ■

Learn more about Doug Danger at doug-danger.com.

Missy Sheehan is a freelance writer, copy editor and proofreader. For more information, visit her website at www.sheehanwriting.com.

Member Achievements

How children, traveling and mentorship enhanced five Toastmasters' lives.

Janice Litvin, CC, CL

Las Juntas Toastmasters club • Walnut Creek, California

Inspiring Our Youth

Many of us, as parents, get caught up in the daily grind and responsibilities of teaching our children to work hard, be model citizens and do their best. If we have extra time we try to help them identify their dreams and reach for the stars. Sometimes we forget the pure joy of just being around those special young minds.

Now that my son is in college and my nest is quiet, I have just completed my second year as a mentor for Toastmasters' Youth Leadership Program in a local 5th grade class. I find pure joy and delight in working with kids.

How can one teach all the many lessons Toastmasters offers in nine short weeks? With 28 kids, each child has time for just two speeches during the session. Simply put, I try to instill in each of them a method for imparting their stories as dynamically as possible.

Besides the basics of clear content, body language, eye contact, gestures, humor and props, I seek to inspire them to open each speech with a bang by using a startling statement or interesting prop or visual or by asking a question to get their classmates thinking and interacting. One student talked about how she makes cooking creative, another demonstrated basketball moves and yet another showed off her amazing artwork.

We infuse some fun during Table Topics, giving them the freedom to try a variety of improvisational games. For example, to emphasize body language, one child speaks while the other gestures. To emphasize listening, we play a game where the leader begins a story and each participant adds to it.

If you find yourself with extra time after emptying your nest, start a Youth Leadership Program. You'll be glad you did.



Janice Litvin (center, green shirt)



Guillaume Weill

Guillaume Weill, CC, CL

Seoul Toastmasters club • Seoul, South Korea

The Best Club in the World

The May Viewpoint talked about members who believe they belong to the “best club in the world.” I wanted to reply that I knew where the best club in the world was—I am actively and regularly attending it.

I always read the My Turn column in the *Toastmaster* magazine because it reflects real success stories—stories of incredible achievements by people with difficult backgrounds or in tough situations, but who managed to overcome their challenges to realize their dreams.

Things are quite different for me. I consider myself a rather normal person. I love to travel to places where I do not speak the language, and for a long time I lived in a land in which I did not master the language. I also spent two years in isolation on a construction site in the desert. Consequently, my social skills were at their lowest; so low that I was afraid to talk to strangers. Speaking in front of a crowd seemed an achievement sourced in science fiction.

In mid-2014, I quit my job and spent the next six months traveling. It was then time to find another job. In early 2015, I was back in Seoul, and after many failed interviews and awkward meetings, it was time for me to improve my skills as a speaker. I had heard of Toastmasters, but was not sure about it, yet I took a leap of faith and joined the Seoul club. In the meantime, I successfully interviewed for several jobs, and took an interesting one as a business development manager in Korea for foreign corporations. The job requires me to speak and lead in a multicultural environment, and I've spoken twice at national events.

My life has improved after just a year and a half in Toastmasters. That is why to me, as well as others, Seoul Toastmasters is the best club in the world.

Caron Keens, CC

Waikiki club • Honolulu, Hawaii
From Osoyoos, British Columbia, Canada

Don't Hold Back

In November 2013, in Boston, I attended an event where we were strongly encouraged to join Toastmasters. We were told it would provide us with confidence and the ability to connect with an audience and more effectively share our messages. I remember thinking I was “fine” and certainly would not need to join.

About a year later, my husband and I secured a contract for a one-year work term in Oahu, Hawaii. We quickly settled into a routine and felt the “aloha energy” every day of our adventure. I worked diligently on my own business (A Good & Kind Company) and reflected on how many people told me I should be a public speaker. I felt the calling and considered incorporating public speaking into my work.

It wasn't until June 2015 that I decided to take the next step. I made a call to the closest Toastmasters club and got the details. Two things happened during my first meeting in Waikiki Toastmasters; I made people laugh *and* I won the “award” for the most *ahs* and *ums*. My next decision still surprises me to this day. Our visas were due to expire in October, so I had just over three months to complete my *Competent Communication* manual while in Hawaii. I decided to go for it!

Waikiki Toastmasters is the epitome of a group of people who want others to succeed. They bring out the best in each other by providing support and constructive feedback, celebrating accomplishments and leading with integrity. In November, I was honored by receiving the club's Outstanding Toastmaster award.

Toastmasters has had a wonderful ripple effect in my life. It has given me not only confidence but the validation that anyone can face their fears. The only one holding us back is ourselves!



Caron Keens



Bruce and Patti Adams

Bruce Adams, DTM, and Patti Adams, ACB, ALS

Crestview club • Crestview, Florida

From Mentorship to Marriage

In 2009, Bruce Adams attended the area contest where I was speaking about having to remove jackets, shoes, jewelry and other items when going through security at an airport.

Later, Bruce told me how much he enjoyed my speech. I did not see him again until I became area governor the following term and visited the Sysco club, his club at the time. I was dressed in a nice suit and heels and I was ready to present my speech.

Shortly after I arrived, Bruce came through the door and his first words were, “Hey, I remember you, you were the lady who was taking her clothes off.” Oh, if you could see the surprise and perplexity of the members as they

looked on with dismay. After my jaw dropped, I quickly said, “*Mr. Adams, you need to fix that statement.*” He chuckled, and quickly explained how we actually met. It was the beginning of a great friendship.

Bruce met with me briefly after the meeting and asked if we could meet for lunch. He wanted me to help him work through his *Competent Leadership* (CL) manual. I accepted.

A week later we met at one of his favorite restaurants. I explained how he could proceed through the CC and the CL manuals simultaneously, and told him how to finish each project. I pointed out the completion record in the back of each manual and gave him advice on projects. I became Bruce's mentor that day.

We had many more conversations about Toastmasters, and six years later, in December 2015, my fellow Toastmaster became my husband.

Bruce and I still share our passion and love for Toastmasters.

We enjoy educating new and seasoned members on the art of being powerful speakers and stellar leaders. **T**

Do you have a Toastmasters success story you'd like to share about yourself or another member? Write it in 300 words or less and send with a high-resolution photo to submissions@toastmasters.org.



Bösendorfer



FINDING HIS

Tempo

Gifted concert pianist embraces life's challenges to make his mark in classical music.

BY TOASTMASTER MAGAZINE STAFF

Albert Frantz, an enthusiastic member of the Vienna Toastmasters club in Austria, exudes a polished stage presence. Born in the United States, he is a distinguished classical pianist now residing in music-rich Vienna. Frantz's debut CD in 2012 was an official jury nomination for the German Record Critics Award, among the most distinguished honors in the music industry. Two of his CDs, both of music by Franz Liszt, will be released within the next year. Yet the road to success for the pianist has been filled with adversity every step of the way.

Start with the fact that, when Frantz was a child, his piano teacher said he'd never be able to play (telling his parents they shouldn't waste their money on lessons). His parents didn't show any faith either—Frantz says his father disdained classical music for being "elitist" and his mother accused him of wasting his brain.

The wounds weren't just emotional. Frantz suffered daunting physical setbacks: He experienced severe spinal pain as a young man, preventing him from playing for a number of years. A few years ago, he was hit by a speeding tram in Vienna, resulting in a broken wrist—a devastating injury for a pianist. In each case, he found a way to forge ahead, undeterred by the string of roadblocks.

His ultimate success reflects a timeless lesson: Perseverance pays off.

Frantz has learned to embrace his challenges, saying dreams are where inspiration and fear intersect. "I discovered that you can have total uncertainty in the external world, but if in your internal world you have total certainty, you will find a way."

He references life obstacles and how they strengthen and shape us. "Breaking my wrist thus became my breakthrough," which, he says, inspired him to learn a challenging musical score written for only one hand.

A Rocky Start

Frantz grew up in the suburbs of Philadelphia and Pittsburgh. He describes himself in those years as socially awkward and clumsy.

He favored science over the arts but fell in love with classical music at age 17; however, his father forbade him from practicing at home and eventually sold the piano outright.

Undeterred, Frantz practiced on the pianos in school and in the library. Within months he learned to play George Gershwin's "Rhapsody in Blue," not a piano score for beginners, he was told. Less than a year later, excited and nervous, he played it for his first onstage performance at his high school auditorium for classmates and their families and remembers the sheer joy and thrill of sharing the music he loved.

It was after this performance—and standing ovation—that he became self-conscious about his lack of experience. Others started at age 3 or 4 and were groomed "just like kids who want to become professional ballet dancers," Frantz says. "By the time I started playing, people my age had been performing for years and were already participating in international competitions." But it was the emotion he felt, and the desire to share, that pushed him forward.

Frantz continued on the path, focusing on solidifying what he calls "the essentials of musicianship," including technique and listening skills. He won local, state and national piano competitions, graduated from Penn State University (where studies in music and philosophy trumped his earlier engineering major), and in 1998 became the first pianist to be awarded a Fulbright Fellowship to study in Vienna in nearly a decade.

A New Beginning

The language barrier for Frantz was one of the many challenges of moving to a new country. When he first arrived, he jokes, his German was so rudimentary that he couldn't say his own name for the better part of a year. He took a language crash course, but it wasn't until 18 months after his arrival that he became fluent.



In 1998, Albert Frantz, ACB, CL, became the first pianist to be awarded a Fulbright Fellowship to study in Vienna in nearly a decade. Today he performs and speaks at TED Talks throughout the world.

Photo credit: Vytas Neviera

“There was this long gestation period, and then everything clicked and I could suddenly speak German,” he says. He compares it to the process of learning any skill and remembers the wise words the renowned pianist Hélène Grimaud told him: “When it seems that you’re stuck, in retrospect those often turn out to be the times you made the most progress.” With that in mind, he now offers this advice: “Do things you suck at!”

Vienna has now been Frantz’s home for 18 years. Hindsight, of course, is the best way to see one’s growth, and that’s clear now in Frantz’s venture into public speaking. His first time came by chance. While finding relief for his physical pain in a yoga class, Frantz met someone there who invited him to speak at TEDxSalzburg. Even though he was generally comfortable speaking in front of people, he was terrified of going off-script and using filler words.

“I was thrilled by the invitation [to speak at TEDxSalzburg] but I thought I better learn how to speak in front of an audience.”

“I admire works and performances in which the technique disappears in the message. That’s what it’s all about.”

– ALBERT FRANTZ

On the road at the time, visiting family and friends, Frantz visited two Toastmasters clubs in Florida, which prepared him—beyond his expectations, he says—for the talks. But at first he was known among fellow Toastmasters for his foibles.

“In meetings, we count the *ahs* and *ums*, and I didn’t think I had any,” he says. “But invariably, I had the most. Toastmasters helped me become confident as a speaker.” When he gave his first TEDx Talk, he says, the organizers noticed his skill as a speaker. “I have Toastmasters to thank for that—entirely.” Other TEDx organizers noticed his professionalism, which resulted in

repeat invitations. Today, the published scholar has been invited to speak at universities as a guest lecturer and recitalist, and he records for the Gramola label.

Frantz’s mentor, Paul Badura-Skoda, the Austrian pianist who has recorded more than 200 LPs (vinyl records) and dozens of compact discs, said in an interview on Dreama TV, “When you make a recording, do not think it’s a recording.” He advises Frantz to imagine he is performing in front of an audience of 2,000. “But it’s enough if you have only two people listening to you ... to encourage you,” Badura-Skoda said. Having friendly people there while playing, he says, will help the recording sound like a live performance.

Continued Growth through Toastmasters

Frantz found that the presentation skills he was learning in Toastmasters were helpful in his musical performances as well. He joined the English-speaking Vienna Toastmasters club, which meets three times a month at the Hotel Erzherzog Rainer, an upscale hotel near the Vienna State Opera, earned the Advanced Communicator Bronze and Competent Leader awards and served as club president. He revamped its information technology and communications systems and created new marketing initiatives and digitized the club’s database. A new website and automated meeting announcements helped attract new member prospects, eventually yielding a boom in membership that tripled the club’s size.

But Frantz says it was the great spirit within the club, created by the synergy and teamwork among club officers, that attracted visitors and new members. He says the low-risk, encouraging environment of the club has helped condition him to feel more comfortable in front of audiences in general.

Beyond the Club

These days, Frantz is taking what he’s learned from Toastmasters about speaking, listening and leadership and applying it to

personal, professional and societal goals. He delivers TED Talks throughout the world covering a broad spectrum of inspirational topics, from finding hidden dreams and exploring supposed limitations to musical taste and identity. Sometimes the presentations are purely talks, sometimes they're purely music performances, and other times they're both, depending on the topic.

Frantz also represents a United Nations-accredited think tank called the Diplomatic Council, with which he works on issues of human rights and social justice. "Becoming a U.N. delegate," he says, "is part of my mission to take what I've learned from Toastmasters and apply it in constructive ways. My dream is to get to witness specific legal changes around the world in my lifetime."

Frantz has learned over time that listeners—even judges—will forgive the occasional technical slip if they're moved by a powerful message.

Creating change requires communication skills, he says, which he continues to learn in Toastmasters. Frantz understands that most people join a club to develop presentation skills, but at some point, he says, "it's important to move beyond that." Although he admits it is critical in your early days of public speaking to focus on *how* you say something, he urges speakers to remember at the end of the day it's *what* you say. "You've built up a skill set, and people will be impressed by those skills," Frantz says. "But ultimately it's the message that counts."

Confirming his belief, as an artist, Frantz says the highest compliments come from critics who say he isn't showing off his technique. "I admire works and performances in which the technique disappears in the message," he says. "That's what it's all about."

"Music and public speaking have rhetoric in common: In classical music, the notes are given, but the rhetorical aspect is *how* we play them, *how* we communicate those notes to our audience. As long as we focus on the message, ideally the 'how' should disappear into the message itself."

In that vein, Frantz has learned over time that listeners—even judges—will forgive the occasional technical slip if they are moved by a powerful message. Excessive perfectionism, he says, is the enemy—whether one's message is delivered in a speech or through music.

A Will to Succeed

A couple of years ago, still plagued by what was almost completely incapacitating back, neck and arm pain, Frantz again used an obstacle as an opportunity for growth. He became resigned to rebuilding his body, transforming his physical sense of self with a goal to compete in Ironman Austria. In 2015, he participated in the competition, which included swimming 3.8 kilometers, cycling 180 kilometers and running a 42.2-kilometer marathon. The new regimen is helping him to perform the athletic-



Frantz says the presentation skills he learns in Toastmasters also help him deliver better musical performances.

Photo credit: Virág Buza

ly challenging music he enjoys—in the same year he did the Ironman event, he achieved his goal to record Liszt's complete *Transcendental Études*.

A big believer in the philosophy of continual improvement, Frantz made it to the finish line in this year's Ironman race too, and says, "I feel it's time to get in shape again!" He calls himself a hopeless dreamer and attributes his contrarian attitude—welcoming setbacks—to propelling him to unexpected places. The day following this interview, Frantz was heading to Frankfurt early in the morning [July 4] for a meeting of the executive committee of the Diplomatic Council. "Honestly," he says, "I highly doubt I would have ever been invited if it weren't for Toastmasters; there was just too much I needed to learn. It's amazing just how helpful Toastmasters has been to me in diplomatic and other professional settings."

It's Frantz's own perseverance in pushing through barriers that has resulted in a variety of opportunities for the gifted artist. "The vast majority of the time, what we think are our limitations," he says, "are far inside our real limitations." ■

A Roadmap for Club Growth

How I applied workplace strategies to help my club become Distinguished.

BY JAY SUNDERLAND, ACB, ALB

Does your club struggle with acquiring new members and getting current members to attend meetings? Do the same people fill officer roles each year? Do you host open houses, Speechcraft programs and other events to attract new members only to continue to struggle with low attendance? If you do, you're not alone.

When I became president of the Snohomish City Toastmasters club, in Washington state, our club faced many of the same challenges. We had 11 people on the roster and typically only five or six showed up to a meeting. I saw the same five or six people repeatedly perform officer roles and they were getting burned out. Sound familiar?

Toastmasters has a long history of helping clubs grow; that's part of the purpose of the Distinguished Club Program (DCP). Snohomish City Toastmasters had never been a Distinguished club, and I set out to change that. As a human resources and organizational development consultant, I work to solve organizational challenges. I was determined, as were my club officers, to create a plan—a "roadmap"—to become Distinguished. The benefits we enjoyed by implementing the plan were many. We had an 85 percent conversion rate for first-time guests, a 300 percent increase in membership in 90 days, and we beat all clubs in the district (most of Western Washington) for every incentive it offered. Not bad for a club that meets at 7:30 on Friday mornings in the small town of Snohomish. Our club reached President's Distinguished for the first time.

The first part of our plan involved gaining a clear picture of our club's current condition and the improvements it needed to become a thriving, vibrant club. We had an objective, a mission, and the DCP was the perfect vehicle. By using *Moments of Truth* as our guide, we developed a list of improvement requirements. By knowing specifically what we needed to do, we developed a plan to make it happen.

In business, mission statements often exist as nothing more than a plaque on a wall. In Toastmasters, because of the DCP, the mission is kept alive and drives a club to succeed. The mission is the measurement of the club's success, but that isn't what motivates people. What does is how the club suits members' needs.

We started out by developing a vision to hold the most positive, fun and uplifting meeting members and visitors would enjoy all week. And that meant running a high-energy club. However, we could only do that if we had enough participants, which we define as a minimum of 15 attendees at every meeting. If we assume that about 50 percent of a roster will attend a meeting, that means we need to have 30 members.

We had to examine our recruiting strategy. I did everything I could think of, but what worked was a simple email campaign. Club members began collecting business cards from grocery stores, restaurants, oil change shops, doctors' offices, schools and anywhere else they could find them. They gave them to me, to the vice president public relations (VPPR) and to the vice president membership (VPM). I created a simple, short email with the subject line, "Please Be My Guest," and spent two hours on Saturday mornings sending out invitations to our meetings.

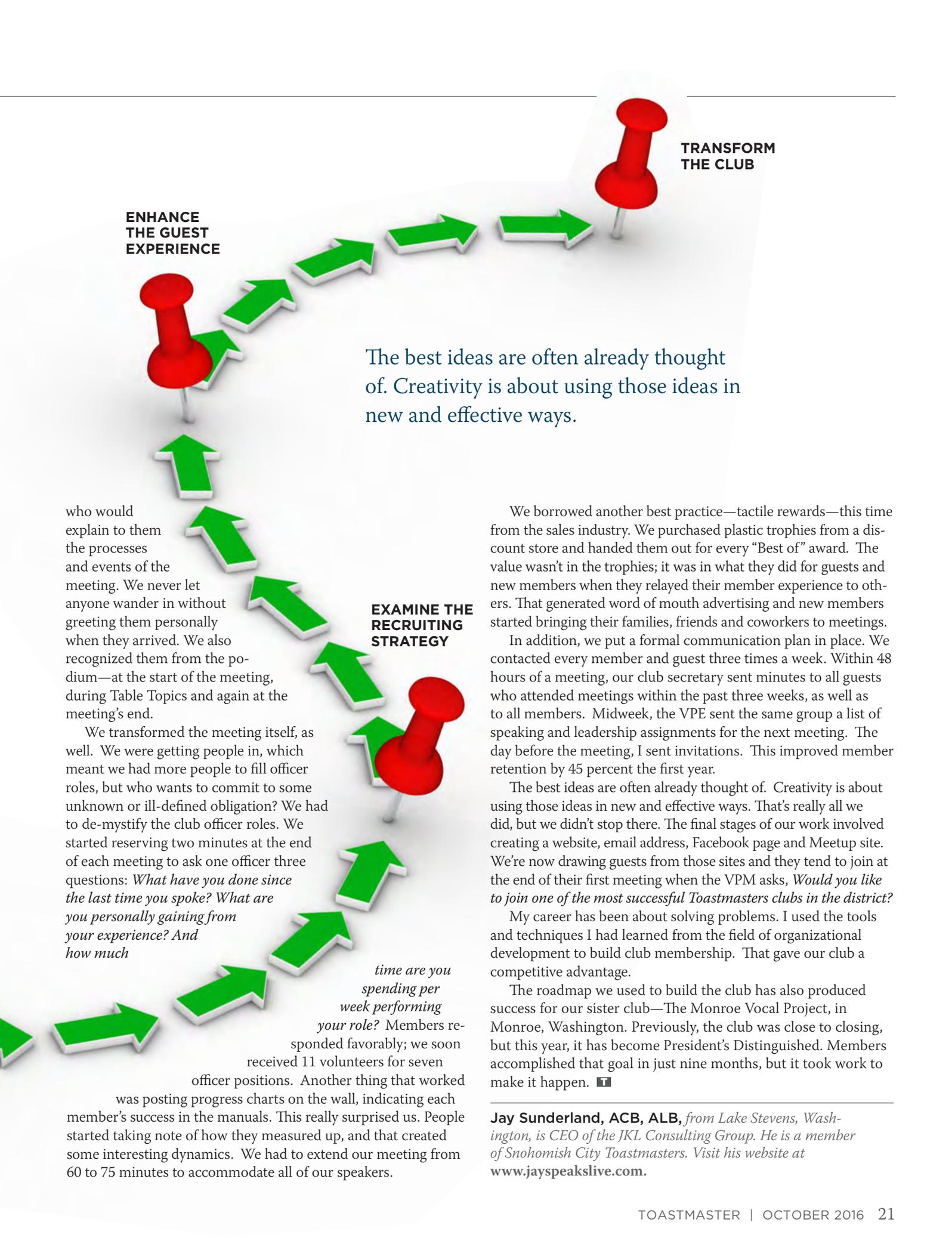
The effect it had of bringing people through the door surprised us all. But, getting people to visit isn't the same as getting them excited enough to join, and stay.

And so we took a page from the guest services industry—in particular from hotels like the Hilton and Four Seasons—and we compared the guest experience of staying in the hotels to that of those visiting our club meetings, all the way through the initial greeting to the meeting to the departure. We walked the walk from the parking lot to the meeting room and considered things that included ease of finding the meeting location, and more. This compelled us to buy two A-frame-style signs sporting the Toastmasters logo and arrows that pointed the way for guests.

We also transformed our concept of greeting and meeting. A club officer would now greet guests as they arrived. I focused on the visitors who had responded to my email invitations. All guests would then be introduced to an experienced Toastmaster

**DEVELOP
A VISION**





**ENHANCE
THE GUEST
EXPERIENCE**

who would explain to them the processes and events of the meeting. We never let anyone wander in without greeting them personally when they arrived. We also recognized them from the podium—at the start of the meeting, during Table Topics and again at the meeting's end.

We transformed the meeting itself, as well. We were getting people in, which meant we had more people to fill officer roles, but who wants to commit to some unknown or ill-defined obligation? We had to de-mystify the club officer roles. We started reserving two minutes at the end of each meeting to ask one officer three questions: *What have you done since the last time you spoke? What are you personally gaining from your experience? And how much*

time are you spending per week performing your role? Members responded favorably; we soon received 11 volunteers for seven officer positions. Another thing that worked was posting progress charts on the wall, indicating each member's success in the manuals. This really surprised us. People started taking note of how they measured up, and that created some interesting dynamics. We had to extend our meeting from 60 to 75 minutes to accommodate all of our speakers.

The best ideas are often already thought of. Creativity is about using those ideas in new and effective ways.

**EXAMINE THE
RECRUITING
STRATEGY**

We borrowed another best practice—tactile rewards—this time from the sales industry. We purchased plastic trophies from a discount store and handed them out for every “Best of” award. The value wasn't in the trophies; it was in what they did for guests and new members when they relayed their member experience to others. That generated word of mouth advertising and new members started bringing their families, friends and coworkers to meetings.

In addition, we put a formal communication plan in place. We contacted every member and guest three times a week. Within 48 hours of a meeting, our club secretary sent minutes to all guests who attended meetings within the past three weeks, as well as to all members. Midweek, the VPE sent the same group a list of speaking and leadership assignments for the next meeting. The day before the meeting, I sent invitations. This improved member retention by 45 percent the first year.

The best ideas are often already thought of. Creativity is about using those ideas in new and effective ways. That's really all we did, but we didn't stop there. The final stages of our work involved creating a website, email address, Facebook page and Meetup site. We're now drawing guests from those sites and they tend to join at the end of their first meeting when the VPM asks, *Would you like to join one of the most successful Toastmasters clubs in the district?*

My career has been about solving problems. I used the tools and techniques I had learned from the field of organizational development to build club membership. That gave our club a competitive advantage.

The roadmap we used to build the club has also produced success for our sister club—The Monroe Vocal Project, in Monroe, Washington. Previously, the club was close to closing, but this year, it has become President's Distinguished. Members accomplished that goal in just nine months, but it took work to make it happen. 

Jay Sunderland, ACB, ALB, from Lake Stevens, Washington, is CEO of the JKL Consulting Group. He is a member of Snohomish City Toastmasters. Visit his website at www.jayspeakslive.com.

**TRANSFORM
THE CLUB**



INTRODUCTION

How to make a good impression—
through planning and practice.

BY MAUREEN ZAPPALA, DTM

As a professional speaker, I'm often introduced to the audience by someone who doesn't know me. How do you introduce a speaker to an audience?

It's an important job, says speaker and humorist Christine Holton Cashen, a Certified Speaking Professional (CSP). "A good introduction is more than your background," she says. "It can affect how the entire audience receives your message."

This also applies to non-speech situations, when you are introducing yourself to other people. What do you say when someone says, "So, tell me about yourself." Where do you start? While we all are experts on the *topic* of ourselves, we're not very good at *introducing* ourselves. The question "So what do you do?" is most often answered with something like "I'm an accountant" or "I'm in sales."

Business expert Michael Port, bestselling author of *Book Yourself Solid*, advises against this. He writes, "We hear the *What do you do for a living?* question all the time. Your professional category alone is the wrong answer, because that is talking *at* people, instead of *with* them." Instead, he suggests using dialogue to build relationships.

How to Introduce Yourself

These six tips can help you become an expert at introducing yourself so you can make richer connections, build relationships and enjoy more personal and professional growth.



CONSTRUCTION

1 Create a plan.

A social event, like a wedding or party, is different from a professional event, where you're more focused on growing your business or expanding your influence. Social events are for fun, although you may make some business contacts. Before attending an event, decide on your goal.

Networking expert Dan Toussant, DTM, is owner of Dan Toussant & Associates, an executive recruiting firm, and managing director of The Interview Doctor, a business consulting company. He believes planning is essential. "Know what to say about yourself and write it down ahead of time," he says. "Include basic facts, something catchy, brief and even humorous. Have a quick synopsis of your experience and a unique value-added point. These conversations are two-way."

Toussant, a member of the Stark Community Toastmasters and Hall Of Fame Advanced Speakers, both in Canton, Ohio, suggests that you help the dialogue and increase the energy by interrupting your introduction and asking, "Would you like me to continue?" or "Have I answered your question?" He recommends that you practice often and get feedback to sound more natural and avoid feeling scripted. Toastmasters know about feedback! Ask your club for it. Make it a Table Topic.

2 Use common courtesies.

- ▶ Smile! In his book *How to Win Friends and Influence People*, Dale Carnegie devotes an entire chapter to smiling. It communicates approachability.

- ▶ Stand tall. Look at *people*, not your phone. Keep your handshake hand free and dry; hold your cold drink in your other hand.
- ▶ Have a name tag? Make sure it's visible and high enough so people aren't scanning your belly to read it.
- ▶ Offer a firm handshake, make solid eye contact and use a strong voice.

3 Cultivate relationships.

No matter how many social media contacts you have, or how much marketing you do, face-to-face encounters are still the best paths to professional growth. Focus on providing value to people by telling them what you can offer instead of extracting a benefit from them. Be attentive and interested in them. Don't try to impress them. In his book, Carnegie outlines six ways to get people to like you. None includes impressing them.

4 Be curious.

Develop an intense curiosity about other people. Without being nosy, you can ask polite questions that show sincere interest. Phrases like *I'd love to learn more* or *What brought you here?* show curiosity. Get others talking about themselves. This may sound counter-intuitive if you want to introduce yourself, but their story may lead into yours, which leads to an easier introduction.

Kinetta Johnson, ACB, ALB, of the Dulles South club in Stone Ridge, Virginia, says,

“When I first meet someone, I spend most of my time drawing them out with open-ended questions. I listen to their responses, reflect the theme and emotions, and find opportunities to intentionally connect and continue the dialogue.”

5 Communicate your contribution.

An introduction is more than just a name and title. You want to communicate your contribution, or how you can serve people. Gary McKinsey, ACB, CL, frequently speaks to groups about effective networking. He suggests using a “curiosity statement,” a phrase you weave into a conversation to communicate value and stimulate more dialogue.

McKinsey, a member of ToastBreakers Toastmasters in Modesto, California, recently attended a networking mixer and approached a man standing by himself. After extending his hand and exchanging names, McKinsey asked the man if he’d attended mixers before. “Yes,” the man replied. “Actually, I’m the host tonight.” McKinsey responded by saying, “Wonderful! Tell me about your business.” As the two conversed, the man asked McKinsey about his work. “Instead of stating my title,” McKinsey says, “I replied with my curiosity statement. *I work with businesses to increase their profits and help them avoid expensive and time-consuming mistakes.* The man said, ‘Let’s talk!’ We now have an appointment.”

This underscores the planning recommended by Dan Toutsant. Develop a curiosity statement for yourself. Who do you

help and how do they benefit? You’re a lawyer? You help people maneuver through legal mazes so they come out safe and sane. You’re a plumber? You worry about water pipes so homeowners don’t have to.

6 Be conversational.

Speak as you would in conversation. Don’t sound robotic or scripted. Be warm and relaxed. Too many introductions start out warm, but flip into machine-like precision, sounding very cold.

Let the conversation flow. As a leadership consultant with the global firm Hay Group, Aditya Maheswaran, DTM, coaches CEOs and managers on networking. He placed second in the 2015 Toastmasters World Championship of Public Speaking. Instead of using a scripted introduction, let the conversation flow based on the occasion, advises Maheswaran. “Put the other person first,” he says. “Saying *I am a consultant, nice to meet you* doesn’t work. Saying, *I noticed that you are interested in leadership books—maybe I can help?* is far better.”

An audience-focused introduction is significantly more interesting than a cut-and-paste bio.

Some things are better read than said. Avoid overly comical or cutesy introductions. They may sound brilliant, but they build walls, not relationships. These kinds of introductions may look great on paper, but if they don’t feel conversational when you say them, they won’t sound conversational when someone hears them.

But humor can help, as long as it’s not corny. Kenneth Lee, ATMG, CL, of Hervey Bay Toastmasters in Queensland, Australia, always gets a smile with his introduction: *I am an actor and an income tax advisor. As an actor, my other profession has been of no use; however, as a tax advisor, my acting has been invaluable.*

Avoid jargon or unusual terms that are unfamiliar to others. As a former NASA engineer, I could say, *I conducted evaluative comparisons on air-breathing propulsion systems to determine the performance deltas.* Huh? A better sentence is: *I did research on airplane engines.*

When You Are the Introducer

How do you introduce people, whether they are giving a speech or meeting at a social or work event? When the occasion calls, are you unsure of what to do? Extending introductions is very different from introducing yourself, but with some tips you can master this art as well.

Introducing a Speaker to an Audience

Introducing a stranger can feel awkward. When someone introduces me as a speaker, I want that person to look good and feel

HOW TO INTRODUCE A SPEAKER

Introductions should be graceful, witty and fun—fun to hear and fun to give. The following guidelines will help you organize an introduction for a speaker.

- ▶ Give star billing to the speaker. Don’t be a scene stealer. Direct the group’s attention to the speaker.
- ▶ Know what the speaker will be talking about and plan your introduction around that topic. Don’t make a preliminary talk of your own.
- ▶ Emphasize to the audience the speaker’s expertise and experience in the topic.
- ▶ Set the mood for the speaker and the speech.
- ▶ Be brief! Introductions should be 30 to 45 seconds so make every word count.

Reprinted from the Toastmasters manual When You’re The Introducer.

comfortable. I also want the audience to be primed for my presentation, so I write my own introduction. I don't use my website bio. I'm sure you've listened to a long and impressive list of a speaker's credentials and thought, *That's nice. What's in this for me?* A more effective introduction is one that makes a strong connection with the audience, and promises there's something of value for them.

Cashen, the speaker/humorist, has crafted a wildly effective template for a speaker introduction that focuses more on the audience than on the speaker. Her template creates a script for the introducer to use that makes them feel more confident. The script includes some of the speaker's credentials, some personal rapport-building information, some humor and a few questions to ask the audience that hint about what they will learn. For example, suppose Jamie Ballace speaks to nail salon owners about employee retention. Here's a script she could give to her introducer.

Jamie Ballace Intro

"Let's begin with a few questions.

- *Would you like lower employee turnover?*
- *Do you want to energize your employees?*
- *Are you ready for tips to make your salon a great place to work?*

If you answered yes, then you're in the right place! Our speaker today owns five nail salons and has 50 employees and less than 10 percent turnover. She's opened a new salon each year for three years, with plans for five more.

When not working, she can be found doing Zumba or getting pedicures from her 4-year-old daughter. Helping us today to Create a Stellar Culture, please help me welcome from Pinckney, Michigan ... speaker, author, and unashamed lover of Hallmark movies—
Jamie Ballace!"

See the difference? An audience-focused introduction is significantly more interesting than a cut-and-paste bio. Try it! Maybe arrange a club meeting where every member crafts and delivers their own audience-focused introduction.

Introducing People to Each Other

When at a party or networking event, you've probably introduced two people you know to each other. Debbie Forbes, ACG, ALB, of the Positive Thinkers Toastmasters in Vancouver, British Columbia, Canada, points out a different approach to use when introducing another person, as compared to introducing yourself. "At a party," she says, "you introduce yourself by name, and perhaps include how you know the host. When introduc-



Learn more about the art of introduction from the Toastmasters manual *Creating an Introduction*, available from the Toastmasters online store.

ing another person, you have freedom to brag about them, or mention things the two have in common." It's actually quite fun to boast about someone else.

Who do you start with? Many people are confused by the order of introductions. It boils down to this: Speak first to the person you wish to honor. *Grandma, I'd like you to meet my neighbor Karen.* Then turn to Karen and say, *Karen, this is my grandmother, Anna Jones.*

Who do you honor *first*? Most often, order is determined by age, rank, title and relationship. Address the older before the younger, your friend before a family member, a client before any co-worker (including a CEO) and a titled or ranked person (senator, reverend, doctor, etc.) before a contemporary.

All introductions serve two common goals: to make people comfortable and cultivate a relationship. To create a comfortable encounter, ask yourself, *How can I put this person or group first?* Even a speaker addressing an audience must establish a warm rapport in order to have the privilege of communicating a message. Use your Toastmasters club meetings to work on these skills. In no time, you'll master the art of any introduction. **T**

MAUREEN ZAPPALA, DTM, is a former NASA propulsion engineer. Today she's a professional speaker, author and presentation skills coach, as well as founder of High Altitude Strategies, a coaching and speaking service. She belongs to the Aerospace Toastmasters club in Cleveland, Ohio. Visit her website at www.MaureenZ.com.

Measuring What Matters

Why you should care about the Distinguished Club Program.

BY FLOYD R. STRAYER, ACB, ALB

In an article for the *Harvard Business Review*, Dan Ariely wrote that people are motivated by how they are measured, a principle that is backed up by psychologists and economists.

“Human beings adjust behavior based on the metrics they’re held against,” wrote Ariely, author of the book *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. “Anything you measure will impel a person to optimize his score on that metric. What you measure is what you’ll get. Period!”

Later in the article, he wrote, “What is important are numbers that direct leaders’ attention to the real drivers of sustainable success.”

This concept relates to Toastmasters—specifically, to the 10 goals of the Distinguished Club Program (DCP). I re-worded

Ariely’s statement to make it Toastmasters-relevant: *The 10 DCP goals direct leaders’ attention to the real drivers of sustainable club success.*

Why do clubs sustain success? Because they serve the needs of individual club members, and they do it in ways that can be measured.

Through years of careful research, Toastmasters International identified members’ most important needs and individual goals. They discovered how clubs that consistently enable members to meet their goals are successful and have certain characteristics that can be measured.

(To see the reports, visit the Statistics and Data Hub at www.toastmasters.org.)

GOALS 1 AND 2

1 Earn two Competent Communicator (CC) awards

2 Two more CCs

Producing Competent Communicators is evidence that a club is concentrating on meeting the basic needs of its members by improving their public speaking skills. The 10 projects in the *Competent Communication* manual teach the basic building blocks necessary to develop and deliver a competent and effective speech. Clubs that continually produce members with CC awards are providing the educational platform that members are seeking in Toastmasters.

GOALS 3 AND 4

3 One Advanced Communicator (AC) award

4 One more AC

Producing members who have earned any of the three AC awards—Bronze, Silver or Gold—is evidence that a club is retaining skilled speakers who wish to become polished speakers. These members are essential, because they demonstrate by their examples what can be accomplished in Toastmasters. They also have the expertise to provide skilled evaluations that support and encourage new members to continue striving to improve.

GOALS 5 AND 6

5 One Competent Leader (CL), Advanced Leader Bronze (ALB), Advanced Leader Silver (ALS) or Distinguished Toastmaster (DTM) award

6 One more CL, ALB, ALS or DTM

The projects required for CL and AL awards are fulfilled by completing your responsibilities in club officer and meeting roles. These roles are essential to conducting an effective club meeting, which is the foundation for providing assistance to each member in meeting their goals. When members perform roles and receive evaluations, they develop into experienced leaders. The consistent achievement of these awards provides clubs with skilled functionaries, mentors and leaders to meet the needs of a growing and thriving club.

I remember my own experience with the DCP. I had only been a member for a few weeks when the vice president education (VPE) of our club announced we were on track to becoming a “Distinguished” club. Everyone clapped, including me.

“We only need one more DCP by the end of the month,” he said. I thought *Wow, I wonder where we get these DCPs*. I listened carefully, trying to figure out this new language of Toastmasters.

Members who are learning in clubs that are growing have loads of fun.

Having retired from the U.S. Marine Corps and worked 17 years for the U.S. Navy, I can say that the number of abbreviations and acronyms used in these two armed-service branches are mind-numbing. For Toastmasters, it is easy to forget that someone new in your audience may not recognize the terms you use.

While I noticed how Toastmasters business resembles corporate business meetings, and felt this was great for efficiency

and productivity, I wondered about my own needs—the reason I joined Toastmasters. What about *me*—the “What’s in it for me?” (WIIFM) as a member. Meetings started sounding like they were all about the district’s goals. Why should I care about the DCP?

I soon learned the answer. It’s because the recognition—the Distinguished status (or higher) earned by a club—indicates that the club provides the positive and supportive learning environment that will aid me in meeting my goals.

The 10 DCP goals are identified as characteristics of a quality club. Each goal is carefully chosen to provide the individual member with the highest quality Toastmasters experience. The following examples show a clear path from the DCP to the individual member and explain why the goals are important. ■

FLOYD R. STRAYER, ACB, ALB, *is president of the Sharp Toastmasters club in Chula Vista, California, and an area director in District 5.*

GOALS 7 AND 8

7 Add four new members to the club

8 Four more new members

Members who are learning in clubs that are growing have loads of fun. Where else can you find leadership, friendship, support, feedback and training in communication for \$45 every six months? I challenge you to find a quality program that encompasses everything we do in Toastmasters while having fun doing it!

Club growth helps ensure support positions are filled when we need practice speaking. With increasing club membership, we also gain experience speaking to a larger audience. Plus, we receive a broader spectrum of feedback, which allows faster, stronger and better growth opportunities. And when we give an awesome speech, it draws more applause, providing the positive support we all need to build our confidence to get up and speak again.

So invite everyone you meet to participate in our found wealth!

GOAL 9

At least four club officers participate in both the first and second annual club officer training

Club officer training is essential for providing members the experience they need to serve in any officer role. Even officers who have been trained previously for the positions they hold need to attend to hear new information and share creative ideas. It’s a worthy goal. And experienced Toastmasters offer valuable insights to newly appointed members who have never served in a club officer role. This transfer of information and ideas is key to the success and strength of a volunteer organization. It takes each member supporting and assisting in the development of the next generation of leaders.

GOAL 10

Timely submission of an officer list and membership dues

Members want to know their club is efficient and supportive of their goals. Club officers gain members’ trust and confidence with the timely administration of duties. The on-time submission of a club officer list and membership dues are essential to a well-run organization. All administrative tasks, including the timely submission of award recognitions, are important to members.

It is worth saying again: *The 10 DCP goals direct leaders’ attention to the real drivers of sustainable club success.*

When speaking about the DCP goals, use terms that members can easily understand to create member buy-in sooner, because they will then know it is all about the individual member and their goals.

The DCP Takes a Turn in Pathways

Program’s principle is the same, but goals will reflect the new learning structure.

BY PAUL STERMAN

The Toastmasters Distinguished Club Program (DCP) helps clubs provide their members with a consistently high-quality experience. The DCP will have the same aim after the Toastmasters Pathways learning experience rolls out. The format, however, will be different.

Currently there are six educational goals—and 10 goals altogether—in the DCP. The six goals represent a combination of education awards earned by club members:

Current DCP

PROGRAM EDUCATION GOALS
1. Two CC awards
2. Two more CC’s
3. One ACB, ACS or ACG award
4. One more ACB, ACS or ACG
5. One CL, ALB, ALS or DTM award
6. One more CL, ALB, ALS or DTM

In the Pathways learning experience, which launches in January, the educational goals take a different form. (The other four DCP goals will not change.) The number of educational goals will remain the same in Pathways—six—but they will represent the work members do in learning paths rather than in the manuals of the current education program.

Pathways will launch with 10 learning paths. In each path, members advance through five levels of achievement, each

level building on the previous one. The DCP educational goals in Pathways reflect this structure. For example, the first goal for a club is to have four members complete Level 1 in their respective learning paths.

The six goals in Pathways are designed to be equivalent to the six goals in the current DCP. For example, the fifth Pathways goal—one member completing Level 4 in a learning path—matches up with its current counterpart: one member earning a CL, ALB, ALS or DTM. However, it’s impossible to achieve exact parity since the two education programs are structured differently.

The six educational goals in Pathways represent a combination of members completing the following:

DCP in Pathways

PATHWAYS EDUCATION GOALS
1. Four Level 1’s
2. Two Level 2’s
3. Two more Level 2’s
4. Two Level 3’s
5. One Level 4
6. One Level 5

As with the current program, the six goals have to be met by separate individuals in each category—one member can’t achieve the same goal twice. In other words, four Level 1’s can’t be

completed by three members, only by four separate members.

Clubs will have plenty of time before they have to formally adopt the new DCP format. There will be a transition period during which the current education program runs concurrently with Pathways. Members can participate in one program or the other (or both, if they choose). During this time, clubs will have flexibility when it comes to the DCP. They can still aim for completing six educational goals—but they can choose from 12 options: Members can meet the six current educational goals, the six Pathways goals or a mix of goals from both education programs. (See the chart at the bottom of the page.)

The idea is to make the switch to the DCP in Pathways as seamless as possible. Once the transition period ends, the six Pathways goals will be the DCP educational goals for all clubs. The transition period lasts for two years after all regions have been included in the Pathways rollout. **T**

For more information about the Toastmasters Pathways learning experience, go to www.toastmasters.org/Pathways.

For more information about the DCP in the current education program, see the Distinguished Club Program and Club Success Plan, item 1111 in the Toastmasters online store. It’s also available as a PDF.

PAUL STERMAN is senior editor of the *Toastmaster magazine*.

Transition DCP

EDUCATION (SELECT 6 OF 12 GOALS)			
<input type="checkbox"/> Two CC awards	<input type="checkbox"/> One more ACB, ACS or ACG	<input type="checkbox"/> Four Level 1’s	<input type="checkbox"/> Two Level 3’s
<input type="checkbox"/> Two more CC’s	<input type="checkbox"/> One CL, ALB, ALS or DTM award	<input type="checkbox"/> Two Level 2’s	<input type="checkbox"/> One Level 4
<input type="checkbox"/> One ACB, ACS or ACG award	<input type="checkbox"/> One more CL, ALB, ALS or DTM	<input type="checkbox"/> Two more Level 2’s	<input type="checkbox"/> One Level 5

The Facts Are In!

The past Toastmasters year (July 1, 2015–June 30, 2016) proved to be one of growth for the organization.

CLUBS

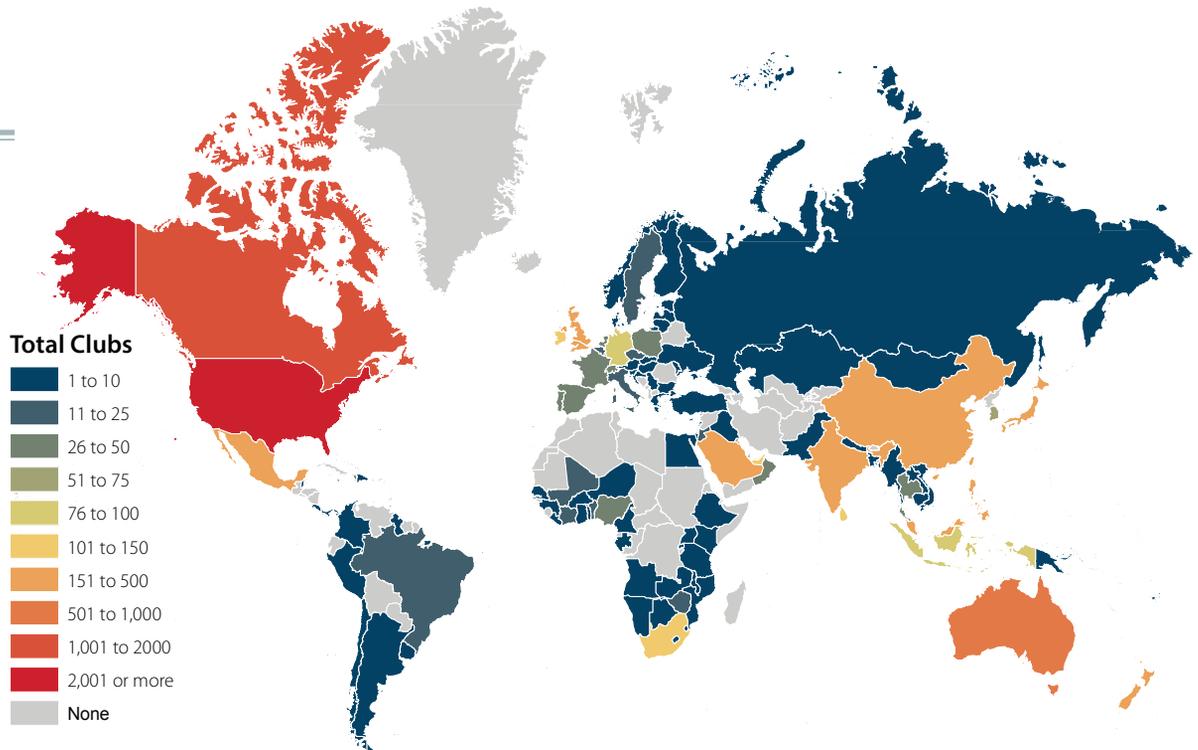
142
COUNTRIES

+3.7%
CLUB GROWTH

>15,900
CLUBS

>1,400
NEW CLUBS

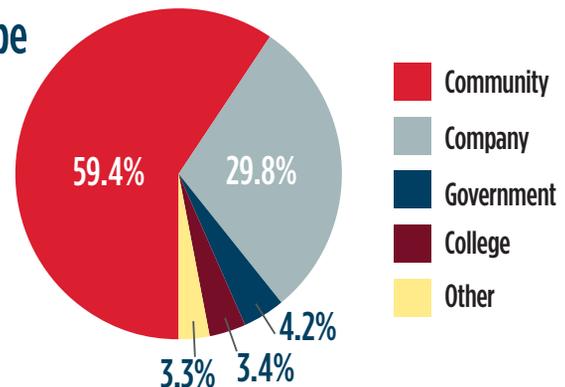
54.4%
ACHIEVED
DISTINGUISHED



Recognition

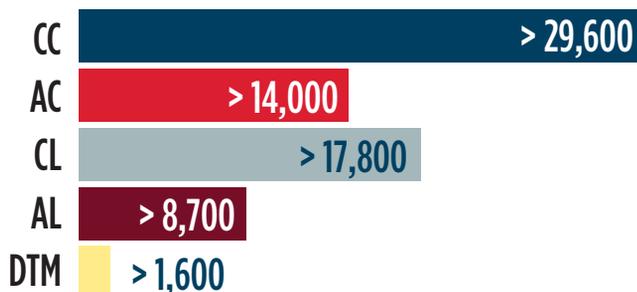


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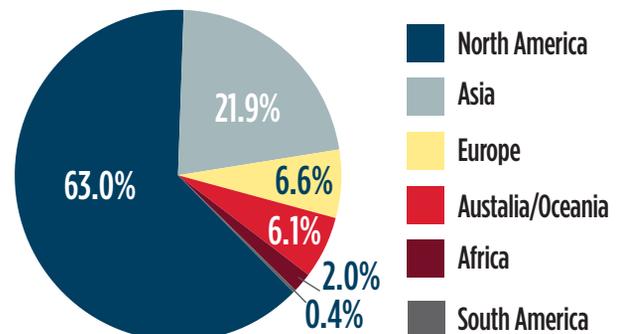


MEMBERS

Awards



Membership



>345,000 MEMBERS¹ **+3.9%** GROWTH

¹ Total membership for October 2015 renewal period (includes dual memberships).



I Hear Music

How to sound like a real musician without playing like one.
Actually, without playing at all.

BY JOHN CADLEY

I'm a self-taught musician. That means I can play music without knowing what I'm doing. It's quite an accomplishment. If you want to see for yourself, come hear me play. I guarantee the first thing you'll think is, *He doesn't know what he's doing*. I tried taking lessons but it was just too confusing. My teachers would use technical terms that I always interpreted the wrong way. For instance, the word *interval*, which means the distance between two notes, had a different connotation for me—namely, the distance between the correct note and the one I actually played. Or the term *accidentals*, which refers to the sharps and flats that raise or lower notes a half-step. For me, it meant that if I actually did play the right note it was purely by accident.

Self-taught musicians often feel inferior to “real musicians,” the ones who can sight read Mozart like a nursery rhyme and play Rimsky-Korsakov's *Flight of the Bumblebee* while ordering takeout on their iPhone 6s Plus. I felt that sense of inadequacy in a particularly painful way when, after I played two sets at a club, a classical musician in the audience came up to me and said, “Congratulations. I don't think I've ever heard someone play *rubato* so effectively for an entire evening.” Bursting with pride, I went home to look up *rubato*. It means an elastic, flexible tempo. In other words, he told me I had been playing out of time all night.

That was when I decided to become a real musician. Maybe I couldn't go to a conservatory but I could at least talk like these guys. So I went and got some books on reading music. As I looked at words like *scordatura*, *ondeggiando*, *embolada* and *divertimento*, I thought maybe I should have gotten a book on reading Italian first. Music may be the universal language but the Italians are the ones who tell you exactly how the universe runs. And I mean exactly. In my world, *tempo* simply means slow, medium or fast. In the classical world they slice it thinner. You've got three kinds of slow (*largo*, *lento* and *adagio*), three speeds for medium (*andante*, *moderato* and *allegretto*) and three gears for fast (*allegro*, *presto* and *prestissimo*). It's easy to miss the nuances. You could be playing *largo* when the conductor decides he wants to quicken the tempo ever so slightly, inching it up to *adagio*. You play it just a little too fast and end up in *andante*, which you then confuse with *al dente* and start thinking about spaghetti and

meatballs. This causes you to completely muffle the difficult *presto* section in the “Summer” portion of Vivaldi's *Four Seasons*, lose your position as first violinist with the London Symphony Orchestra, and end up giving lessons to third graders in Hamburg, Germany. It could happen.

Not only are you told how fast or slow to play a piece, you are instructed as to the emotion you should play it with—*conancio* (with vigor), *malinconico* (melancholy), *precipitando* (impetuous) and *sussurrando* (whispering) being just a few examples. There's also *lacrimoso*, or mournful, where your playing actually brings

I'm a self-taught musician. That means I can play music without knowing what I'm doing.

the audience to tears. My playing does that all the time. The only difference is that with *lacrimoso*, the effect should be intentional.

Or you can be told that for a certain section you are not to play at all, as indicated by the term *tacet* (silent). If you're a poor player you may find that word scrawled across your entire score in the conductor's own handwriting.

There were some words that I actually did recognize, like *acappella*, which means singing without any instrumental accompaniment. What I didn't know is that *acappella* is actually an old Italian word for “I forgot my guitar.” I'm also familiar with *opera*, which is when people sing like they're making fun of opera singers.

Armed with this new vocabulary I headed down to my Friday night gig backing up a female singer, determined to let her know she was playing with a real musician. Sitting at the piano, I said, “Why don't we start with an *allegretto* feel tonight. You know, nice and easy. Then I'll push you with a little *precipitando* and you can respond *conancio*.” She looked at me like she was trying to understand what I said. Then she slapped my face. ■

Editor's note: To hear John Cadley's music, visit www.cadleys.com.

JOHN CADLEY, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York.

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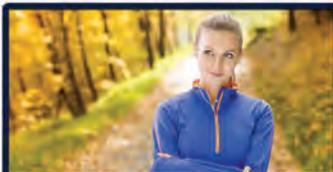
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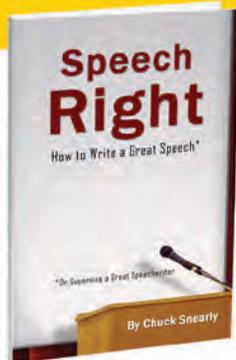
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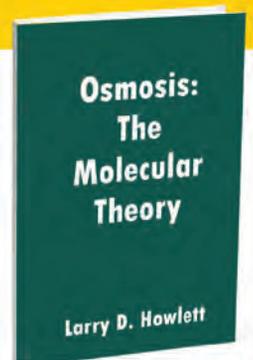
CLIENT SPOTLIGHT



For more than three decades author Chuck Snearly has been writing highly acclaimed speeches for leaders around the world, including the top executives at Ford Motor Company, Royal Dutch Shell, the Bosch Group and Dean Foods. In his book *Speech Right* the award-winning speechwriter will show you how to write a great speech – one that engages emotions, shapes opinions and makes things happen. Whatever your current skill level, *Speech Right* will help you write the speech right.

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For those that already understand osmosis, we suggest that you begin with the last chapter. The first chapters may sound like heresy. For others, beginning with the first chapter will take you through the many levels of understanding that we followed to develop the Molecular Theory of Osmosis.



Speech Right by Chuck Snearly and *Osmosis: The Molecular Theory* by Larry D. Howlett are available at amazon

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