

THE MAGAZINE FOR COMMUNICATORS & LEADERS | AUGUST 2014

TOASTMASTER®



Convey
Confidence
with

Body Language

Amy Cuddy reveals the
surprising power of poses.

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Training Tomorrow's Leaders Today

Youth Leadership program
helps students speak up.

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A Journey of 10,000 Miles



Over the past year, my wife Jorie and I visited 11 districts in eight countries on four continents. Our journey allowed us to appreciate the ancient wisdom in the Chinese saying, "It is better to travel 10,000 miles than to read 10,000 books." The districts we visited cover the spectrum of the Toastmasters world, from the veteran districts outside the United States (District 21 in British Columbia and District 72 in New Zealand) to the fast-growing provisional districts of South Korea (District 93P) and West Africa (District 94P), and the predominantly Spanish-speaking District 34 of

Mexico. As the Aussies of District 70 so eloquently phrased it in their 2014 Sydney conference theme, it's the "Same, same but different."

We saw a "unity in diversity" in our global organization, and observed certain trends that can be summarized:

1. **The growth of corporate clubs**, which started in North America in the 1980s, is spreading to other parts of the world (e.g. about half of the clubs in District 51 in Malaysia are corporate). It is encouraging that organizations, both for-profits and nonprofits, have come to see Toastmasters as a cost-effective means of employee development.
2. **Toastmasters programs such as Speechcraft and Youth Leadership** have come to be used as a means of community service as well as vehicles of member recruitment.
3. **There is a sense of excitement** over the changes in our organization since the 2010 Strategic Plan, and great anticipation for the revitalized education program and what it promises.

We are all unified in our common Toastmasters culture and core values, but we also have interesting differences. For example, club meetings take on different formats and lengths. Instead of the "sandwich" approach of evaluation, which is used in Asia and North America, District 72 uses the "CRC" method (commend, recommend and commend), and District 70 uses the "PIP" method (praise, improvement and praise). I believe the "CRC" and "PIP" methods are easier to explain to rice-eating Asians than the sandwich metaphor.

Jorie and I are also able to experience firsthand the passion and dedication of Toastmasters in all parts of the world. They are indeed the driving force behind our organization's growth. Behind their passion are individual stories of how lives are transformed one by one. Speaking, like walking and even breathing, is a basic human skill, yet many of us are trapped in a silent prison, unable to connect with the world.

This Viewpoint marks the end of my incredible year-long journey of amazing personal growth. I would like to express my gratitude to this wonderful organization for the privilege to serve. **T**

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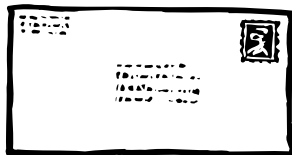
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The *Toastmaster* magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: 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 \$36 semi-annual dues.

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I'm involved with several organizations, but Toastmasters is the strongest community I've experienced.

— Stacey Shipman, ACS, CL

Creative Meeting Roles

I read the article "Vive La Différence in Club Meetings!" (April) by Jennifer Blanck. It was gratifying to learn that my club has some of the same roles other clubs have, such as Listening Master. Another club I belong to has a Warm-up Master. We also have a monthly Magazine Quiz Master who questions us on that month's issue of *Toastmaster* magazine. The result? Everyone in the club is now an avid reader of the *Toastmaster*!

SUSAN BUTTERFIELD, ACB, ALB
Federation Toastmasters
Tenterfield, New South Wales, Australia

A Proud Moment

Years ago, I conducted a series of Speechcraft sessions for a company in Groton, Connecticut. In one of the classes was a man with a strong European accent. He struggled but was very attentive and volunteered for every assignment. I saw him a few years later, and he told me his story:

After the Speechcraft sessions, his father passed away, and his family asked him to speak at the wake. He said to me, "Frank, I thought of your words during the Speechcraft sessions. You said, 'When we are the speaker, we are the person with the message to share. The most important person in the room. The one with the best information about the subject.' It was very difficult, but it was the proudest moment of my life. It was my last conversation with the most important person I ever knew—

my last opportunity to thank my dad for being my dad. Thank you for showing me I could believe in myself."

You never know when you are influencing someone to excel.

FRANK M. COSTA, ATMB
Colonel Ledyard Toastmasters
Ledyard, Connecticut

Times Are Changing

I'm deeply impressed by the April Viewpoint ("Cross-cultural Communication") by International President George Yen, in which he pointed out that the term "cross-cultural communication" was hardly used in Dr. Smedley's time. But today, as noted in the Viewpoint, more than 40 percent of our members live outside the United States. This means English is not the only language spoken by Toastmasters.

In 1998, I promoted and chartered the first Chinese-language Toastmasters club in Taichung, Taiwan. Now, in the central part of Taiwan, there are almost 20 clubs in which Chinese or Taiwanese, or both, are spoken. Toastmasters is international because of its cross-cultural communication.

PAO-CHIN GRACE LEE, ACS, ALS
Happiness Toastmasters
Taichung, Taiwan

The Triumph of Community

I enjoyed reading Sephora Pierre-Louis' "From Tragedy to Triumph" (April), which highlighted the strength of the Toastmasters community and its role in her achievements. I'm involved with several organizations, but Toastmasters is the strongest community I've experienced. Whenever I reach out for help—whether at the club or district level (as an area governor)—I hear either "Yes! I can help" or "No, I can't help; let me refer you to someone who can."

Members want to succeed and see others succeed. I stay in Toastmasters for the consistent practice, the community and the ability to make a difference. Thank you, Sephora, for sharing the strength of the Toastmasters community beyond the club.

STACEY SHIPMAN, ACS, CL
Hanover Toastmasters
Hanover, Massachusetts

What's Your Theme?

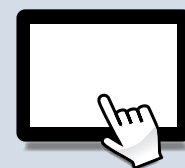
I think a themed meeting is one of the cleverest ways to conduct a Toastmasters meeting. As "The Theme Team" by Caren S. Neile (May) points out, "a good theme can provide a lot of fun and variety for members and guests alike." In my clubs, the Toastmaster and General Evaluator use the meeting theme as a connection to introduce the speakers and evaluators. This makes the meeting flow smoothly.

Sometimes our themes are related to traditional holidays, thus providing opportunities for members to get to know one another better. What inspired me most about Caren's article is the idea that members can make meeting themes more creative and dramatic by adding props or settings. If this can make a meeting more meaningful, it deserves a try.

BRUCE YANG, DTM
Taichung Toastmasters
Taichung City, Taiwan

DO YOU HAVE SOMETHING TO SAY?

Write it in 200 words or less. State your name, member number and home club, and send it to letters@toastmasters.org. Please note: Letters are subject to editing for length and clarity, and may be published in both the print and electronic editions.



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Convey Confidence with Body Language

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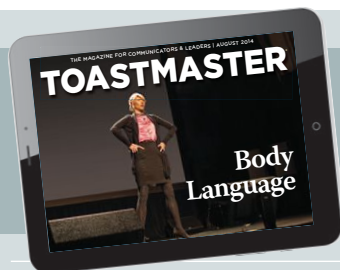
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August Special Tablet Features



Take a tour via video of nonverbal communication
techniques, including Italian-style hand gesturing.



See and read more about students who grow through
Toastmasters' Youth Leadership program.



See more happy couples who met in Toastmasters.

For more information, go to www.toastmasters.org/magazine.

AROUND THE GLOBE

MEMBER MOMENT



A Club Pioneer in Pakistan

Aneeqa Ali, CC, CL, is the only woman in the Islamabad Toastmasters club in Islamabad, Pakistan. She takes pride in that fact. One of the things she cherishes most about Toastmasters is its diversity. When Ali joined, “suddenly, a new world of friends emerged from round the globe,” she says. A vice president membership, she organizes membership campaigns and makes sure members enjoy their club experience. Ali works in the external audit department at the Islamabad branch of KPMG, one of the largest accounting firms in the world. She will soon become a chartered accountant.

What is it like being the only woman in the club?

Initially it was not that easy. After every meeting, I called and sent messages to a friend and former club member [who is a woman] to come back and join once again. But with time I became so comfortable with my fellow members that I stopped bothering about the fact that there weren't other girls. And here, a big credit goes to all my fellow members who supported me enough and were so gentle that they never made me feel out of place.

Why did you join Toastmasters?

After hearing about Toastmasters, I just dropped by the local club at Lok Virsa one day, very casually, to see how things happen. Since that day, I have never wanted to miss out on all the fun and learning, and I have become a very regular member.

What captivated me about Toastmasters was the idea of sharing my thoughts and views with an audience.

What topics do you enjoy speaking about the most?

My mischievous childhood and social issues that I feel need to be taken into account.

What are the members of your club like?

We have doctors, engineers, businessmen, lawyers, accountants, information technology and marketing professionals, ambassadors and students in our club. Their ages vary from 20 to 60 years.



Aneeqa Ali, CC, CL

What is the best advice you have ever received?

To take Toastmasters seriously and keep the learning part in mind while indulging in the fun of it.

How has Toastmasters helped you in your professional life?

When my colleagues are just thinking about how to say something and how to stand up and present it, I am already up, talking with confidence—without any “ahs” or “ums,” of course.

What is one thing you would like people to know about Pakistan?

Pakistan is not as unsafe as the world thinks it is. It is a wonderful place with glorious tourist resorts and very friendly people. Nature with all its bounties can be explored here. People must know that Pakistan and its people have a very rich and interesting culture.

In Brief

INTERNATIONAL CONFERENCE DIRECTORY

Find a great conference to attend at lanyrd.com or catch up on those you missed. While on the site, why not build a speaker portfolio of the talks you have given?

CONGRATULATE YOUR DISTRICT SEMIFINALIST

Do you know who is representing your district at the International Speech Contest Semifinals? Visit toastmasters.org/semifinals to see the names of all 91

semifinalists. Each semifinalist will compete on Thursday, August 21, in one of nine semifinal speech contests. One winner from each semifinal will participate in the Toastmasters World Championship of Public Speaking on the following Saturday.

GET A CONVENTION SNEAK PEEK

Don't miss the Toastmasters Podcast series. Get a preview of the International Convention's speakers and education sessions at toastmasters.org/podcast.

UNABLE TO ATTEND THE 2014 INTERNATIONAL CONVENTION?

You can still watch the action! Live streaming coverage of these popular convention events will be available online: the Board Briefing, Opening Ceremonies, International Speech Contest Semifinals, and the World Championship of Public Speaking. Visit toastmastersondemand.com for more information.



In April, Ryan Avery, ACG, ALB, the 2012 Toastmasters World Champion of Public Speaking, attempted to break the world record for most books signed by one author in a single session. The book, Speaker, Leader, Champion: Succeed at Work Through the Power of Public Speaking, co-authored by Avery and Jeremey Donovan, DTM, examines winning speeches from the annual World Championship of Public Speaking and provides tips for speaking success. Although the record was not broken, Avery, shown here with wife Chelsea, sold over 1,000 books in nine hours.

FACTS WORTH KNOWING

Are you CC S-M-A-R-T?

Toastmasters Initialisms Defined

The Toastmasters world has historically been filled with initialisms—from awards and titles to nearly everything else related to the organization. Here's a crash course on your A.B.CCs, presenting some of the most common initialisms used by members today:

Initials	Full Name
CC	Competent Communicator
ACB	Advanced Communicator Bronze
ACS	Advanced Communicator Silver
ACG	Advanced Communicator Gold
CL	Competent Leader
ALB	Advanced Leader Bronze
ALS	Advanced Leader Silver
DTM	Distinguished Toastmaster
VPE	Vice President Education
VPM	Vice President Membership
VPPR	Vice President Public Relations

Initials	Full Name
SAA	Sergeant at Arms
AG	Area Governor
DG	District Governor
PRO	Public Relations Officer
LGET	Lieutenant Governor Education and Training
LGM	Lieutenant Governor Marketing
RA	Region Advisor
PID	Past International Director
PIP	Past International President
AS	Accredited Speaker
DCP	Distinguished Club Program
DRP	District Recognition Program
WHQ	World Headquarters

AROUND THE GLOBE

WHAT'S THE BUZZ?

Is there more to learn after 25 years in Toastmasters?

"The genius of the Toastmasters program is that it meets you where you are and shows you how to improve through actual practice. If you ever feel like you don't have anything more to learn, try a different club. The context you'll experience in each club will be unique, and will add to your varied experience as an evolving communicator."

Melissa Triplett

Plus Factor club
Saint Louis, Missouri

"At age 70, I took on the chair position for the District 71 Spring Conference. It revitalized me in between the odd panic attacks for taking on such an undertaking, and it was great fun! Grab your mojo, get in control and go spread the word—helping others is a worldwide lifelong learning process."

Brendan Haughton, ACB, ALB

Wicklow club
Wicklow, Ireland

"I had the honor of meeting a man who had been a Toastmaster for over 30 years. After holding almost every position in Toastmasters, including international director, what Doug Barclay, DTM, learned—and continued to learn—was how to give, how to teach and how to inspire. He also learned that he helped himself by helping others become better Toastmasters."

John Constant, ACB, ALB

Speakwell club
Mississauga, Ontario, Canada

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

QUOTE OF THE MONTH

"COURAGE is what it takes to **stand up and speak**; COURAGE is also what it takes to **SIT DOWN AND LISTEN.**"

— WINSTON CHURCHILL

INTERNATIONAL INTERPRETATIONS

Celebrating the Dead

In the United States, children anxiously await Halloween night (October 31) to dress in costumes and go door to door for candy. The holiday, largely associated with sweets, originates from the ancient Celtic festival of the dead, Samhain. To the ancient Celts, October 31 was the day ghosts returned to Earth, as it marked the final harvest of the year.

Festivals of the dead are not uncommon: Many cultures hold annual celebrations honoring the lives of the dead and their brief return to Earth to visit relatives. Japanese Buddhists celebrate Obon, or the Festival of the Lanterns, in August. Relatives leave meals in homes and temples for spirits, and at night they light paper lanterns to guide spirits home. The festival ends when candles are lit and sent down rivers and bays, showing spirits back to the realm of the dead.

During Pchum Ben, celebrated by Cambodian Buddhists, food is prepared before sunrise and left in temples and pagodas. A special rice and sesame-seed mixture is spread in front of pagodas for "hungry ghosts," or spirits without living ancestors. On the 15th day, people dress in fine clothing, bring food to pagodas, and listen to music and speeches given by monks and abbots.

In Mexico, November 1 marks Día de los Muertos, or Day of the Dead. Known for its food and parties, this two-day event blends indigenous Aztec rituals with Catholicism. Relatives prepare altars with decorations, food and grooming supplies for spirits to enjoy during their visit. Calacas and calaveras (skeletons and skulls), the festival's most recognized symbols, appear on sweets and altars and in parades.



People visit a cemetery in Mexico on Día de los Muertos (Day of the Dead).

Sources: *The National Endowment for the Humanities* (edsitement.neh.gov/not-just-halloween-festivals-dead-around-world) and *National Geographic* (education.nationalgeographic.com/education/media/dia-de-los-muertos/?ar_a=1).

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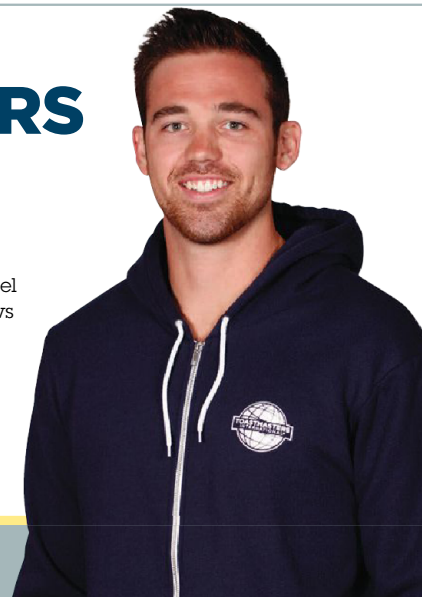
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MEET MY MENTOR



Kory May, ACG, ALB

No one has the potential to influence a member's experience like a mentor. Beth O'Donnell, CC, member of the Town Criers club in Glen Ellyn, Illinois, and promotional-products account coordinator at Summit Group in Itasca, Illinois, shares how her mentor, Kory May, ACG, ALB, an employee of Procter & Gamble in Iowa City, Iowa, has helped her.

Why did you join Toastmasters?

Joining Toastmasters was Kory's idea! Kory and I have known each other since our college days at the University of Iowa. Although we went in different directions after graduation, we reconnected online. Kory shared his passion for Toastmasters and offered to mentor me right from the start. He said club membership would help me with my day-to-day sales calls and my interaction with co-workers and managers.

As a result of his contagious enthusiasm, I joined in 2011. He was right! I feel more confident with my speaking and writing skills than ever before.

What can you tell us about Kory?

He is a passionate Toastmaster who served as an area governor in District 19, vice president membership at Quad Cities Advanced Toastmasters and vice president public relations at Affirmationists Toastmasters. [Both clubs are in Iowa.] He has a keen sense of humor and a fast wit.

How is long-distance mentoring working out?

Although we live in different states, we use technology to assist us in our mentor/mentee relationship. Kory is generous with his time and communicates through text messaging, email and phone.

He encourages me to read more to help with topic research, write and journal daily to capture speech ideas when they hit, practice weekly and apply the lessons I learn to all areas of my life.

What have you learned from him?

Kory taught me to respect the Toastmasters process—to respect the manuals, the lessons taught for each speech, the evaluations I receive and the roles I take on at each meeting. I recently achieved my Competent Communicator designation and I'm mentoring a new club member.

What is your favorite thing about Kory?

It is his communication style. Whether we discuss topics like speech ideas, careers or even current events, he is a deep thinker who shares his thoughts and opinions without hesitation.

NOMINATE YOUR MARVELOUS MENTOR!

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



FROM LEFT: Kory May and Beth O'Donnell

MEETING TIP

Make Your Meetings Count



We've all been in that meeting, whether at work, in the community or at a Toastmasters club. The one where the leader digresses from the goals at hand, the discussion meanders and the session drags on and on.

When a meeting lags, the mind wanders—and that's not an efficient use of time. These tips can make meetings more productive and worthwhile.

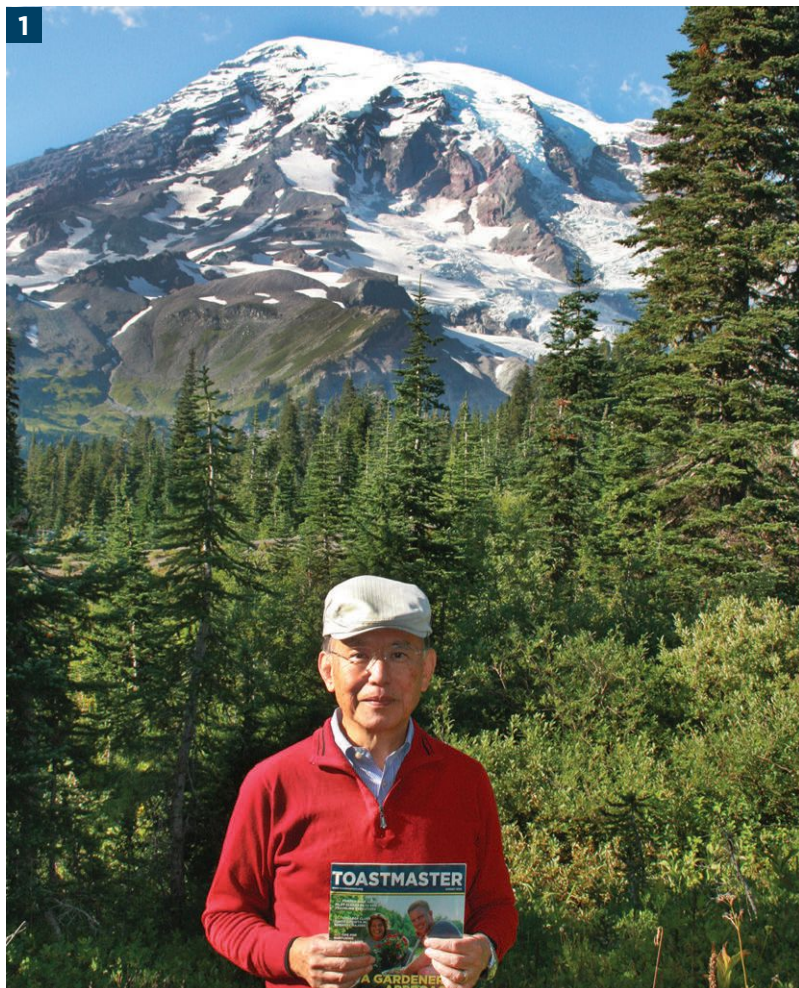
■ **Bring an agenda.** It's important that the group has clear, tangible objectives to accomplish. The meeting organizer should spend time thoughtfully planning out a useful agenda, with a series of action items. "A little extra time [spent] at the front end will save more time at the back end," writes Victor Lipman on Forbes.com.

■ **Open strong.** A meeting needs to pull in the participants from the start. The Toastmasters International workbook *How to Conduct Productive Meetings* includes these recommendations for opening a meeting: 1) Establish a friendly atmosphere; 2) start on time; 3) bring everyone up to date; 4) open with an attention-grabber.

■ **End on a positive note.** Also crucial, says the Toastmasters workbook—which is a module in the Success/Leadership Series—is how a meeting concludes. The leader should summarize the progress made in the meeting, note the things that the participants agreed on, and end by thanking everyone in the group.

Although meetings can sometimes seem like an irritant, it's important to remember their value. As it says in *How to Conduct Productive Meetings*, such sessions produce understanding, spark ideas, clarify goals and solve problems. "In many of today's organizations, decisions are made [collaboratively] in meetings, not by individuals."

TRAVELING TOASTMASTER



1 | BUNZO SUZUKI FROM HIROSHIMA, JAPAN, stands in front of Mount Rainier in Washington state, USA.

2 | JOHAR AHAMAD AND WIFE FAUSIA JOHAR FROM DOHA, QATAR, pose in front of the Sheikh Faisal Bin Qassim Al Thani Museum in Qatar.

3 | ANU TOODU FROM TALLIIN, ESTONIA, visits tea plantations in the Cameron Highlands of Malaysia.

4 | ANITA SHEEHAN FROM WATERLOO, BELGIUM, hikes the Wicklow Mountains in Ireland.



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Cat Got Your Tongue?

How I gained the courage to speak up for furry felines.

BY SUSAN MILLER, CC, CL

As a shy girl growing up with a stern father, the lesson I learned best was: “Children should be seen and not heard.” Some adults remarked on my uncanny patience, completely misinterpreting my fear of speaking up. Others taunted me with the question: “Cat got your tongue?” While I was a real “scaredy-cat,” I was proud to have earned the “good kid” label. Timid obedience motivated me to earn top grades in school. After I graduated from college and entered the work force, my bosses took on the scary father role and I strove to be a model employee. Being a computer programmer reinforced my introverted personality perfectly.

Soon I was asked to give presentations at meetings, a tortuous experience. Fortunately, a co-worker invited me to join Toastmasters. I reluctantly agreed, and my first speeches were peppered with “ums.” The thought of being chosen for Table Topics left me tongue-tied. Yet I was encouraged to see that I was not alone in my fear of public speaking. My progress

Skills developed in Toastmasters are crucial when I don my fundraiser’s hat.

through the *Competent Communication* manual was slow, largely due to my perfectionist tendencies. Nonetheless, I became more comfortable speaking in the club and was determined to achieve a Competent Communicator award no matter how long it took. I managed to complete only four speeches when our membership dwindled and the club disbanded.

While disappointed at losing my club, I was secretly relieved at not having to prepare any more speeches. I had become more at ease being a presenter, and had managed to virtually eliminate my use of the filler word “um.” Satisfied with my accomplishments, I didn’t seek out a new Toastmasters club. But when a co-worker started a new club, once again, I was in. Prior experience made me a little bolder and soon I was taking on mentoring roles.

Throughout the four years it took me to earn my Competent Communicator award, I enjoyed constant encouragement from club members as I continued to hone my skills. I looked forward to making presentations, even though my boss was in the audience. I was honored (and only somewhat nervous) when asked



Susan Miller uses her communication skills to speak out about homeless cats.

to speak to university administrators and scientists on the occasion of the unveiling of new campus supercomputing systems. Without Toastmasters, this would have been a very unpleasant experience!

Outside of work, I volunteer for a local no-kill cat shelter, PAWSitively CATS. Skills developed in Toastmasters are crucial when I don my fundraiser’s hat. I’m quite comfortable calling donors and speaking about the work we do on behalf of homeless kitties. Recently, I was invited to speak to the University of Arizona Pre-Veterinary Club. I eagerly accepted the invitation, but was surprised to learn that my presentation was to be 40 minutes long!

Having just started the Advanced Communication Series, I decided this would be perfect for the first project in the *Public Relations* manual, The

Goodwill Speech. I began the talk by asking pre-vet students if they would be nervous if asked to give a presentation to a large group. Nearly all of them raised their hands affirmatively. I told them about the benefits of Toastmasters and about clubs at the university. I invited them to help me by alerting me each time I uttered the colloquial word “gonna.” For dramatic effect, each time a student caught me saying “gonna,” I deposited a dollar into the shelter donation box I had brought as a prop. The ensuing discussion on helping homeless cats was unforgettable. The students came to realize that good communication skills are essential, whether you are trying to facilitate an animal adoption or interview for a job. As for the shelter cats, they earned \$8 in “gonna” penalty donations.

Participation in Toastmasters has transformed me from a “scaredy-cat” to someone who proudly advocates for stray animals. Delivering presentations at work is now invigorating and enjoyable, and I relish opportunities to speak about science and saving furry lives. I’m grateful to Toastmasters for helping me find my voice and make a difference. Cat got your tongue? Let Toastmasters help you overcome your fears and get it back! 🐾

SUSAN MILLER, CC, CL, is the club secretary for the Biosciences club at the University of Arizona in Tucson, Arizona. She enjoys speaking about life sciences data analysis as well as her adventures in cat rescue.



Carlos David Arzeno, front and right of center, in the cream-colored shirt and dark tie, conducts speech evaluation workshops in clubs he visits, including the Effective Communicators club in Munich, Germany.

An Evaluator's Recipe

Mix these 11 ingredients to produce a savory speech.

BY CARLOS DAVID ARZENO

Listening to an engaging speech is a satisfying experience that charms the soul. Growing up, I was always intrigued by individuals who could effortlessly captivate others with their words. *What is it about them that makes them so appealing—is it natural talent, charisma, magic or all of the above?* I asked myself many times as I observed school teachers, team coaches and late-night comedians transfix their audiences.

This curiosity ultimately led me to the halls of the Pentagon, the headquarters of the U.S. Department of Defense, where I have worked as a communications consultant for the past three years. It was there that a stranger approached me one day while I was adjusting my tie in a bathroom mirror and said, “Sharp tie—you should join Toastmasters.” I took his advice and joined the Helmsmen Toastmasters, a club that meets in the Pentagon library.

I immediately felt at home and discovered a passion for the speech evaluator role. I evaluated speeches relentlessly. I enjoyed comparing the qualities of great speeches and was eager to identify common links between them. Day and night, I objectively dissected hundreds of speeches at club meetings and online via Toastmasters speeches posted on YouTube. This analysis helped me identify 11 speech ingredients that, if used effectively, have the power to captivate audiences.

This awareness improved my evaluation abilities. I suddenly felt like a chef who could sample a dish, savor the ingredients and explain how to bring even more delicious flavors to life. Within a few months, I took my knowledge to the stage and won the 2013 area-level

Evaluation Contest in Washington, D.C. Since then, I've visited clubs from Utah to Germany, sharing my tips through a speech evaluation workshop.

Here are the 11 speech ingredients, presented in no particular order. Not all ingredients are necessary, but the more you put into the mix, the better the result.

A **relevant topic** captures an audience's attention and enables you to make a connection. Even if a speech topic is very specific, it's still possible to relate it back to the audience. For example, a speech on yoga to a room full of Toastmasters could mention that yoga and public speaking are similar in that both teach the importance of discipline, practice and self-improvement.

Authenticity convinces an audience that a speaker is honest and genuine. If speakers are true to themselves and their purpose, they will naturally exude passion and conviction.

Speakers can spark laughs from their audiences through the use of sarcasm, irony and self-deprecation.

An effective **speech structure** helps audiences easily follow and interpret information. This occurs when a speech is well organized and contains a clear introduction, body and conclusion, a core message or theme statement, and smooth transitions.

Storytelling takes an audience on a journey. A speaker can create vivid scenarios through the use of characters, mystery and imagery.

Emotion transmits human feelings and reactions. An audience sympathizes with a speaker's expression of guilt, shock and fear. Can you relate to the fear of looking down from the very top of a rollercoaster the second before it plummets?

Metaphorical language conveys ideas through symbolism. Audiences are given a new way of understanding a concept or idea when a speaker uses comparisons, parallel examples, symbolism or similes to make a point. A horse at the gate conveys a readiness to surge toward a new goal or opportunity.

Humor puts audiences in a good mood (and helps reduce tension). Speakers can spark laughs from their audiences through the use of sarcasm, irony and self-deprecation.

Energy is contagious. If a speaker is enthusiastic and cheerful, it becomes easy for an audience to feel that way too. The most effective speeches contain peaks and valleys, where the energy level fluctuates. This prevents audiences from becoming desensitized to a constant energy level.

Being **unpredictable** keeps audience members on their toes. Speakers can be unpredictable by employing various methods, such as using vocal variety to make their voices sound soft and then really loud, taking deliberate pauses, banging on the lectern and making sudden stage movements.

Audience participation encourages communication or connection between the speaker and the audience. This dynamic can be

passive, where the speaker asks the audience a rhetorical question—e.g., “Don’t you hate it when you wake up in a bad mood?” Or it can be active, where a response is requested. “By a show of hands, how many people here are guilty of texting while driving?”

Credibility exists when the audience trusts the speaker’s knowledge of the subject matter. A speaker establishes credibility by referencing facts, statistics, dates or relevant experience.

The application of these 11 ingredients is endless. As a speechwriter, determine which three are essential to communicating your message and how to implement them. Once a basic recipe is formed, consider what complementary ingredients can enhance the speech.

As a speech evaluator, note all the ingredients in the speech. Begin with a broad reaction to the presentation, then focus on the positive aspects by highlighting two or three of the most effective qualities. Explain in detail what made these methods work so well.

Next, provide specific suggestions by highlighting two ingredients that can be added or improved upon and how to implement them. Conclude your evaluation with words of encouragement. This boosts the speaker’s self-confidence and motivates him or her to get started on the next speech.

When brilliant speakers connect with their audiences, I feel a deep appreciation for the recipe they use to produce that engaging experience. May you continue to experiment with the ingredients that influence and inspire others. **T**

CARLOS DAVID ARZENO is a communications consultant for leaders at the Pentagon and a member of the Helmsmen Toastmasters club in Arlington, Virginia. He is a keynote speaker, speaking coach and small-business marketing adviser.

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The Importance of Evaluation

It's what makes our education program unique.

BY DANIEL REX,
CHIEF EXECUTIVE OFFICER,
TOASTMASTERS INTERNATIONAL

"No Toastmasters club is fulfilling its obligation to its members unless it brings them the maximum of training in the art of constructive criticism."

— Dr. Ralph C. Smedley,
from the book *Personally Speaking*

Criticism, as Dr. Smedley referred to speech evaluation, has been an integral part of the Toastmasters program since the organization's inception 90 years ago. This is how members truly learn and improve—by standing up and speaking,

Evaluations help speakers immensely; they boost members' confidence and provide tangible direction.

and then receiving feedback, encouragement and suggestions. Evaluation is at the heart of experiential learning, which is what distinguishes Toastmasters from other organizations in similar fields.

Constructively evaluating fellow members is a skill—one that we all learn through participation. It's important enough that the concept of an evaluation contest evolved through the years, and today most clubs around the world conduct such a contest annually. Those who receive evaluations grow as speakers, communicators and leaders; those who give evaluations develop a skill that is valuable in all areas of life.

The emphasis on evaluation will carry even more weight in the revitalized education program. Evaluators will be given more training on how to best help their club members.

Some members have debated whether it's best to evaluate speakers from the third-person point of view or use the second-person approach. In the former, the evaluator addresses the club as a whole and refers to the speaker obliquely—e.g., "John did this well, but needs to improve here." In the latter, the evaluator speaks directly to the individual: "Subha, your opening was wonderful, but I recommend you work on a stronger closing for your next speech."

The position that Toastmasters International takes is that the decision about the use of "voice" by an evaluator is up to each evaluator, and that both

perspectives have considerable merit because each speaking situation—and speech—is unique.

How it Works

Most Toastmasters first experience speech evaluation when they receive brief written comments on small slips of paper from members at their club meetings. Those giving a prepared speech are also assigned an official evaluator, one who assesses the speech in a brief presentation and writes detailed comments in the manual evaluation guide corresponding to that specific speech project.

A well-done evaluation makes a speaker feel truly listened to and appreciated. When you offer a detailed appraisal of a member's speech, you're paying respect to the speaker. You're saying that what he or she is doing is important enough to merit careful evaluation.



Evaluations help speakers immensely; they boost members' confidence and provide tangible direction, such as where to place your hands, how to accentuate certain parts of your speech, what to eliminate and what to leave in. It provides a road map for getting a speaker to where he wants to go.

Evaluation recipients also learn how to accept criticism gracefully.

The evaluator grows as well. Developing this skill is beneficial in many situations outside of Toastmasters, such as at home or in the workplace. You learn how to listen more attentively, hone your critical thinking abilities, and give feedback tactfully, which often means balancing support and praise with suggestions for improvement.

Toastmasters International offers many tips and strategies about evaluating. You will find these in educational materials such as evaluation guides, manuals, modules and videos. Articles in the *Toastmaster* magazine and on toastmasters.org also provide insight and ideas on the topic.

Evaluating speakers is an opportunity to help others find their voice while strengthening our own abilities in the process. To quote Dr. Smedley again from *Personally Speaking*:

The privilege of serving as an evaluator or critic is one of the choicest advantages of membership in a Toastmasters club. No member can afford to miss his chance to listen, appraise, and suggest improvements. **T**

Flora's Alphabet Adventure

A Canadian's journey in pursuit of speech topics.

BY SYLVIA NILSSON-BARKMAN, DTM

"Choose something that interests you and go out to find it alphabetically"

— Flora Schalla

Ever fret over your next speech topic? Flora Schalla, CC, ALB, struggled to select topics until she realized she could have an "alphabet adventure." Flora, a member of the Carillon Toastmasters in Steinbach, Manitoba, Canada, decided to give a speech corresponding to each letter of the alphabet. She planned to methodically visit towns she had not yet traveled to—but

She heard comments like, "Of all the B towns in Manitoba, you chose Birtle!" and "Thank you for making Gretna your G town!"

had always heard stories about—beginning with one that started with the letter A and progressing alphabetically from there.

After exploring a town, she returned to her club with a speech to give. Then the retired healthcare aide made a trip to the next place on her list.

Not being a sun-seeker, Flora started her journey in her home province of Manitoba. Her first stop was a town called Altona. With each town she visited, she started by researching its history and contacting someone who could provide her with local stories and show her landmarks. Usually, she contacted the municipal office, sometimes the librarian and other times an elected official. These individuals were delighted to show off their community.

Flora became an ambassador for Toastmasters, often explaining our program and sharing her speeches at places like the local Chamber of Commerce. Whenever she left a town, she left a copy of the *Toastmaster* magazine behind.

It wasn't long before the radio station in Southern Manitoba began to follow her excursions. People began to anticipate her visits and thanked her for choosing their town. She heard comments like, "Of all the B towns in Manitoba, you chose Birtle!" and "Thank you for making Gretna your G town!"

The only stumbling block was Q. With no town in Manitoba starting with Q, her husband Ray planned to take her to Quesnel Lake Caribou Lodge in Nopiming Provincial Park, where he would pitch a tent, declare himself mayor and show her the wildlife that makes the Manitoba site special.

As Flora pursued her adventure, the local newspapers, and eventually a larger provincial newspaper, interviewed her. However, it wasn't the publicity that drove her to keep exploring. It was the fascinating speech material she uncovered. She visited a rare gingerbread house that was one of only three constructed in Canada. She heard old legends of smugglers on the United States-Canadian border. She renewed her marriage vows at a blacksmith's shop, fished in the clear cold waters



Flora and Ray Schalla travel to towns like Steinbach, which displays a replica of the 1931 Rolls Royce Roadster to indicate people have gone there since 1914 to purchase vehicles.

of the Canadian northlands, drank from an overflowing spring that had welcomed dusty travelers stopping there to water their horses many years ago, and carried greetings from one mayor to another. "My life has become full with Toastmasters!" she says.

Every speech was different because every speech project has different objectives. And the material seemed endless. In the club speeches she gave, Flora used words to paint the picture of traumatic life in a native residential school, gestures to demonstrate the skills of a pottery maker, vocal variety to tell the story of a bloodstained Bible that stored a bullet and saved a soldier's life, and visual aids to show recipes from a cookbook given to her as a keepsake.

Everyone who hears Flora's stories enjoys them. She says anyone can use this type of tactic to develop a list of speech subjects.

"Choose something that interests you and go out to find it alphabetically," she says. "If you are interested in museums or tea houses, visit them; if you are interested in ghost towns or fancy old hotels, seek them out; if you are interested in the wonders of the world or the flags of other nations, set sail for lands far away.

"If you have an interest, you have a speech!" **T**

SYLVIA NILSSON-BARKMAN, DTM, is District 64's lieutenant governor education and training. She is a member of five clubs in Manitoba, Canada, including the Carillon Toastmasters.

Convey Confidence with Body Language

How you can benefit from studies revealing the power of poses.

BY DENISE GRAVELINE

If you think at all about body language or what your body is “saying” when you speak, you probably focus on what your posture and gestures are communicating to the audience. But your body also is talking to itself, sending messages that can make a big difference in your confidence, stress levels and how smoothly you speak.

Research shows that your body, and how you move it, can bring significant benefits to you. Certain moves, which I’ll mention later, reduce stress and boost feelings of confidence. Some of them can be made during your speech without anyone else realizing what you’re doing. For other gestures, you’ll need a hallway, stairwell or other space backstage a few minutes before showtime. They will help you feel stronger, more assured and ready to speak. Even better, you’ll get that beneficial effect in just seconds or a few minutes, making this type of body language something you can use to quell those last-minute jitters.

Start with a Smile

The muscles that quickly boost your confidence—without anyone in the audience knowing—are the ones in your face. When you draw your facial muscles up into a smile, it “can help reduce the level of stress-enhancing hormones like cortisol, adrenaline and





In 2012, Harvard professor Amy Cuddy introduced the concept of “power posing” in her TED talk in Edinburgh, Scotland, based on studies on primates and her research.

dopamine; increase the level of mood-enhancing hormones like endorphins; and reduce overall blood pressure,” says entrepreneur Ron Gutman in his 2011 TED talk, “The Hidden Power of Smiling.” All at once, smiling improves your mood and lowers your blood pressure. Not bad for a simple rearranging of the face.

I share this tactic when I coach nervous speakers, particularly if we’re backstage together before they enter the stage. Reminding them to smile—and keep smiling—before their talk ensures that those confidence-boosting benefits will be well underway by the time they start speaking. If you find yourself getting nervous, go ahead

and smile, and keep smiling. The bonus, of course, is that you’ll look happy and confident as well as feel that way. Gutman reminds us that smiles are “evolutionarily contagious,” so your smile also is more likely to make the audience smile back at you.

Free Your Hands

Want an easy way to avoid “ums” and “uhs”? The answer lies in body language: If you leave your hands free to gesture, you’ll speak more fluently and smoothly. Words will come to you more easily. But if you immobilize your hands by putting them in your pockets, clenching them tightly or gripping the lectern, you are more likely to

stumble, stutter and use filler words as you search for what you want to say.

This insight comes from two different studies. In a Columbia University study, researchers observed both experienced presenters and less-polished undergraduate students while they spoke, and gesturing helped people in both groups speak more smoothly. Researcher Nicholas Christenfeld notes the common-sense idea is that gesturing is pointless, characterizing it as “people groping for words by waving their hands.” But his study suggests that’s not the case. Instead, gesturing seems to help your brain produce speech, formulate words in your mind and get them to emerge from your mouth.



Cuddy's pose onstage and those of the three people seen behind her illustrate how body language sends a message to the audience.

Another study at Columbia had students watch a complicated cartoon and then describe it in their own words. Some were asked to keep their hands immobilized, while others were allowed to gesture as they spoke. When describing spatial details, the students who held their hands had more trouble articulating and speaking smoothly. The researchers point to the results as an example of how gestures can help your brain access the right words at the right time.

Just by standing or sitting in a powerful pose, you can increase your confidence.

Gestures also can contribute to meaning, and perhaps the speaker's thought process as well. The book *Speak Italian: The Fine Art of the Gesture* by Bruno Munari is a photo-illustrated guide to the meaning of scores of hand gestures in the Italian language, just one of many languages around the world where gestures contribute to getting a point across as much as words

do. In her book *Hearing Gesture: How Our Hands Help Us Think*, University of Chicago psychologist Susan Goldin-Meadow says gestures may help the speaker to form ideas and concepts, and can help audience members understand them better too.

Instead of Fight-or-Flight, Excite

Consider these physical symptoms: quickened breathing and heart rate, blushing, turning pale, dry mouth and shaking. You probably associate them with pub-

your brain signals to you. That's why I tell speakers that public speaking fear is a matter of body over mind; it's a moment when your body takes over, reacting in auto-pilot mode to a perceived threat.

But Alison Wood Brooks, a Harvard Business School assistant professor who looks at the behavioral consequences of anxiety, says there's a way to mentally reframe that physical fear to make it work for you as a speaker. Her research, as described in the *New York Times*, shows that people perform better when they are aware of their physiological responses and can re-label their feelings as excitement as opposed to anxiety. This can be accomplished by simply saying "I'm excited."

Adrenaline, one of the chemicals released when you experience stress, underscores this idea. It can make you feel anxious or revved up and ready to go like an athlete. The next time you're about to speak and think, "I dread this. I have to do this," reframe it in your mind as, "Wow, I get to do this. I'm excited! What a great opportunity." Your body will thank you for this reappraisal.

Strike a Power Pose

When social psychologist Amy Cuddy, associate professor at Harvard Business School, introduced the concept of “power posing” to boost confidence in a June 2012 TEDGlobal talk, the idea took off like a rocket. In fact, the talk is currently the second-most-watched TED talk of all time with more than 17 million views. That’s because her research demonstrates a simple idea: Just by standing or sitting in a powerful pose, you can increase your confidence. It’s such a powerful idea that her talk has been translated by volunteers into 38 languages.

What’s a power pose? Essentially, it’s one in which you take up as much physical space as possible. Think of a runner crossing the finish line in first place in a race: She’ll almost always put both her arms up in the air in a big “V,” a classic victory pose. It doesn’t just say “I’m powerful” to the onlooker, it says it to the runner herself. Cuddy notes that “this is not about you talking to other people. It’s you talking to yourself.”

Here are some power poses to try. Stand or sit and:

- Put your hands on your hips with your elbows out to the side.
- Put your arms out to the sides, stretching them as far as you can.
- Put your hands behind your head with your elbows out to the sides.
- Put your arms up high—higher than your shoulders—and reach for the sky.

You should also be aware of low-power poses, says Cuddy. Making yourself small might involve crossing your arms, putting your arms low, hanging your head or hunching forward. These poses make you feel less confident.

What really happens when you strike a power pose? Your body starts to release hormones that affect how you think and feel, Cuddy says. Two hormones are key in high-power leaders: they have high testosterone, which is the dominance hormone, and low cortisol, which is the stress hormone. The combination equals power *plus* confidence.

Does that mean you should start your next talk with your hands held high in a victory pose? Not so fast. Cuddy says this

An illustration created by designers at TED and the Brazilian magazine Superinteressante shows how posture changes not only how you look but also how you feel.

tactic is to be used privately, before you begin any activity where others will evaluate you. Public speaking, presentations and job interviews—or even a meeting where you expect to participate—all qualify. “Before you go into the next stressful evaluative situation, for two minutes, try doing this, in the elevator, in a bathroom stall, at your desk, behind closed doors,” she says. “Don’t leave that situation feeling like, oh, I didn’t show them who I am. Leave that situation feeling like, oh, I really feel like I got to say who I am and show who I am.”

Toastmasters meetings might be a place to try out power poses—I have participants in my workshops do it as a group. After all, everyone’s there to learn speaking with confidence, and this is just another tool in your toolkit. But Cuddy urges you to make power posing more commonplace, saying of the research that you

should “give it away. Share it with people, because the people who can use it the most are the ones with no resources and no technology and no status and no power. Give it to them because they can do it in private. They need their bodies, privacy and two minutes, and it can significantly change the outcomes of their life.” **T**

DENISE GRAVELINE is a Washington, D.C.-based speaker coach who works with speakers in corporations, nonprofits, government agencies and at conferences like TEDMED. She also writes *The Eloquent Woman* blog on women and public speaking (eloquentwoman.blogspot.com).





Barbara Seymour Giordano, ACS, CL:

From the Heart

Speaker coach uses storytelling to make connections.

BY LINDA ALLEN, ACS, CL

"Everybody has a story. And there's something to be learned from every experience."

— Oprah Winfrey

Chances are you know Barbara Seymour Giordano, maybe not in person, but through her work as a speechwriter, presentation coach, public speaker, producer, director, writer and Toastmaster. She has appeared as a national spokesperson for Lands' End, Neiman Marcus and TJX Companies, Inc. The benefits of her coaching extend to speakers that include Fortune 500 executives, entrepreneurs, students and TED presenters.

A Global Reach

Seymour Giordano's career began during the Gulf War, when she worked as an assignment editor in the San Francisco bureau at CNN. She learned how to choose and write local stories that resonated with both local and international audiences. Sharing these stories that had global impact became her primary focus. When the war ended, she moved to Los Angeles and changed direction to focus on entertainment at E! Entertainment Television's Emmy-nominated *E! News Daily*.

Her entrepreneurial spirit and energy led her to strike out on her own. She began producing and directing internal videos for global sales meetings and events for high-profile companies like Amgen, Cisco Systems, GlaxoSmithKline, Intel Corporation and Nike. Spurred on by success and experience, Seymour Giordano expanded her services to include the roles of storyteller, pitch doctor, spokesperson, corporate event director and producer, and TED writer/presentation coach.



Barbara Seymour Giordano coaches Ph.D. candidates preparing to present their dissertations at the University of California, Los Angeles, California.

The TED Connection

As a TED and TEDx coach since 2011, Seymour Giordano has worked with a select group of TEDxOrangeCoast speakers. TED—an acronym for technology, education and design—is a nonprofit organization devoted to spreading ideas throughout a global community. (TEDx events are independently organized.)

A range of speakers—from recognized experts to high school students—present innovative, problem-solving ideas on a variety of topics. Due to the organization's strict, focused format, talks are limited to 18 minutes. And they are posted online where you can view them for free.

Seymour Giordano describes her involvement with TED as "sheer luck." For

three years she worked with the investor group Tech Coast Angels (TCA) to prepare entrepreneurs who present their business start-up stories to investors in 90 seconds or less. The president of TCA extended an exclusive invitation to her to attend a TEDxOrangeCoast event.

"While I appreciated the offer, what I wanted was the opportunity to write for speakers the TED way." She asked the TCA president to introduce her to the organizer, and "the rest (as they say) is history," she says.

TED presenters share their ideas with passion, personality and the essential Toastmaster skills of vocal variety, gestures, effective pauses and storytelling. Seymour

self with your audience," she says, "you will make a connection."

Transitional Storytelling

At the heart of Seymour Giordano's work is what she calls transitional storytelling. She helps experts, such as professors and doctors, speak about their work to make it understandable to a diverse audience which may be unfamiliar with their area of expertise. "My main objective is to take the facts and cloak them in story so that the audience can understand their data, research or life's work, and will want to leave the theater and share their story," she says.

"By sharing your authentic self with your audience, you will make a connection."

— Barbara Seymour Giordano

Giordano uses her experiences on both sides of the camera to coach her clients in behind-the-scene details to make their live, on-camera performances authentic and engaging—from the first word to the last.

Through Seymour Giordano's coaching, she tells her clients to take time to craft a cohesive, heartfelt story. Preparation is the most important step in the process of creating any speech or presentation, she says. "To me, vocal variation, gestures, pauses and a conversational tone are all inspired by the words on the page."

Sharing Emotions

Not only does she advise speakers to get to the "why" of a story, Seymour Giordano also encourages speakers to include emotion, to add authenticity and credibility to their talks.

"Audiences are starved for even the smallest of emotions because emotions are in high demand—and in short supply," she says. "Great stories can build an instant bridge of connection between the speaker and the audience. Therefore, when we share stories that genuinely matter to us, the odds are that they'll matter to the audience as well."

Being emotionally connected to a story, she says, and actually feeling the meaning of the words we're saying, increases the likelihood that the audience will become transfixed by it. "By sharing your authentic


She recently used that strategy with Ph.D. candidates at the University of California, Los Angeles who were challenged with turning their dissertations into 10-minute talks.

"When we listen to a speaker deliver dry facts and figures, our immediate reaction is to search for holes in the data or, worse yet, to tune out. Studies [by psychologists Melanie Green and Tim Brock] show that when we relate to a story, it has more influence on our hopes and fears than straight facts or persuasion tactics can ever have. Unlike facts and figures, a great story defangs us, opens our hearts and allows emotions to pour in. We are transported by the twists and turns of a compelling story, and we're deeply influenced by its profound meaning," she says.

Seymour Giordano credits her involvement with Toastmasters with her success and creativity as a communications professional.

"For me, speaking is like a sport, and Toastmasters gives me the chance to exercise my speaking game every week. Whether I'm acting as Ah-Counter or grammarian, or giving a speech . . . every single role makes me a better player and team member in business and everyday life."

Her website tagline, **storieswithheart.com**, reflects Seymour Giordano's passion. In addition to helping speakers share their ideas and dreams through stories, she

welcomes opportunities to talk about the art of business storytelling and the importance of visual communication in the age of branding. She says she might eventually write a book that encompasses both topics. Her mission, as listed on her website, is clear: "Making the world a more connected place...one story at a time." 

LINDA ALLEN, ACS, CL, is a member of *Enid Speakers of the Plains Toastmasters in Enid, Oklahoma*. She is a writer, speaker and trainer who specializes in professional and personal development and leadership programs.



On-camera Tips

Communications coach Barbara Seymour Giordano is as confident and comfortable behind a camera lens as she is in front of it. From her experience as producer and director, she offers the following tips for a professional on-camera presentation.

What may look good in a mirror can be a disaster on a video. Avoid wearing busy patterns or the following colors:

Black: Avoid wearing a black shirt, blouse or sweater (black pants or skirts are OK)

White: Avoid white because it bounces light, making it difficult for the camera to adjust brightness

Red: This color has a bleeding effect on camera

A point that many speakers may not consider is the importance of staying hydrated. Seymour Giordano recommends drinking eight glasses of water throughout the day before you present. "On the day of your presentation, continue to drink water, but make certain it is at room temperature. Ice water tightens vocal cords. Minimize your consumption of sugar, caffeine and alcohol the day before and the day of your presentation. These dehydrate and can give you the cotton-mouth blues."

Training Tomorrow's Leaders

Youth Leadership program helps students speak up, build skills.

BY CHRISTINE CLAPP, DTM

Andrew Peter Bennett, DTM, is District 71's adviser on Youth Leadership. In that role, he advocates strongly for the Toastmasters Youth Leadership program (YLP), saying he has seen young participants benefit in many ways from it.

"I have come to the conclusion that it is one of Toastmasters' hidden treasures," says Bennett, a member of two clubs in London, England.

Indeed, the eight-session program is popular with parents and educators to help students under age 18 develop "communication and leadership skills so that they may become tomorrow's leaders in business, industry and the community."

The YLP sessions are typically held once a week or every other week, and they last one to two hours. They resemble a typical Toastmasters meeting, with a format that includes impromptu speeches, prepared speeches and evaluations. The final session is a showcase event for participants to demonstrate their newly acquired skills for family members, friends, teachers, mentors and community members.

Success stories abound. Take Angelina Zhou, for example, who recently completed a YLP program at the American Chinese School in Herndon, Virginia. Angelina has always struggled with

shyness, says her mother, Rebecca Huang. The Toastmasters program helped with that.

"She used to have 'does not participate' as one of her weaknesses from [the time of her] pre-school teacher's review all the way to her sixth-grade teacher's review," Huang says. "This weakness is gone from her grade 7 review."

YLP graduate Rachel Dunn, now 21, participated when she was a high school student at Gilroy Catholic College near Sydney, New South Wales, Australia. After her experience in the program, and with encouragement from her program coordinator, Rachel presented as part of a youth showcase at a Toastmasters conference and also at a youth leadership contest. The early development of her speaking skills was a sign of things to come: Rachel went on to earn a bachelor's degree in communications from the University of Western Sydney and is pursuing a career in the performing arts.

For Toastmasters who conduct the Youth Leadership program, the experience is highly rewarding. "It's a wonderful feeling to see





Home-schooled students ages 9 to 17 honed their listening, thinking and speaking skills in a Toastmasters Youth Leadership program held near Great Falls, Montana.

a child improving in eight weeks,” says Allena Wesley, DTM, of Landover, Maryland. She coordinated the District 36 Speechcraft and Youth Leadership programs in the early 1990s. “You know you have been able to give them some encouragement and see that they were able to absorb what you were trying to teach them.”

Sarah Rollins, CTM, program coordinator of a Youth Leadership program in Great Falls, Montana, says, “It was inspirational to watch the students grow their confidence and leadership skills that will help them throughout their life!”

Getting Started

A local club can sponsor a YLP if it can find up to 25 interested participants, usually middle or high school students. Many clubs pair with area youth organizations (such as Boy Scouts/Girl Scouts, Key Club, 4-H, etc.), local schools, homeschooling associations, community centers, after-school programs and religious youth groups to recruit participants. Other clubs

extend enrollment to youth in the community at large and publicize the YLP widely to attract participants.

The club provides the members needed to present the program, including the coordinator. The *Youth Leadership Program*

“It’s a wonderful feeling to see a child improving in eight weeks.”

— Allena Wesley, DTM

Coordinator’s Guide (Item 802), which is available in the Toastmasters Online Store, offers information on how to organize and present the program. Other YLP materials like workbooks and certificates for participants are also available on the online store.

The program is tailored to the many young people who can benefit from improved communication skills. Participants learn to apply the principles of better listening, thinking and speaking.

Tips for YLP Coordinators

Are you ready to coordinate your first Youth Leadership program? Do you want to make your next one better? Here are tips on coordinating a successful program.

1 Limit the number of participants. Some coordinators say 10 is ideal, others recommend having 12–15 participants. Almost all agree that 25 (the maximum allowed by Toastmasters) is too many. Whatever your number, make sure you have enough time to listen to speeches and provide thorough feedback. If you have a large group, consider breaking it into two smaller ones that go through the program concurrently.

2 Have fun. Remember, kids have a short attention span. So don't make your meetings too serious. Incorporate fun, exciting activities and speech topics that motivate your participants. The *Youth Leadership Program Coordinator's Guide* provides session guidelines that you can implement creatively.

3 Be flexible. Avoid setting unrealistic expectations for YLP participants. Seasoned coordinator Jimmy Thai, DTM, warns, "Be ready to work with overachieving kids with a lot of homework, sports practices, school clubs, part-time jobs, and distractions." Don't get upset if a participant misses one meeting. Help him or her get caught up and encourage attendance at the next session. "You are there to plant a seed," says Thai.

4 Get creative with your showcase. While creativity is a hallmark of successful YLP coordinators in general, it is particularly important when it comes to session eight, the final meeting, when graduates showcase their newfound communication and leadership skills to family members, friends and community members.

For example, Thai has turned the showcase into a competition where speakers tout a charity of their choice. Thai and his YLP assistant each provide \$50 of their own money to the two showcase winners, who then donate the money to the charitable organization about which they spoke.

Michele Noel-Peake, ACB, ALB, and Tammeca Riley, CC, allow their YLP participants to set the theme of the showcase. A recent group planned a "Hollywood Superstars" banquet, complete with red carpet and "celebrity interview" interludes between speeches.

5 Consider making it a tradition. Many clubs have made a tradition of sponsoring a YLP once or twice a year. Take, for example, the alliance between the Hills District club in Arana Hills, Queensland, Australia, and a nearby high school, Gilroy Santa Maria College. Since 1982, when Barry Haywood, ATM, coordinated the first YLP at Gilroy College, the club has sponsored a program there every year.

More than 30 years later, Haywood still returns to the YLP showcase, although Hills District members John Colebatch, ATMG, CL, and Alan White, ACS, as well as others, have taken over the coordinating responsibilities in recent years. The program is such a strong tradition at Gilroy College that teacher Alex Wilson, who serves as the school's YLP representative, participated in the program when she was a student there.



Kendra Lundby, right, a ninth-grade student in Montana, receives an award from Sarah Rollins, CTM, program coordinator of the Youth Leadership program.

Michele Noel-Peake, ACB, ALB, a YLP coordinator from Crofton, Maryland, says that parents who know about the program seek it out for their children as "an enhancement" to coursework at school. Specifically, the mother of two teenagers notes parents have a desire for their children to "formulate their ideas and put their thoughts together" effectively in both oral and written communication.

"That is the most rewarding thing—parents who can say years later that you did something great for their child and that [the child] really looked up to you." — Jimmy Thai, DTM

Leif Gregersen, a resident of Edmonton, Alberta, Canada, agrees that Youth Leadership is a great supplement to a school curriculum. He graduated from YLP almost 30 years ago, when he was a high school student. He says the program taught him a great deal, especially since his only exposure to public speaking in school was through two classes. "It wasn't enough," he says. "Those two experiences didn't give any depth, they didn't help you think on your feet, and they weren't taught by experienced speakers."

Today, Gregersen uses his Toastmasters skills as an advocate for people living with mental illness and bipolar disorder.

The program also introduces students to leadership skills. "Every session, I have students run the meeting beginning to



Chatelech Secondary School students in Sechelt, British Columbia, Canada, celebrate their completion of a Youth Leadership program, which has been part of the school's curriculum for the past three years.

end,” says Jimmy Thai, DTM, an engineer and YLP coordinator in San Diego, California. Young participants also hone leadership skills by listening to the speeches of fellow participants and providing constructive feedback, as well as planning meeting agendas and the end-of-program showcase.

Serving as Role Models

The value of the program goes far beyond supplementing school education. Thai got involved in the YLP to serve as a mentor and “keep kids on the right path.” He wants to mitigate the pressure many youths face. YLP coordinators “can be a positive voice and can complement [participants’] parents as a role model,” he says.

Thai recalls hearing from one participant’s mother about how much her child talked about the YLP leaders. “That is the most rewarding thing—parents who can say years later that you did something great for their child and that [the child] really looked up to you,” he says.

Some Toastmasters have conducted the program for youths whose lives have veered off course. Peggy Johnson, ATMB, from Ponte Vedra Beach, Florida, coordinated a YLP for juveniles incarcerated at the Duval County (Florida) Pre-Trial Detention Facility.

“For kids in front of a judge, having a Toastmasters diploma can make a difference,” Johnson says. “They won’t get off [for their crimes], but it shows they are making an effort at self-improvement.”

For this population, Johnson hopes that YLP and later participation in a Toastmasters club can help troubled youth get back on track and reintegrated into society.

The YLP not only helps the participants; the coordinators grow as well. Noel-Peake, the mother from Maryland, acknowledges that the program has, above all, taught her patience. “It teaches you patience *whenever* you work with children,” she quips. It takes a healthy dose of creativity to plan exercises and select speech topics that resonate with participants, she adds.

In addition, organizing a YLP counts toward the Advanced Communicator Gold (ACG) award.

Other Benefits

Beyond program leaders and participants, the YLP is a boon to Toastmasters as an organization. After all, it strengthens sponsoring clubs by providing rich opportunities for members to take on leadership roles, to teach communication

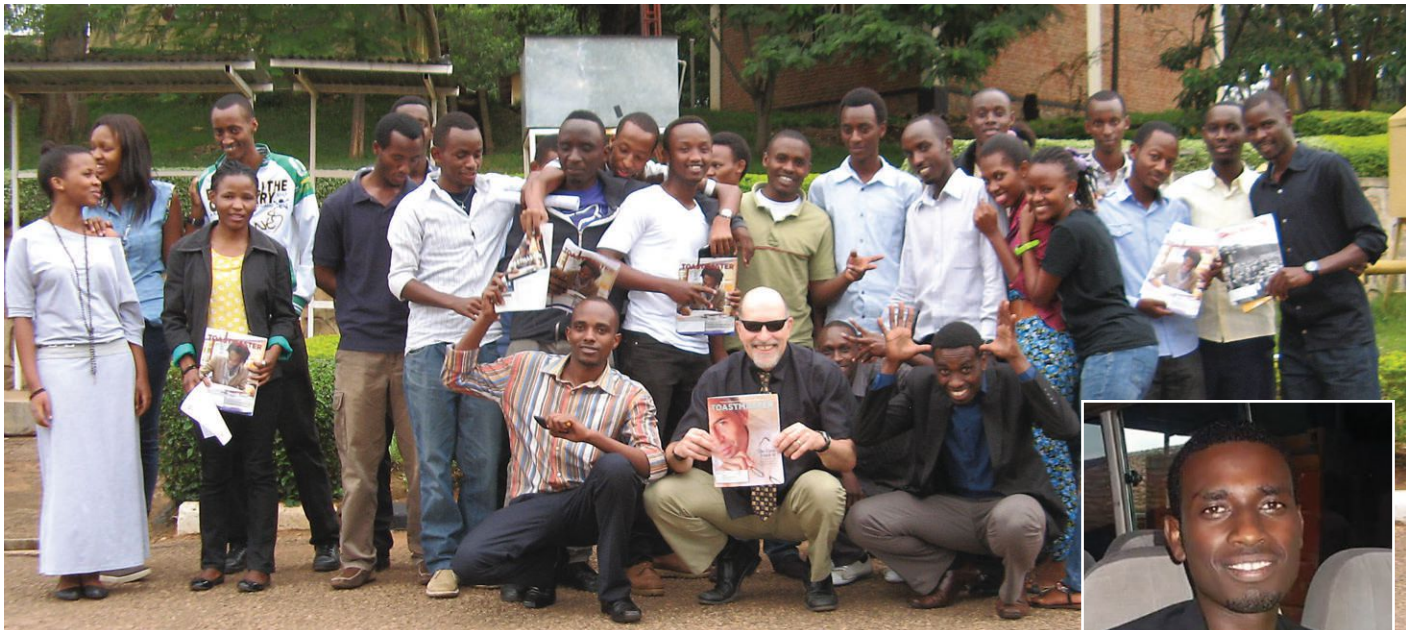
and leadership skills to others, and to reach educational goals.

The program also is a powerful marketing tool. Oftentimes adults become interested in joining Toastmasters after attending a YLP showcase and witnessing firsthand the growth of participants and the professionalism of the event.

While the goal of the program is not to recruit new members or form new clubs per se, Thai says, “The more we can introduce the YLP to high school students, the more likely we can get them into the organization when they are in college or are young professionals.” Starting early can foster a lifelong association with Toastmasters that will help participants thrive academically, professionally and personally.

The program truly is a hidden treasure that enriches the lives of those involved, and it is high time that more clubs and youths discover its riches. **TM**

CHRISTINE CLAPP, DTM, is a regular contributor to the Toastmaster. She is the co-author of a new book, *Presenting at Work: A Guide to Public Speaking in Professional Contexts*, which is available online at spokenwithauthority.com.



Joshua Tahinduka (bottom right, with hands to his head) is a founding member of the Kist Toastmasters club in Kigali, Rwanda. Here he is crouched next to Matthew Kleinosky (in dark sunglasses), a Toastmaster from Toronto who helped sponsor the first clubs in Rwanda.



Joshua Tahinduka, CC, CL:

Putting Rwanda Toastmasters on the Map

University of Rwanda engineering student is his country's first CC and CL recipient.

BY JULIE BOS

Two decades ago, Rwanda made world headlines for civil unrest that led to a mass genocide. Today, however, this African country has successfully bounced back, thanks to a growing economy centered on agriculture and tourism, a thriving culture, improved healthcare and notable reductions in poverty.

Recent humanitarian efforts have also paved the way for another positive benefit—the founding of not one, but two Toastmasters clubs that are changing lives and opening new doors for its members.

Joshua Tahinduka, a 25-year-old student and original member of the Kist club—one of those two clubs—shares how Toastmasters in Rwanda was born and why he loves it.

How did you hear about Toastmasters?

In 2011, a Rwandan-based non-governmental organization (NGO) called the Imbuto Foundation introduced Toastmasters to three universities. I was attending the University of Rwanda College of Science and Technology, and was one of 20 students initially sponsored by the foundation to get their membership dues paid. Three clubs were started all at the same time, and I am

a founding member of one of them—the Kist Toastmasters club. Another one is the Ijambo Nur Toastmasters club, and the third did not continue. That's how I got to know about Toastmasters.

What did you find interesting about it?

I always loved public speaking, yet I was not confident at all. So when I was told how Toastmasters could help me, I got involved. Since then I have not been disappointed. The club survived on long-distance mentorship—first by a charter member of a Kenyan club who visited several times, and then by a Distinguished Toastmaster from Toronto (Matthew Kleinosky) who visited once and provided follow-up help online. The rest has been done by club members themselves. Today, I'm more confident and I've met people who are interested in my personal growth, which has helped me gain purpose.

You served as club president. What did you enjoy about that?

It was a challenging and fulfilling experience. Mentoring my colleagues and encouraging them to take on challenges or make

speeches has forced me to mature quickly. It has pumped into me a strong love for people. It has been a chance to exercise responsibility too.

How does it feel to be the first Toastmaster in Rwanda to earn CC and CL education awards?

I feel extremely fortunate, and at the same time, rewarded for the four or five hours I invest every week.

How has Toastmasters benefited you and other members in Rwanda?

Generally speaking, Toastmasters has changed our lives!

Toastmasters impacted me personally, because in less than four years I have been exposed to many different opportunities. Last September, I was voted the best speaker (debater) in a national inter-university debate competition held in Kigali [the capital of Rwanda]. My leadership skills have also been boosted. Last year, I pushed myself to run for the volunteer position of minister of information of the student guild council. I became

My dream is to have at least one district in the East African region.

the office-bearer simply because I had learned so much from Toastmasters, like how to speak from the heart, use the power of persuasion and communicate for impact. Plus, I had gained leadership experience by being club president.

For my fellow members, the same impact has been shared. Some have been able to find jobs (even though they are still students), often ahead of people with experience. Rwanda has a very small private sector, and few young people have skills, confidence and leadership abilities.

For others, Toastmasters has provided a unique opportunity to learn the English language since our country was previously French-speaking.

What are your ambitions (both outside and inside Toastmasters)?

Currently, my club suffers from a lack of information, partly because it is undistricted, so we receive less training and mentorship, and involvement in general is low. Fortunately, we are starting to see a reversal in the trend.

We organize seminars and receive training from a senior Toastmaster. Plus we plan to organize national speech contests between the clubs, and invite the press.

My dream is to have at least one district in the East African region. I will work with anyone who would like to make this a reality. In the future, I also want to participate in a higher leadership position in Toastmasters.

I plan to charter dozens more clubs in the future—starting with the first corporate club in the country, which is happening now. I believe there are people who are just like me here in Rwanda and East Africa who also struggle with public speaking

and leadership. Giving them a chance like the one I got is a great way to conquer public speaking phobias, build community and help people reach their full potential.

Outside of Toastmasters, I hope to continue with my engineering career, although I am also considering pursuing a career in public speaking, such as doing motivational speaking or becoming an emcee.

I am finishing a bachelor's degree [at the time of publication] in electronics and telecommunications engineering at the University of Rwanda, and I plan to start my own company as an Internet Service Provider in the country.

Who are your favorite authors or speakers?

The late Zig Ziglar is one of my favorites. His books, especially *See You at the Top* and *Better than Good*, have helped shape my direction. I have also learned a lot from Myles Munroe [author, pastor and leadership mentor]. These two men have always been inspirations for me.

What was it like to grow up in Rwanda?

Actually, I grew up in neighboring Uganda where our ancestors fled after several instabilities in Rwanda. After coming back home in 2008, I can look back on a good experience. I am proud to be a Rwandan in this generation.

What kinds of challenges did you face growing up, and what challenges do you face today?

I can't say that I faced any kinds of special challenges while I was growing up but, just like any child from an average African family, I faced some problems with school fees and traveling long distances to find a good education. But some of those stops have made me who I am. I am stronger today because of those challenges.

Currently, I have no big challenges. I used to be challenged by the role of mentoring others, especially since I still have a lot to learn, but thanks to Toastmasters, I have met very good people that have surely driven me to higher steps. Among those is Distinguished Toastmaster Matthew Kleinosky, who has been a miracle to me. He taught me a lot about Toastmasters and encouraged me to take on new challenges. He also helped me complete my education awards. I feel indebted for his dedication and immeasurable support—not only to me but to all the clubs in Rwanda.

How do you see Rwanda today, compared to the rest of the world?

Compared to most countries I have known, Rwanda has great potential for growth in different domains, and I see a lot of it coming our way. This is squarely because we have a good, accountable government now, and we also have long-distance learning that never existed when I was growing up. Plus, we now have clubs like Toastmasters that specialize in things not included in most school curriculums. ■

JULIE BOS is a freelance writer for the *Toastmaster* magazine.

THE BLACKWOODS



THE MCMILLENS

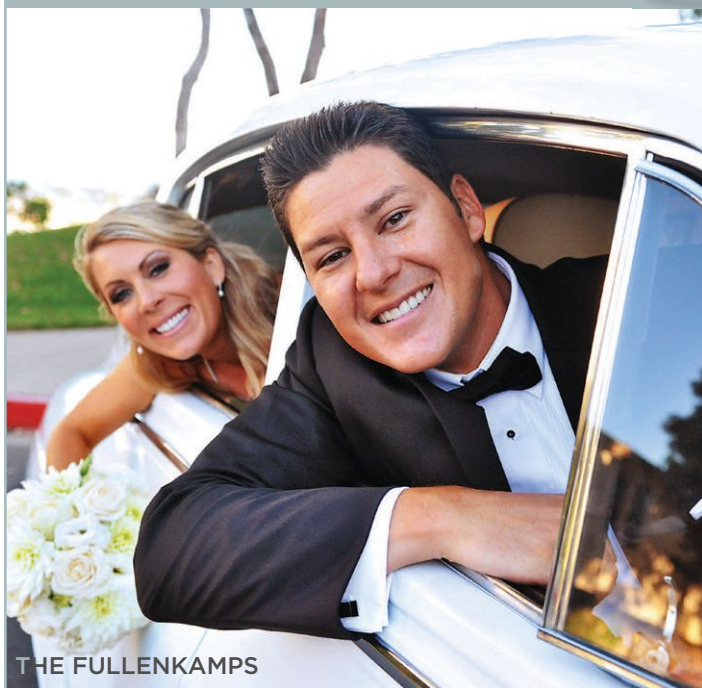


Sometimes the Topic is

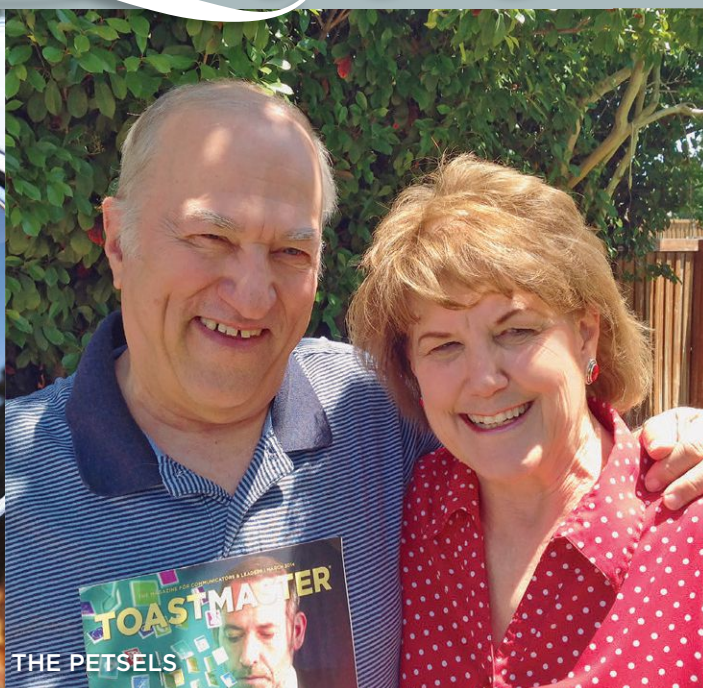
Romantic relationships can flourish in club settings.

BY MARY NESFIELD

Love



THE FULLENKAMPS



THE PETSELS

When friendship turns into love, Toastmasters find the words to express their affections. Sometimes, those words take the form of wedding vows, as in the case of **Michael McMillen and his wife, Monica**.

Michael joined the Steinbeck club in Salinas, California, in 2012. Eileen Hu, CTM, another club member, noticed how quiet and shy he was. "He answered my questions with a yes or a no, and a smile," she says. Eileen also recalls the first time Monica visited the club, saying, "She had the most engaging smile."

Michael remembers that smile too. "She walked over and sat next to me," he says, "and I did my best to hold in my enthusiasm by focusing on my role for the day."

Eileen approached Monica after the meeting and learned she was a third-grade teacher. "I immediately tried to convince her to attend the Bayview Toastmasters club in Monterey, which has lots of teachers." Michael had been listening, and immediately spoke up in an attempt to convince Monica to join his club. "He spoke for at least five minutes," Eileen says, "and I learned more about him in those five minutes than I had in the previous two months."

In the following weeks, Eileen watched Michael "light up" whenever Monica showed up at meetings. Michael says, "Right away I knew that I wanted to get to know her," and they began to meet outside of Toastmasters.

Monica had learned about Toastmasters from her father, Joseph Swain, CTM, a member of the Winning With Words club in Modesto, California. He encouraged her to visit a club in Fresno, where she began working and attending college. "I was happily surprised by how quickly she made friends at the Steinbeck club," he says.

After knowing each other only four months, Monica and Michael became engaged. "I couldn't have found a more perfect woman to spend the rest of my life with," says Michael. "Plus, I will always have someone to evaluate my speeches while I continue in Toastmasters. What more could I ask for?"

Monica's Toastmaster father delivered the wedding toast. "Sure enough," Michael says, "he gave a very moving toast on our wedding day."

When asked about his daughter's marriage, Joseph says, "Folks at Toastmasters want to improve their lives. That doesn't mean they are perfect, or that it guarantees a successful marriage, but I think it's a great place to start!"

Monica and Michael join the ranks of other members who are off to a great start.

James Fullenkamp, CC, and Tracey Nicholson, CC, ALB, joined Toastmasters to improve their public

"I am deeply in love and happily married to the man who stole my heart at a Toastmasters meeting!"

— Barb Cheatham Petsel

speaking. But they also learned to speak from the heart—to each other.

Tracey became a member of the Coastmasters club in Dana Point, California, in August 2007. Three years later, James, a native of Ecuador, joined the club and requested a mentor. Tracey took on the role and over time, they fell in love. On August 31, 2012, the two declared their love for each other in their own words and heartfelt voices. Leonard Szymczak, ACG, CL, officiated the wedding.

Marvin Petsel, DTM, met Barb Cheatham Petsel, ACS, CL, in 2005 at the MetaToasters club in Plano, Texas. At the time, Barb's self-confidence was low, but she remembered what being a Toastmaster meant to her father. Barb visited several clubs to find one to join, including MetaToasters. Marvin noticed her right away, and approached her after the meeting. He hoped she would return

to join the club. When she did, Marvin asked her out for lunch.

"I initially joined MetaToasters because of Marvin," Barb says. They became friends, fell in love and were married on April 25, 2009. Both are now members of Plano Talkers Club in Plano. "We love starting our Tuesday mornings with this lively, fun, insightful group that helps us to stretch and grow personally and professionally," Barb says. Toastmasters has a special place in their hearts, she adds. "I am deeply in love and happily married to the man who stole my heart at a Toastmasters meeting!"

Scott Blackwood, from Orlando, Florida, was a Marine security guard stationed at the United States Embassy in the Republic of Moldova when his boss told him Toastmasters was a good place to interact with English-speaking Moldovans. He attended a meeting of the Chisinau Toastmasters club in Chisinau, where he met **Diana Rotaru, CC, CL**, a Moldova native. After Scott attended a few meetings as a guest, Diana encouraged him to give his Ice Breaker. "Scott stole my heart when I heard him deliver it," she says.

Scott recalls delivering that speech. "It was a very positive experience, after which I became a member," he says, "and our relationship began." Besides speaking in English with Diana, Scott is attempting to learn Romanian, and admits it's been a challenge.

After being together with Diana "every step of the way" for 14 months, Scott was transferred to Sudan. "We're going to move in together," he says, "after I finish out my tour." The couple plans to relocate to Washington, D.C., and Diana looks forward to the move, saying, "Home for me is wherever my sweetheart is." **T**

MARY NESFIELD is associate editor of the *Toastmaster* magazine.



To see other couples who met in Toastmasters, go to the tablet edition of the *Toastmaster* magazine.



Not So Quiet Desperation

Could everybody please just stop driving me crazy!?
I mean, really.

BY JOHN CADLEY

It was Henry David Thoreau's observation that "the mass of men lead lives of quiet desperation." I'm not sure what kind of lives he thought women led in 1854 when they had to chop wood, carry water, clear land, plough fields, feed chickens, cook meals, clean clothes, have babies (while doing all of the above)—*and* take care of men who were leading lives of quiet desperation. But that's not my point. My point is that I, too, lead a life of desperation, but I don't have to be quiet. I have a column that allows me to spout off about it—and that's exactly what I'm going to do. This may not be what old Henry David was talking about but desperation is desperation, people, and this is what makes me desperate:

Employees must wash their hands. When I see that sign over the sink in a restaurant men's room I want to scream. Who do they think they're kidding? That sign isn't for the employees. It's for *me*! They want to let me know that if I come down with crippling gastrointestinal distress after consuming the Tart and Tasty Topango Canyon Turkey Club, it's not their fault. Their policy was clearly posted. That's all well and good ... except their employees *don't use this bathroom!* They use the one in the back marked "Employees Only" where the hot water doesn't work, the soap dispenser is empty, there's a roll of paper towels sitting on the toilet tank, and the last time anyone cleaned it was during the Clinton administration. Somebody pass the hand sanitizer, please. I'd like to squirt it on my food.

Amount Enclosed. Why do stores, utilities and credit card companies put that little box on my payment stub? I have clearly written the amount on my check, both in numbers and in words. They can see the amount enclosed. I've written it *twice*. Now I have to write it a third time. I know what they're up to. They want to make it as difficult as possible so I'll switch to online payment, which is easier for *them*. Well, too bad. I'm writing checks, and some day I'm going to write in the Amount Enclosed box: "Take a wild guess."

Black box. This is what airplanes carry to record flight data so the Federal Aviation Administration can know why the flight went down. Only it's not a black box. It's an orange box. I expect my government to be bloated, misguided and at times breathtakingly incompetent. I do not expect it to be color blind. It makes me wonder: When America called communists "Reds" during the Cold War, what color were they really—sea foam green?

Enjoy Better. I am a subscriber to Time Warner Cable, a U.S. television service provider, and this is the company's tagline. Enjoy Better. What does *that* mean? It sounds like I'm doing something wrong. They seem to think I'm not enjoying their programming enough and they want me to try harder. Considering that 95 percent of what's on cable has to be endured rather than enjoyed, I think maybe *they* could do better. What are they yelling at me for?

The Next Shoe. I was having lunch with friends and one of them said, "I was waiting for the next shoe to drop." I nearly choked on my tuna melt. You're supposed to wait for the *other* shoe to drop. When she said "the next shoe" I was tempted to look under the table to see how many feet she had.

Emotions You Can Feel. When it comes to embarrassing self-promotion, you can't beat a local TV station. Mine is no different. With dramatic music and a stentorian voiceover, the station implores me to watch the *Six O'Clock News* because it contains "the stories you care about, the emotions you can feel." Forget the fact that they have no idea what stories I care about (and trust me, it's not pot holes, Fourth of July fireworks and a dog with three legs). It's that reference to "emotions I can feel." Emotions *are* feelings, guys. It's the same thing. Guess what? I have thoughts I can think, too. How about *that*!

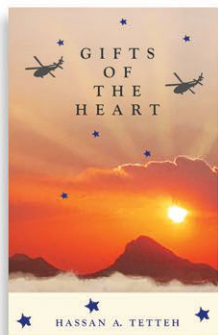
I could go on but I'll be quiet now. And a little less desperate. **T**

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

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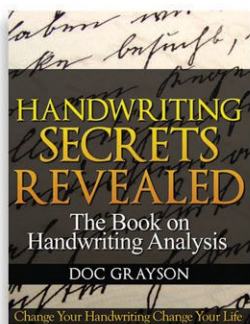
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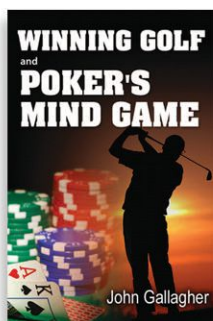
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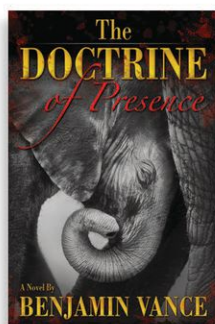
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On the surface, golf and poker seem to be two disparate entities with very little in common. However, the contents of Book 1 (golf) and Book 2 (poker) details and demonstrates that both are similar in many ways with the most important element being the sharing of mental attributes essential for initial and

on-going consistent success. Both activities also provide ego-satisfaction along with supplying the challenge of attempting to bridge the gap between the actual competitor and the imagined competitor.

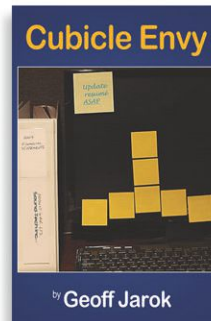
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The Doctrine of Presence introduces the reader to dedicated men and women, concerned with animal abuse and poaching in Kenya. There are no heroes in this adventure novel; just determined people, disgusted with the misguided waste of Earth's beauty and bounty. A bewildering transition

from benign exposition to bloody manhunts places the characters on a poacher's kill list, but *The Doctrine of Presence* demonstrates how leadership and evoked skills can meet any challenge; individually or governmentally fabricated. *The Doctrine of Presence* promotes active rescue and elevation of life, rather than the ongoing apathy toward the mass killings occurring worldwide (www.benjaminvancebooks.com).

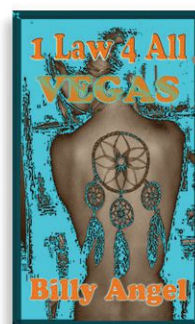
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mayhem, *Cubicle Envy* plays no favorites in the office pool. In the end, amid the rubble of flattened 401Ks, and a few too many irretrievable barbs, a small group will come out unscathed. It might not be who you think, but you may find new appreciation for your job.

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