

# TOASTMASTER®

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SEPTEMBER 2012


8 MEET 2012-2013  
INTERNATIONAL PRESIDENT  
JOHN LAU, DTM

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STORYTELLING IN  
THE MODERN WORLD

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OFF STEAM WITHOUT  
SCALDING YOURSELF

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## WOMEN WHO CHANGED THE WORLD



Aung San Suu Kyi, Burmese opposition leader and Nobel Peace Prize recipient

## INVITE A FRIEND



**Members are the life-blood of our organization.** A member in a nonprofit organization is like the shareholder of a profit-oriented entity who is responsible for the success of the company.

I met Esther when she joined Toastmasters in 1999. She gave her Ice Breaker three weeks after joining. After delivering her first speech, her confidence level rose and she was excited, inspired and encouraged to do the rest of the manual speeches and projects in the communication and leadership programs. She earned her first Competent Communicator award four months later.

As her confidence rose, she was promoted and became a manager at the company where she worked. She shared with her friends the transformation she had gone through in Toastmasters — including the refined thinking skills and polished presentation and conversation abilities she had gained. Her friends were excited and asked Esther to bring them to her next club meeting.

**I ask you to join me in bringing at least one of your friends to your Toastmasters club meeting.**

There, Esther's friends participated in Table Topics and joined the club immediately after the meeting. Esther became a division governor, and she currently holds the title of director at the company where she works. She has grown.

Esther shared her Toastmasters experiences with *her* friends. I invite you to join Esther by sharing your Toastmasters experiences with *your* friends, family members and coworkers.

During my term as 2012-2013 International President, I will invite my friends to join a Toastmasters club. I ask you to join me in bringing at least one friend to your club meetings. Help your friend complete the membership application and inspire him or her to give manual speeches.

If we each invite a friend to join Toastmasters, our organization's membership will soon double. But best of all, your friend will thank you for the new skills he or she will gain, and your club will benefit from the vitality new members bring. Let's ignite our passion for Toastmasters, where leaders are made. **T**

**JOHN LAU, DTM**  
International President

# TOASTMASTER®

<b>PUBLISHER</b>	Daniel Rex
<b>MANAGING EDITOR</b>	Suzanne Frey
<b>SENIOR EDITOR</b>	Paul Sterman
<b>ASSOCIATE EDITOR</b>	Mary Nesfield
<b>JUNIOR WRITER</b>	Jennie Harris
<b>EDITORIAL ASSISTANT</b>	Julie E. Kim
<b>ART DIRECTION</b>	Susan Campbell
<b>GRAPHIC DESIGN</b>	Deidre Gaffney

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## TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 U.S.A.  
949-858-8255 • Fax: 949-858-1207  
Voicemail: 949-835-1300

[www.toastmasters.org/members](http://www.toastmasters.org/members)

### CONTACTING WORLD HEADQUARTERS

For information on joining or building a club, visit: [www.toastmasters.org](http://www.toastmasters.org)

Article submission: [submissions@toastmasters.org](mailto:submissions@toastmasters.org)

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

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

**Toastmasters International. Where Leaders Are Made.**



“Reading stories like the one about Faye [Dunn] gives me the motivation to remain committed to my club, especially since I now see that no matter where we are in the world, we all share common experiences.”

— Maria E. Arias-Buchanan  
941 Regulators Club  
Washington, D.C.

## Shared Experiences

It was with great pleasure that I read the article about Faye Dunn, “Overcoming Boundaries” (June). I, too, had to learn the English language when I came to the United States. Like Faye, who is an auditor for the Australian Taxation Office, I was a revenue agent for the U.S. Internal Revenue Service for many years and enjoyed helping taxpayers.

I joined Toastmasters this year when I moved to Washington, D.C., for my new position with the IRS. The club has been great, and after getting my first magazine this month and reading stories like the one about Faye, it gives me the motivation to remain committed to my club, especially since I now see that no matter where we are in the world, we all share common experiences.

Maria E. Arias-Buchanan  
941 Regulators Club  
Washington, D.C.

## How PR Saved Our Club

Based in a small rural community, our club was about to die. Our division and area governors mounted a campaign to save it. We organized and advertised a public meeting and submitted two paid advertisements to the local newspaper. We wrote a press release, and the local radio station ran a series of advertisements for us at no charge. The local cinema advertised our meeting, also at no charge. Our volunteers distributed pamphlets to local businesses.

The newspaper covered our public meeting, and more than 30 visitors attended. Three of these people joined that night and several attended the

next meeting. We are confident our club will enjoy continued success!

David Gore, DTM  
Hastings Toastmasters  
Hastings, New Zealand

## Such a Deal

I did a little estimating and calculating today and want to share some data. I just passed my 10th anniversary as a Toastmaster, having joined May 1, 2002.

By my estimate I have spent slightly less than \$1,500 over the entire 10-year period to cover dues, books and supplies, and registration fees at various district events.

Just as a point of reference, a two-day seminar at a competing organization costs about \$1,600.

John Reece, DTM  
Adventurers Toastmasters  
Van Nuys, California

## Boost of Courage

Thank you, Ruth Nasrullah, for your supportive, helpful and well-written article “You’re Speaking About What?!” in the April issue of *Toastmaster* magazine. Your story gives me the courage to tackle subjects I may have ignored before, as long as I show respect for the audience.

Pete Englander, CC  
Glendale 1 Toastmasters  
Glendale, California

## Light in Darkness

I just read Ruth Nasrullah’s excellent article “You’re Speaking About What?!” in the April issue. It felt good seeing a Muslim name as an author, which does not often happen. It was also interesting to read about the

speakers bureau created by Muslims in Seattle. This, along with the Light of Islam club, are excellent initiatives.

Today Islam suffers from a huge problem, as people who purport to have knowledge about Islam don’t. Or, they are unable to clearly and coherently express themselves. The result is a false and negative image of Islam, so not only are non-Muslims turning against it, but Muslims are being misled and are drifting away.

Kamal Khan, ACG, ALB  
Ras Tanura Toastmasters  
Ras Tanura, Saudi Arabia

## John Maxwell Good Choice

As I turned to page 27 of this month’s (July) *Toastmaster*, I was delighted to see John Maxwell, my favorite author and leadership coach, smiling at me. His books have influenced, inspired and motivated me throughout my personal and career life. I especially enjoy his self-improvement books. As newly elected club president this year, I am finding his book *Developing the Leader Within You* a fitting complement to my Toastmasters resources. Congratulations for honoring this great man for his achievements in the field of leadership development.

Cheryl Grant, ACB  
Fredericton Toastmasters  
Fredericton, New Brunswick, Canada

## Do you have something to say?

Write it in 200 words or less.

Include your name, address and club affiliation, and send it to

[letters@toastmasters.org](mailto:letters@toastmasters.org).

# SPEAKING UP ABOUT HEARING LOSS

My path to confidence as a self-advocate.

By Rachel McCallum


**I** never considered myself having communication challenges until I started searching for my first job after college. I'm a native English speaker, and family, friends and teachers have always told me I'm articulate. I have had some great job interviews. So why has it been so difficult for me to land a position in my field?

The simple truth is that it's tough being a 20-something-year-old college graduate during a recession. Making

fellow members as mentors. Having my speeches immediately evaluated has been a tremendous help. I'm now more conscious of nervous habits I never even realized I had.

As a person with hearing loss, I rely heavily on my writing skills and on visual information. However, since embarking on my Toastmasters journey, I've become more confident in my ability to communicate. Armed with new skills, I'm no longer so terrified

Toastmasters has also given me more confidence as a self-advocate and young leader in the hearing-loss community. It's given me the opportunity to practice asking, in a nonthreatening environment, for the accommodations I need. For example, when I'm the timer at a Toastmasters meeting, I request that the table I need to sit at (the one with the timing light) be moved to a part of the room where I can hear the speakers better (this table is usually at the back of the room). I'm also more comfortable with educating a general "hearing" audience that may not have had any previous exposure to those who are deaf or hard-of-hearing.

In 2009, I co-founded Hear YA Now, a network by and for college- and early career-age young adults with hearing loss. Since then, I've made friends with a diverse group of people from all over the United States. My experience in Toastmasters has helped me accept and respect varying viewpoints about hearing loss, deafness and communication methods — and find value in each one. My time in Toastmasters has made me a better speaker, job seeker, leader and advocate, which will help me not only in leading Hear YA Now, but in advancing my career wherever it may take me. 

**I'm able to see questions as Table Topics, for which the response theme is always "my skills and abilities will help the company."**

my job search all the more challenging was the fact that I have severe hearing loss. As a result, I was very timid and anxious in interview situations.

Due to a life-threatening disease and the treatment I received for it when I was young, I've been progressively losing my hearing. During interviews, I frequently worried that I would unconsciously bluff (nod my head) if I didn't understand what was said and that I would answer questions incorrectly. I had to overcome my fear of job interviews.

I heard about Toastmasters, and it sounded like a great way to network and build my confidence and skills. In early 2011, after months of unsuccessful job hunting, I joined the UniMasters club in Lake Forest, California. As one of the youngest members in a diverse club, I saw my

by interviews that the mere mention of one causes a stomach ache.

Joining Toastmasters is one of the best things I've done for my job search. It's improved my confidence and my speaking skills, which helps me to stay calm during interviews. I'm able to see questions as Table Topics, for which the theme is always "my skills and abilities will help the company." Unlike Table Topics, I can prepare in advance by researching common interview questions as well as details about the company I'm interviewing with. My strategy is to briefly, and with composure, mention my hearing needs at the beginning of the interview, then make the potential employer forget my hearing deficiency by confidently telling him or her what I can do for the company.

**Rachel McCallum** is a member of the UniMasters club in Lake Forest, California. She can be reached at [rachel.m.mccallum@gmail.com](mailto:rachel.m.mccallum@gmail.com). To learn more about her network for young adults with hearing loss, visit [hearyanow.tumblr.com](http://hearyanow.tumblr.com).

# AROUND THE GLOBE

## ▶ INTERNATIONAL INTERPRETATIONS

### WORKING HARD



An idiom is a cultural expression whose meaning is figurative rather than literal. Unique to each language, idioms offer insight into cultural differences.

In American English, the phrase “keep your nose to the grindstone” means to work diligently. Other cultures express similar sentiments through body-related idioms. For example, “at pure lung” means working hard in Chilean Spanish, while the Japanese say “break a bone” when they want someone to be meticulous. The Russians say “get with one’s own hump” to indicate getting by off your own labor.

The Chinese, in particular, take working hard seriously: Doing your best means working “with liver and brains spilled on the ground.”

To see these and other examples, check out the book *I’m Not Hanging Noodles on Your Ears* by Jag Bhalla.

## ▶ WHAT DO YOU SAY WHEN...

### A CLUB MEMBER IS NERVOUS ABOUT GIVING AN ICE BREAKER SPEECH?

**Members from the Dublin South Toastmasters club in Dublin, Ireland, respond:**

“Enjoy the experience, avoid offering too much information and ask yourself what one thing you want your audience to remember. Then tell them that one thing.” — **JOHN KELLY, ACB, ALS**

“Above all, remember that you are among friends who know what it’s like to deliver your first speech and who will always support you. So relax, enjoy and learn from the experience.” — **JOHN JOYCE, PH.D., DTM**

“I would point out this first: If you fall off, remember that the audience is there to pick you up, help you dust yourself off and get you back on the saddle.” — **USHA NARASIMHAN, CC**

“I’d advise that the audience typically experiences the speech as better and more interesting than the person giving the speech.” — **ALBERTO LONGATO**

## ▶ SNAPSHOT



Heesook Choi of the KH Toastmasters club in Seoul, Korea, hikes on the Tongariro Alpine Crossing in New Zealand. The turquoise-blue color of the Emerald Lake is caused by minerals leached from the surrounding rock.

## BOTTOM LINE

### Meet the Board

Let’s welcome our new Board of Directors. Read about them at [www.toastmasters.org/meettheboard](http://www.toastmasters.org/meettheboard).

### Across the Map

Two Toastmasters districts have grown so large that they were reformed on July 1. Welcome District 48 in Southwest Florida and District 89 in Southern China! They split from districts 47 and 85, respectively.

### The Toastmaster Digital Edition

The magazine is available online! Read past issues or log in to see the current edition. [www.toastmasters.org/magazine](http://www.toastmasters.org/magazine)

## ▶ LANGUAGE TIP

### COMMONLY CONFUSED WORDS

Making your point can be challenging, especially when many words are commonly confused. For example, in English, *ensure*, *insure* and *assure* are three words people often interchange — but the correct usage depends on the context. These tips will ensure you don't misuse them:

- **ENSURE** is something you do to guarantee an event or condition: *Jacklin made enough food to ensure that her guests wouldn't be hungry. Remember, the word ensure has two e's in it — just like guarantee.*
- **INSURE** primarily means protecting against financial liability: *Virginia insured her new car against damages. Think of the word insurance, which also deals with protecting finances.*
- **ASSURE** is something you do to people or animals to comfort or convince them: *Alice assured Nick that his speech went well. You only assure things that are alive, which starts with an "a" — just like assure.*

## MEMBER MOMENT

### CRYSTAL CLEAR AUCTIONEER

Dick Biondo, DTM, has been a Virginia state-certified auctioneer for 25 years. He specializes in charity and fundraising events and enjoys performing for schools, community groups and retirement homes. He does not charge a fee but thrives on the accolade "We can understand him!" A member of Com-Unity Speakers Toastmasters in Chesapeake, Virginia, Biondo is a retired naval officer who teaches public speaking at an adult learning center and a community college.



#### Why did you join Toastmasters?

Halfway through my Navy career I had to give the graduation speech for a leadership course — I was a nervous wreck! The speech was a success, and afterward I took every opportunity to be a presenter and trainer. Toastmasters gave me the opportunity to practice my presentation skills.

#### What was your favorite job?

Activities director for senior citizens. I loved every part of the job, except calling "Bingo!" I did an auction every month to raise money for the residents' activity fund. We laughed a lot and always made a good income that enabled us to enjoy an ambitious social program.

#### What advice would you offer a new Toastmaster?

The value in Toastmasters comes from *doing!* Whoever tells me they're not ready to speak misses a chance to grow. You learn nothing by doing nothing.

Learn more about Dick Biondo at [dickbiondo.com](http://dickbiondo.com).

**Editor's note:** See page 28 for an interview with Tammy Miller, DTM, PID, who is also an auctioneer.

## Virtual Museum Expansion

Discover Toastmasters history through photos of founder Ralph Smedley and the original World Headquarters building at [www.toastmasters.org/historicphotos](http://www.toastmasters.org/historicphotos).

## Membership-building Contest

Can your club add five new, dual or reinstated members between now and September 30? Visit [www.toastmasters.org/membershipcontests](http://www.toastmasters.org/membershipcontests) for more details.

## Your Dues Are Due

Contact your club officers to ensure your October dues get paid. Visit [www.toastmasters.org/DuesRenewals](http://www.toastmasters.org/DuesRenewals) for more information.





# MEET JOHN LAU, DTM

Toastmasters' 2012-2013 International President shares his formula for success.

**T**he election of John Lau as this year's International President marks a historic first for Toastmasters: Lau is the organization's first International President from Malaysia. Elected at the International Convention in August, Lau has held a series of prominent leadership positions since joining Toastmasters 22 years ago, most recently serving as an officer on the Board of Directors.

"Toastmasters' core values of integrity, dedication to excellence, respect for the individual and service to its members closely match my own beliefs."

Lau, who resides in Kuching, in the state of Sarawak, is chief executive and owner of the Acme Group of Companies, a management consultancy. He is also Sarawak State Chairman of the People's Progressive Party of Malaysia. This past January, he was one of 17 people appointed by the Malaysia Convention & Exhibition Bureau as a Kesatria Malaysia (meaning "Knight of Malaysia") to help develop the country's business industry.

Lau holds advanced degrees in several fields, including a Ph.D. in strategic marketing. He belongs to three Toastmasters clubs: the Kuching Mandarin and Connections Toastmasters clubs, both in Kuching, and the Oracle Advanced Toastmasters club in Penang.

## When and why did you join Toastmasters?

In September 1990, I was giving many business presentations while working in the sales and marketing department of a German multinational company, and I wanted to improve my communication, presentation and leadership skills. So I joined Toastmasters, and as I worked through the programs, I became more involved. Toastmasters has been a bless-

ing for me — it has provided me the opportunity for advancement.

## What aspect of Toastmasters do you like best?

The leadership training is outstanding. I enjoy the self-paced program and helping others develop their skills. It is through participation that we all learn. By helping each other *learn, unlearn* and *relearn*, we also reignite our passion for Toastmasters.

We become voluntary leaders in the Toastmasters setting, but the leadership skills that we develop can be applied in the workplace, in politics and in friendships. I have learned that people are very willing to lend assistance when I *ask* for help, even in the workplace. I don't find it necessary to give instructions or orders.

## What does Acme Group of Companies specialize in, and how do you use your leadership skills as its owner and chief executive?

Acme is active in several industries. We assist companies with human capital development. Through our consulting business, we identify gaps in staff performance and help clients achieve goals through our competency development program. We also supply food, clothing, and office and construction materials to manufacturing and service industries.

I guide my team through a training process using the skills I developed at Toastmasters. I give team members defined objectives and the authority to act so they may excel in their work.

## As Sarawak State Chairman of the People's Progressive Party of Malaysia, what are your responsibilities? Do you often give speeches?

The People's Progressive Party is a component party of the National Front, which has run the federal government for the past 55 years. As state chairman, it is my responsibility to develop and grow the People's Progressive Party in the state of Sarawak.

We formed at least one branch in each state constituency. I recruit members and help them with social welfare issues. Through coaching and mentoring, I encourage members to support the policies and administration of the ruling government.



▲ The happy Lau family.



▲ John Lau (front row, third from left) with his Kuching Mandarin club.

I regularly deliver speeches about politics and am tasked with communicating and connecting with members. I use my communication and leadership skills to meet with groups and have one-on-one discussions with residents. It's very important during these trying times to listen attentively and to help meet the people's needs.

DTM, AS, PID; Maimunah Natasha, DTM, PID; Herb Long, DTM, PDG; Datuk Adeline Leong, PDG, and her husband, Casey Leong.

**During your term as District 51 Governor, what leadership style did you use to achieve President's Distinguished District?**

exercise program includes swimming, mountain climbing and working out with weights. I find these activities bring forth a healthy mind and soul. And, I have always enjoyed reading. On average I read a book a week.

In recent years I picked up golf. I enjoy the strategic part of the game and remain focused on scoring below my official handicap.

*"Toastmasters has been a blessing for me — it has provided me the opportunity for advancement."*

**What does it mean to you and to Asian Toastmasters that you are the first International President from Malaysia?**

I am proud to represent Malaysia, as well as all Toastmasters around the world. I believe that I bring a unique perspective to the role of International President, based on my international business experiences. Malaysian Toastmasters are excited about getting to know me in my new role as International President.

Many more Toastmasters can serve as International President if they stay focused on *learning*, *unlearning* and *relearning*. The key is in having mentors and coaches, and I thank mine: Bob Blakeley, DTM, PIP; Bennie Bough, DTM, PIP; Alfred Herzing, DTM, PIP; Ted Corcoran, DTM, PIP; Gary Schmidt, DTM, PIP; Andree Brooks, DTM, PID; Ray Brooks,

I used a coaching approach and maintained a strong belief in our team. I listened to our members and gave them assistance. I dared them to excel. I put my trust in club leaders ... [who] inspired team members to present manual speeches at every club meeting. Our motto was "SMILE" — Speak More In a Learning Environment. Team members became more proactive in club building, membership retention and development.

As members became more successful, District 51 went on to achieve the President's Distinguished District award. We became the top district in the world in the 2002-2003 term, having chartered 51 new clubs.

**Tell us about your hobbies and interests outside of Toastmasters.**

I reignite my passion by staying fit, healthy and strong. My regular ex-

**Have your Toastmasters skills helped you in promoting business in Malaysia?**

Definitely. I am often invited to speak at conferences in the Asia Pacific region — most recently at the International Congress & Convention Association, where I was a panel speaker on the topic of "Building Asia's Association Community." I have talked about how Toastmasters International, through our 1,600 clubs in Asia, groom 39,000 members to become better communicators and leaders. The persuasive skills I have learned in Toastmasters have helped me greatly in inspiring audiences to form Toastmasters clubs in their organizations.

**The Toastmasters International Convention will be held in Kuala Lumpur in 2014. What can you say to those thinking of attending?**

Many of us in Asia are excited about the 2014 International Convention being held in Kuala Lumpur. Since



▲ As contest chair of the 2011 World Championship of Public Speaking, John Lau presents a finalist award to eventual winner Jock Elliott.

▲ John Lau and the 2011-2012 Toastmasters Executive Committee members pose before the President's Dinner Dance, at the 2011 International Convention.

the announcement was made, I have received many emails and phone calls from members around the world who are pleased with this decision, saying it was timely. Thirty percent of our membership is outside North America. I look forward to welcoming every delegate to the world-class Kuala Lumpur Convention Centre!

Malaysia's fourth Prime Minister, Tun Dr. Mahathir Mohamad, excels in everything he does. He is a natural leader who, despite difficulties, has transformed an agricultural country into an industrial nation.

I also admire all Toastmasters past international presidents and directors. They have led with passion and vision,

by the experience of serving in that position. I developed a passion and a dedication to learning the art of effective communication.


### What are your goals for your year in office?

My goal to implement our five-year strategic plan successfully aligns with the goals of our executive committee and Board of Directors. Our focus will be to penetrate the emerging markets and determine how to sustain growth in mature markets. I will strive to reduce our attrition rate and achieve a strong net membership gain.

I will focus on serving members by enhancing the role of area governor to improve club quality, as these area governors have direct contact with clubs and members. As we implement the new recognition program in the districts, we will help districts, divisions and areas achieve success by satisfying members' needs.

### If you had one piece of advice for every Toastmaster, what would it be?

Set a goal for yourself: Recruit one new member in the next six months and help someone become a Competent Communicator.

The greatest gift a Toastmaster can give is to help someone help themselves. 

*"This work adds meaning and purpose to my life. My team gives me joy."*

### What advice would you give to someone serving in a leadership position for the first time?

Be passionate, committed and dedicated. Respect those who have taken the leadership journey, and always ask for guidance when encountering obstacles. Respect all members as individuals, and serve them to the best of your ability. Master your listening skills and listen carefully before you offer help.

Remember to be grateful for learning experiences as you go through them. Be it difficult or easy, it is best to *learn, unlearn* and *relearn*. Don't try to avoid learning, because the more we learn, the better we become.

### Who are some leaders you admire and why?

As a focused, goal-oriented visionary,

while providing encouragement. Through commitment and dedication, they have all participated in the growth of the organization. I am indebted to them for their service.

### What motivated you to seek the office of International President?

Since joining Toastmasters, I have consistently read the Viewpoints written by our International Presidents in *Toastmaster* magazine. In May 1998, then-International President Terry Daily, DTM, visited my home district, District 51. I was inspired by his keynote address and other speeches. He was friendly, kind and approachable. I wanted to follow in his path, take up a leadership role, reignite my passion and help others. Whatever I do, I do my best, and so I ran for division governor in May 1999, was selected for the position, and was transformed

# Carl Trujillo: **UPSTART POLITICIAN MAKES HIS MARK IN NEW MEXICO**

Listening skills help the candidate succeed on the campaign trail.

By Julie Bawden-Davis

**W**hen Carl Trujillo campaigned for the office of New Mexico state representative in June 2010, he lost by less than half a percentage point to the incumbent, who had held the seat for 38 years. The political hopeful decided that to win the 2012 election, he should learn from the best — so he joined Toastmasters.

Toastmasters training has really paid off,” says Trujillo, who for 27 years has worked as a materials scientist and owned a small businesses.

Through Toastmasters, he has learned to collect his thoughts before answering any questions. “In this business, one misspoken word can get you in trouble and has the potential of being replayed and replayed,” he says.

he’s also a little combative, so he has some pushback when necessary.”

Trujillo has spent the last 27 years working in the field of materials science at Los Alamos National Laboratory. His work has led to published articles and many speaking engagements at national and international conventions. With a degree in mechanical engineering from the University of New Mexico, Trujillo says his science background enables him “to understand and interpret data and comprehend long-range implications when making decisions.”

Trujillo has also owned small businesses, including a construction company, for the last 15 years. “As a small-business owner, you have to play many roles — from bookkeeper to CEO to marketing specialist — and you are required to interact with a wide variety of people,” he says. “My experiences running my own businesses have shown me a wide variety of perspectives.”

## **Call to Public Service**

A father of four, Trujillo volunteered in leadership capacities for many years, including as a high school basketball coach and as a member of the board of directors for the Santa Fe Animal Shelter and Humane Society.

*“To succeed as a candidate, I had to refine my speaking skills and learn to speak off-the-cuff, and Toastmasters taught me those skills.”*

“In order to succeed as a candidate, I had to refine my speaking skills and learn to speak off-the-cuff, and Toastmasters taught me those skills,” says Trujillo. The member of the Eastgate Toastmasters club in Los Alamos, New Mexico, won the Democratic primary race for House District 46 this past June, overcoming the odds to defeat the mayor of Santa Fe, New Mexico. He will run unopposed in the general election in November and will be sworn in January 2013.

## **Gaining Tools in Toastmasters**

Trujillo has been invited to speak at a variety of venues since the primary. He has had radio interviews as well. “My

“Your messaging must remain strong with careful vetting to make sure you don’t say something that backfires.”

“Now I feel comfortable and confident to stand up in front of the [state] House of Representatives and speak on any issue, because I have the necessary tools to do so.”

Will Schmitt, ACB, ALB, area governor of District 23, has seen Trujillo host Toastmasters contests and notes how his communication skills are well-suited to political life. “Carl is a clear thinker and especially witty,” says Schmitt, a member of the Santa Fe Sunrise Club in New Mexico.

“When he’s asked to speak extemporaneously, he’s quick on his feet; and



► Carl Trujillo says his Toastmasters training, as well as his background in business and science, has helped his political career. He is pictured here meeting New Mexico voters.



His call to public service came in 2009 when he took a critical look at New Mexico, his home state, where he was born and raised his family.

“I saw how the state ranks poorly in some categories that I care deeply about, including education,” he says. “We are also one of the poorest states in the nation. I decided that the time I dedicated to volunteering would be well spent serving in a political capacity.”

Once he made the decision, Trujillo dove into public service, learning about the rigors of the campaign process. For three months he worked seven days a week averaging four hours of sleep each night. “I found I was more resilient than I knew,” he says. “The political process requires thick skin, because opponents can say virtually anything they want about you (and it is very public). You must keep your head up, stay strong and on task.”

To unseat his long-entrenched incumbent, Trujillo pulled from his Toastmasters toolbox. “Listening was key to my success,” he says. “On the campaign trail, I found out that many people feel disenfranchised — that their vote does not count or their voice is not heard. I let them know that I’m interested in address-

ing their priorities and putting legislation in place that can make New Mexico a better place to live.”

Trujillo’s campaign manager, Faith McKenna, met Trujillo in 2010, when he was running against one of the most powerful politicians in New Mexico. She notes, “Carl is a true communicator with a rare ability to connect with people from all walks of life.”

Childhood friend John Tapia agrees but worries about Trujillo’s challenges ahead. “With the poor economy and high unemployment rate, he’s entering the political arena at a time when many people are unhappy with politicians.”


### Family Influence

Born in 1966 in Santa Fe, Trujillo was raised in a close-knit family with the added influence of nearby grandparents. “My grandfathers were both very accomplished,” he says. “One was a steam engineer and the other an educator. Along with my grandmothers, they farmed the land, raising pigs, cows, rabbits and chickens.” His childhood experiences instilled in him a love of animals and an appreciation of the environment. “Working in the garden and with the animals gave me happy memo-

ries and taught me the importance of sustainability and preserving our natural resources,” he says.

He often talks about the *acequias* that once irrigated his grandparents’ properties, and he has one on his property today. “This 400-year-old water-channeling system originates in the mountains and is controlled by dams. Water builds up in the mountains during the winter months and is drained through this system into residential and commercial properties from the spring into the fall. The acequia in my yard helps to water my garden.”

Moving forward and into the House of Representatives, Trujillo aims to have the same sort of effect on his constituency as the long-standing acequias.

“I hope to shape public policy in a way that will help communities be healthy and self-sufficient and grow in a sustainable way,” says Trujillo, who says he will run again after his two-year term is up. “I’ll accomplish those goals with the skills I’ve acquired in Toastmasters.” 

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



# POLITICAL STORYTELLING FOR THE MODERN WORLD

The do's and don'ts of reaching voters.

By Caren S. Neile, Ph.D.

**Y**ears ago, the term “political storytelling” may have referred to the 1939 Hollywood hit *Mr. Smith Goes to Washington* or the '80s British TV series *Yes, Minister*. Today, however, from Washington, D.C., to London and beyond, real-life politics are increasingly influenced by the stories candidates tell about themselves and the world around them.

“In hypermedia societies, the ability to build a political identity, not with rational arguments but by telling stories, has become the key to the conquest of power,” writes Christian Salmon, the French author of *From Sarkozy to Obama*. It's a point of which politicians are well aware. U.S. President Barack

Obama speaks openly about the importance of telling a coherent story to the public — and about his frequent inability to do so. In fact, Salmon goes so far as to refer to a political campaign as a “television series,” because the candidate's story is played out on the nightly news and in prime-time commercials.

Toastmasters agree. “I think that many Americans judge politicians largely on the basis of how well they can relate to them,” says Rick Schnur, ACB, CL, a member of Framington-Natick Toastmasters in Natick, Massachusetts. “For this reason, politicians who are skilled storytellers have a tremendous advantage in terms of their ability to create that important

emotional connection with those whom they wish to influence.”

While building emotional bonds are prime motivators for politicians, they use storytelling for other important reasons as well. A compelling narrative plants vivid, memorable images in voters' heads. Case in point: In 2009, Hadia Tajik, at age 26, relied heavily on digital storytelling to secure a seat in the Norwegian Parliament, transforming herself from a political unknown to a household name in less than a year.

On the other hand, it is generally recognized that the storytelling prowess of then-incumbent French President Nicolas Sarkozy was far

superior to that of his presidential opponent, Francois Hollande. However, Hollande went on to win the 2012 election.

Granted, storytelling ability is only one of the many aspects of a politician's success strategy, but how useful is it really?

### A Powerful Tool

Rhetoric is the art of persuasion, and storytelling is a powerful rhetorical tool. As such, it can be used for good or bad. It can, like an axe, be mis-handled. How then can we judge a politician's use of storytelling?

Rhetoric is the art of persuasion, and storytelling is a powerful rhetorical tool.

▶ First, if a politician's story is supposed to be *true*, it better be. When U.S. vice-presidential candidate Sarah Palin botched a historical anecdote about American Revolutionary war hero Paul Revere, her rivals saw red — as opposed to red, white and blue. She said,

*[Revere] warned the British that they weren't gonna be takin' away our arms, by ringing those bells and makin' sure as he's riding his horse through town to send those warning shots and bells that we were going to be secure and we were going to be free, and we were going to be armed.*

In fact, grade-school students in the United States are taught that Revere was warning the colonists that the British were coming to attack. Far from being an esoteric statistic, the error was an easy one for voters to catch.

▶ This leads to the second point: **If you make a mistake, admit it.** While this advice is important for anyone, it's especially important for politicians

and their stories, since those mistakes are apt to stick in the minds of voters, not to mention the media. To make matters worse for Palin's candidacy, her supporters followed up her gaffe by attempting to revise the online Wikipedia entry on Paul Revere to reflect her inaccurate version of the story. Needless to say, *that* story, too, became part of Palin's image.

▶ Third point: **A politician's story also must be as clear as possible.** Al Gore is famously believed to have announced on national television — when he was a U.S. vice-presidential candidate — that he created the

Internet. What he actually said was, "During my service in the United States Congress, I took the initiative in creating the Internet." He then went on to say that his work contributed to a host of educational, environmental and economic initiatives, implying a distinction between the words *create* and *invent* that proved ambiguous for most people, even native English speakers.

▶ And fourth, like any good storyteller, **politicians must know which points to highlight, and which to play down.** One reason Tajik's online video storytelling was so successful is she downplayed aspects of her story she did not think would help her campaign (her immigrant background) and emphasized the details she knew would score points with Norwegian voters, such as her empathy. In a paper published in the academic journal **Seminar.Net**, researchers Eva Bakøy and Øyvind Kalnes note that Tajik's popular video *The Hadia Story* "is structured according to basic and popular narrative principles found

in fairytales all over the world. ... The video typically ends with Hadia reaching her career goal, thereby satisfying the viewers who have identified with her quest."

Truth. Admitting mistakes. Clarity. Knowing what is important. With these points in mind, political storytellers can hope to use their powerful skill to help, not harm, their cause. One political story begins with just this mission. The great British statesman Winston Churchill, when he was Chancellor of the Exchequer, delivered a speech to his constituency in which he dismissed premature disarmament as "folly." He related his widely quoted "disarmament fable":

*Once upon a time all the animals in the zoo decided that they would disarm, and they arranged to have a conference to arrange the matter. So the rhinoceros said, when he opened the proceedings, that the use of teeth was barbarous and horrible and ought to be strictly prohibited by general consent. Horns, which were mainly defensive weapons, would, of course, have to be allowed.*

While there is always the danger that an individual will feel insulted by being compared to an animal, the tale made an indelible point without naming names.

Ultimately, storytelling is just one way in which politicians present themselves. Voters must look at the sum total of candidates' words, actions and policies before casting their ballots. Given the overwhelming power of political storytelling, that may be a tall order. **T**

**Caren S. Neile, Ph.D.**, is a college professor who teaches storytelling. She has presented on storytelling at two Toastmasters International conventions.



**Christine Lagarde, Managing Director of the International Monetary Fund**



**Hillary Clinton, United States Secretary of State**



**Wangari Muta Maathai, Kenyan activist and Nobel Peace Prize recipient**



**Aung San Suu Kyi, Burmese opposition leader and Nobel Peace Prize recipient**



# WOMEN WHO CHANGED THE WORLD

Four courageous speakers educate and inspire a global audience.

By Denise Graveline

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**T**hey hail from places as different as Burma and France, the United States and Kenya.

Two are high-ranking public officials; two are Nobel laureates and leaders of movements. Their causes vary widely. But **Hillary Clinton**, **Christine Lagarde**, **Wangari Maathai** and **Aung San Suu Kyi** also have something in common: In the past two decades, each of them has given a speech that changed the world.

- ▶ Highlight and bring attention to adverse conditions for women around the world.
- ▶ Provide role models for women in the boardroom and the back rooms of political movements.
- ▶ Inspire women to act on their own behalf for financial parity, jobs, a healthy environment, basic freedoms and human rights, and a voice in their own affairs.

women in finance, talked about the loneliness of the underrepresented women in her profession. With a simple call to action, she brought down issues in high finance to a personal level any woman can relate to. And Aung San Suu Kyi, despite enormous personal sacrifice and nearly two decades of having her own voice silenced, displayed insights into the minds of oppressors and freedom fighters alike. Though her own situation was complex and perilous, she kept her words simple to inspire and inform her listeners.

These speeches have one more thing in common, the factor that allowed them to become game-changing moments in public speaking: the courage of the speaker. Clinton's "Women's Rights Are Human Rights" speech was given at a U.N. conference in Beijing, boldly stating that human rights abuses were taking place in China at that very moment. Suu Kyi gave her speech despite the Burmese military's continual attempts to negate her political party's wins and keep her from serving in her country's parliament. Each of these speakers faced an uphill battle. Each one had a tough audience to convince, and each one did so with an unpopular topic. In some cases, their

These speeches became game-changing moments in public speaking because of one factor: the courage of the speaker.

Women have traditionally had fewer opportunities than men for public speaking. There are long periods of world history in which women were forbidden to speak, or in which social mores demanded they keep silent. Women are banned from giving speeches in some cultures even today. So these speeches have an even stronger impact, taken in that context: Just by giving these speeches, these women demonstrated to the world what powerful women can do. The speeches all share common elements, working in different ways to:

I've chosen these speeches because they also demonstrate skills any speaker can use to improve his or her speaking, from storytelling to connecting with an audience. Wangari Maathai used a simple fable to demonstrate a profound principle that inspired her listeners around the world. It gave her speech a short and powerful punch. Hillary Clinton gave a powerful voice to a long list of abuses against women in many countries, showing us how framing the issues can bring an audience to its feet. Christine Lagarde, one of the world's most powerful

topics could result in their arrest. It's a reminder that your most difficult topics, if faced head-on, can also have great impact by lending credibility to you as a speaker, gaining your audience's empathy and inspiring your listeners.

### **Nobel Laureate Aung San Suu Kyi and "Freedom from Fear"**

Many people think of fear as the emotion belonging to persecuted people, not their controllers. But Burma's Aung San Suu Kyi felt otherwise.

**"Fear of losing power corrupts those who wield it, and fear of the scourge of power corrupts those who are subject to it." —Aung San Suu Kyi**

In her now-famous "Freedom from Fear" speech in 1990, she pointed out that oppressors are motivated by fear: *It is not power that corrupts, but fear. Fear of losing power corrupts those who wield it, and fear of the scourge of power corrupts those who are subject to it.*

She knows persecution well. She is the only daughter of Aung San, the founder of modern Burma, who negotiated the country's independence from the British and was later assassinated. She echoed his well-known courage in this speech, using his memory to motivate her listeners: *Fearlessness may be a gift but perhaps more precious is the courage acquired through endeavor, courage that comes from cultivating the habit of refusing to let fear dictate one's actions, courage that could be described as 'grace under pressure' — grace which is renewed repeatedly in the face of harsh, unrelenting pressure.* The words are poignant because she might well have been speaking of her own persistence in the face of persecution.

Her oppressors considered her voice so powerful that it had to be

silenced. After the military called a general election in 1990 and then nullified the results, she was placed under house arrest for 15 of the following 21 years (on different occasions), making her one of the world's longest-standing political prisoners. In June 2012, Aung San Suu Kyi, finally freed from house arrest, traveled to Oslo, Norway, to deliver her Nobel lecture and receive the Nobel Peace Prize in person 21 years after it was awarded to her.

### **Hillary Clinton's "Women's Rights Are Human Rights" Speech**

In 1995, Hillary Clinton, then-First Lady of the United States, spoke at the U.N.'s Fourth World Conference on Women in Beijing. Afterward, her words became a battle cry for women around the world. The *New York Times* described the significance of the setting and her words: "Speaking more forcefully on human rights than any American dignitary has on Chinese soil, Hillary Rodham Clinton catalogued a devastating litany of abuse that has afflicted women around the world today and criticized China for seeking to limit free and open discussion of women's issues here."

Part of that list demonstrates the power of this speech: *It is a violation of human rights when women are doused with gasoline, set on fire and burned to death because their marriage dowries are deemed too small ... When thousands of women are subjected to rape as a tactic or prize of war.*

The *Times* reported, "As Mrs. Clinton recited her litany from the podium, many delegates applauded,

some cheered and others pounded the tables." She brought the speech full circle with its most famous lines: *If there is one message that echoes forth from this conference, let it be that human rights are women's rights and women's rights are human rights, once and for all. Let us not forget that among those rights are the right to speak freely — and the right to be heard.* While that seems like an obvious statement, in fact it was the first time women's rights were equated with human rights in a speech by a major political figure. This is just one reason why those may be her most-quoted words ever.

The speech is among American Rhetoric's online list of top 100 American political speeches of the 20th century.

### **Christine Lagarde at the Global Women's Forum**

The first woman to head the International Monetary Fund, and a major player in the ongoing global financial crisis, Christine Lagarde calls herself "an international animal." A French native who is fluent in English, Lagarde's "personal style sends varied messages: To Britons, she is the rare continental European who has somehow mastered the art of small talk. To Germans, she is the rare economic leader who actually seems human. To North Americans, she is just like one of us," says Doug Saunders of CTV News.

In her 2010 speech at the Global Women's Forum in Deauville, France, Lagarde spoke from her own experience as one of the very few women working in international finance. *For more than 30 years, I have been operating in rooms crowded with men,* said Lagarde, who headed the U.S. law firm Baker & McKenzie and served as the first woman minister of economy and finance in France. In this speech, Lagarde used data

to buttress her points about gender imbalance and tackled the controversial issue of establishing quotas to ensure that more women participate. She invoked the image of a career ladder, but with a reassuring twist that the ladder can be climbed, saying, *The step is too high and we must have significant push and encouragement to make sure that it actually happens.* Quotas are controversial measures in correcting gender imbalance, but Lagarde made a passionate case for them.

Her call to action to the audience? *I would encourage you every day of your life, as I try to do, to ask yourself one question: Did I, today, help another woman?* In stating it that way, Lagarde made the challenge personable and personal, something any woman or man can accomplish.

### Nobel Laureate Wangari Maathai and the Hummingbird Fable

Maathai started a movement to reforest Kenya, provide jobs for women and stop erosion. This eventually resulted in 30 million trees being planted. It also helped 900,000 women, who were each paid a small sum to plant the trees. As a result, Maathai won the Nobel Peace Prize in 2004. Maathai, who spoke in forums large and small all over the world, also suffered for speaking out. She was hit with tear gas and beaten unconscious when protesting in Kenya. When she died in 2011 at age 71, her *New York Times* obituary noted that “her husband, Mwangi, divorced her, saying she was too strong-minded for a woman, by her account. When she lost her divorce case and criticized the judge, she was thrown in jail.”

The same persistence that she showed in her work came through

## WHERE TO FIND OTHER INSPIRING SPEECHES BY WOMEN

Speeches by women, even today, can be difficult to find in the usual roundups, lists, anthologies and other collections of important speeches. Here are some resources to help you find inspiring and famous speeches given by women so you can quote them in your own talks. These women will encourage you in your own speaking efforts. Some of these resources also include speeches in a variety of formats, so you can hear or see the delivery as well as read a full or partial text:

- ▶ **Gifts of Speech ([gos.sbc.edu](http://gos.sbc.edu))** is a searchable database of women’s speeches from around the world. It is maintained by Sweet Briar College in Sweet Briar, Virginia.
- ▶ **The Eloquent Woman Index of Famous Women’s Speeches ([eloquentwoman.blogspot.com/p/the-eloquent-woman-index-of-famous.html](http://eloquentwoman.blogspot.com/p/the-eloquent-woman-index-of-famous.html))** includes famous speeches by women, past and present, along with links to speech texts, audio and video, as well as tips any speaker can learn from the famous examples provided.
- ▶ **Infoplease ([infoplease.com/spot/whmspeeches.html](http://infoplease.com/spot/whmspeeches.html))** includes notable U.S. speeches by women from 1849 to the present.
- ▶ **American Rhetoric ([americanrhetoric.com](http://americanrhetoric.com))** offers the top 100 political speeches of the 20th century, including a few from Hillary Clinton, Eleanor Roosevelt and Barbara Jordan.
- ▶ **Famous Speeches by Women ([famous-speeches-and-speech-topics.info/famous-speeches-by-women/index.htm](http://famous-speeches-and-speech-topics.info/famous-speeches-by-women/index.htm))** includes links to many women’s speeches of note.

in a story she told again and again in speeches. It is a fable about the hummingbird, which, among the animals affected by a forest fire, attempts to put the fire out alone, one drop of water at a time. *When the animals asked ‘What are you doing?’ the hummingbird said, ‘I’m doing the best I can.’* That story allowed Maathai to show her audiences that they, too, could have a big impact with a small and persistent effort.

Fables are analogies in story form; in them, humans are replaced by animals. They’re the oldest of storytelling tactics and have fallen out of favor in

modern times. But for Maathai — who spoke in tiny Kenyan villages to illiterate women and in major international diplomatic forums — this story worked wherever she went. In that sense, her storytelling skills united audiences all around the globe. *Be a hummingbird in your community, wherever you are,* Maathai told the audience. After hearing this story, who would say no? **T**

**Denise Graveline** is the president of *don’t get caught*, a communications consultancy based in Washington, D.C. Visit her blog at [eloquentwoman.blogspot.com](http://eloquentwoman.blogspot.com).



View video links of these famous speeches @ [www.toastmasters.org/magazine](http://www.toastmasters.org/magazine)

# MASTERING STORYTELLING

Know the three I's: invitation, imagination and impact.

By Allen Schoer

**Y**ou're on the road to becoming your company's Chief Storyteller. Let's begin with some good news: You're already better than you might think. You tell stories every day. Here, we'll explore three capabilities that will take you well on your way to becoming a professional storyteller. Remember the "three R's" of your early education: reading, writing and 'rithmetic? Now consider the "three I's" of storytelling: invitation, imagination and impact. Here's how you can master them:

**1 Invitation.** Remember Steve Jobs' famous invitation to Pepsi's then-CEO John Sculley when he lured him to Apple by asking, "Do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?" Engage your listeners by stimulating their curiosity and asking them to share in something exciting with you.

**2 Imagination.** Enlivening people's imaginations is easy. What happens before you visit the doctor? Or when you're waiting for the board's reaction to your latest strategic plan? Your imagination puts on quite a show. Who needs PowerPoint or technological wizardry?

In 1961, U.S. President John F. Kennedy recognized the need for a new narrative to galvanize the space race. Before a joint session of the U.S. Congress, he boldly announced that by the end of the decade the country would be dedicated to "landing a man on the moon and returning him safely to Earth." Despite widespread

doubts, and the fact that the National Aeronautics and Space Administration (NASA) had not yet even sent a man into orbit *around* the Earth, he electrified the collective imagination of the country.

Imagination is the direct access point to our creativity. Simply say "Imagine this ..." and people's creative juices start flowing. They're transported to a different and vivid new reality without leaving their seats.

**3 Impact.** We crave impact. We want to be seen and know that what we do has meaning. In baseball terms, it's called "looking the ball to the bat." As a storyteller, that means watching your audience closely to see how your content is affecting them.

In 1995, South African President Nelson Mandela knew he had to shore up his government's tenuous hold on post-apartheid unity. Adopting the strategy of "Don't address their brains. Address their hearts," Mandela convinced the Springboks rugby team, until then the country's symbol of white supremacy, to join him. At the commencement of the Rugby World Cup final being held in South Africa, Mandela and the team symbolically broke all barriers by singing "Nkosi Sikelel' iAfrika," the anthem of the black resistance movement, to a still-divided nation and a worldwide television audience. The Springboks won the World Cup, and South Africa moved toward reconciliation.

Brilliant ideas without brilliant human connection usually die fast. That connection builds trust and cultivates

relationships. When you see how you move others and are moved by them, you grow in stature and authority.

Keep this in mind: What you're saying isn't for you. It's for your team.

## Practice Time

Try these techniques at your next team or client meeting and note what happens:

- ▶ Be an "investigator" — not a content dumper. Ask, don't tell.
- ▶ Watch carefully how what you're saying impacts your team.
- ▶ Don't leap to the next point until you see people absorb the previous one. Don't assume everyone's with you. Ask questions like "Are you with me?" or "How do you relate to this?"
- ▶ Slow down. Don't race your narrative simply to get to the end. Consider practicing on someone first.
- ▶ Create images to get the client engaged in your story: "Imagine this ..." or "Picture that ..."
- ▶ Stop occasionally and observe your effect on everyone in the room.

Remember, your team and your clients are your creative partners. Actress Katherine Hepburn said, "If you give audiences half a chance, they'll do half your acting for you." **T**

**Allen Schoer** is founder and CEO of the TAI Group, a consulting firm pioneering new directions in executive leadership and organizational change. He can be reached at [info@thetaignroup.com](mailto:info@thetaignroup.com).

# BEST SALES LETTER EVER

Anatomy of a winning pitch letter.

By Mark Satterfield

**P**erhaps it's the nature of my marketing profession, but I've long been fascinated by how one sales letter can attract a swarm of clients while another remains ignored. This fascination motivated me to do some research on "the most successful sales letter of all time."

My first step was to determine how to define success. Does the key to success lie in how many letters one mails? No; the simple act of sending a huge quantity of letters doesn't necessarily mean the message will be effective.

I then considered how success might be measured by the amount of responses a letter generates. That seemed better, but simply getting people to respond with a request for more information didn't seem like a high enough bar for a letter deemed "the most successful sales letter of all time." To be crowned with that honor, a letter would have to motivate readers to pull out their wallets and part with their money.

Success, I thought, could be measured by how many people bought a product as a result of a letter. This type of letter would be worthy of further examination. Imagine if we could capture the essence of such a letter.

Surprisingly, the letter that's considered the most successful sales letter of all time wasn't all that hard to find online. What *is* surprising is how long ago it was written. I would have thought that the greatest sales letter would have been written less than 10 years ago considering all the information we now have about buy-

ing behavior. However, the letter I'm referencing was written more than 60 years ago.

According to *Advertising Age* magazine, the letter credited with selling the most "stuff" (to put it inelegantly) is a sales letter written for *The Wall Street Journal*. The publication has been using a version of this letter for decades, and copywriters have been successfully using similar versions to sell a wide variety of goods and services. You may be familiar with it.

Here's how it starts:

Take two men. Both are graduates of good universities. Both are hard-working and ambitious. Flash forward 20 years and one is in the corner office commanding the attention and respect of hundreds. The other toils amid the legions of middle managers in a largely obscure position. Why did one ascend to great heights and the other plateau so early?

The letter goes on to point out that the person who ascends to great heights reads *The Wall Street Journal* — and the other does not. This is one very successful sales letter, regardless of the *Journal's* actual ability to elevate a person to the height of a corner office.

This raises the next question: What makes this message so effective? Why did this letter — amid all the others that flood our mailboxes — motivate so many people to take action?

The answer is fairly simple: This letter tells a story — a story that is deceptively simple in the telling. In a

mere 57 words, we are transported from reading words on a page to visualizing two men: one successful and the other considerably less so. The story enables us to visualize a scenario and also forces us to decide which camp we're in. Are we resigned to the idea that people reach plateaus? Isn't there more that these characters can achieve? What's the secret to the success of the person in the corner office? How can we, too, get to the level of success we aspire to?

Eliciting this psychic visualization of desire and limitation is the power behind a great sales story. The power is in its simplicity. Its elegance is in its restraint.

Those of us who offer services for a living — and not visible products — often hear about "selling invisibly," where the targeted person doesn't feel like he or she is being sold to. It's an appealing concept, especially when the concept of selling is uncomfortable. However, while selling invisibly seems like a good idea in theory, how *exactly* can this be accomplished?

The letter from *The Wall Street Journal* provides an answer: The key to selling invisibly is to tell great stories. 🗨️

**Mark Satterfield** has served as the Director of Career Services for the Graduate School of Business at Emory University in Atlanta, Georgia, and is author of the book *Unique Sales Stories*. Reach him at [GentleRainMarketing.com](http://GentleRainMarketing.com).

# ANGER MANAGEMENT

Blow off steam without scalding yourself — or others.

By Ernest R. Stair

**Y**ears ago, it was common to see a car off to the roadside, its hood raised and steam spewing everywhere as the driver risked severe burns trying to remove a red-hot radiator cap. Cars aside, where does the needle point on your own temperature gauge?

“He blew his top,” we say. “She exploded.” “He boiled over.” If verbs are meant to show action, these

terror” is more like it. Faculty and staff alike shuddered in the shadow of The Principal, who badgered and blamed anyone who crossed his path.

Then, one day in a rare moment of calm reflection, he explained confidentially why he was the way he was. “I have stomach ulcers,” he said. “I can’t keep my feelings bottled up inside. If I don’t blow off a little steam now and then, my ulcers act up.”

If you want to hurt somebody, the silent treatment is the most lethal weapon in anybody’s arsenal.

examples are dynamite! They tell all bystanders — innocent or not — to get out of the way. Cars rarely boil over anymore, but people still do. Signs indicate that global warming is happening to people as well as to the planet.

To find out where the needle points on *your* temperature gauge, take a glimpse at the following profiles. These are true episodes involving real people. Only the names of places have been changed for purposes of alliteration!

## The Principal of Peoria

His years as a high school principal can’t be called a tenure. “Reign of

There, in a nutshell, you have The Principal’s principles, decreed without a hint of penitence or apology.

The Principal of Peoria clearly can’t teach you a thing. But you can still learn from him a marvelous truth about yourself. If you see a striking contrast between The Principal and you, it must mean you have principles of your own — better ones. You learn from The Principal of Peoria that anger has no business running your life. You’re the leader, the one in charge. You determine what place anger will have on your premises. Anger will be around; there’s no avoiding that. Still, you decide its freedoms and its restraints.

Sometimes anger is appropriate. There are plenty of things happening in the world that ought to make you angry. Cruelty, prejudice and injustice should infuriate you. That kind of anger has its roots in compassion.

From The Principal of Peoria, though, you learn about anger of an insidious kind that has nothing to do with compassion. It only empowers oneself by overpowering others. *You want no part of that!*

When divisive issues come between you and other people, you *can* call up the best that is in you, not the worst. That means choosing to speak reasonably and respectfully to others, even through anger. It can be done. When anger reaches the boiling point, it doesn’t have to scald everybody in sight. The Principal of Peoria has persuaded you that you count yourself among those people who use their head. Your best thinking tells you that anger can be managed in ways that at least leave a residue of better understanding, if not healing altogether.

## The Shopper of Sheboygan

Like magic, snow in the forecast made long lines appear in the supermarket. Most people took it all in stride, except one in lane



three, The Shopper of Sheboygan. In one hand she held an open checkbook, in the other a pen, in hopes that this bit of preparation might eventually shave precious seconds off her checkout time.

Then it happened. The beeping of the price scanner suddenly fell silent. The cashier picked up the phone, and over the public address system came the ominous words: “Aisle six, price check for prunes!”

As if the pause button on a remote had been pressed, all action came to a halt and the wait began. The Shopper of Sheboygan immediately turned her checkbook and pen into percussion instruments, as she beat out the rhythm of her ire on the handle of her cart. Rolling her eyes skyward, she

Besides drawing your attention to the phenomenon of getting angry over nothing, The Shopper of Sheboygan has you wondering about something called a “life story.” It is sad that whenever anyone says, “This is the story of my life,” it usually means somebody is frustrated about something. Why have these potentially inspiring words been reduced to this? Why not use them instead to affirm ordinary moments that are uplifting and heart-warming?

When you hold a child on your knee and share laughter together, *that’s* the story of your life. When you take time to listen to friends talk about their ups and downs, *that’s* the story of your life. When you elbow

he has nothing to say. Not a word. Whenever there’s an argument, he gets in the last word — in the form of cold, calculated silence. His wife will tell you how comments put to him are ignored, how his eyes look right past the person standing at his side, and how his silence lasts for hours or days until he decides to end it all and re-join the family. Meanwhile, everyone around him waits, feeling drained of every ounce of self-worth.

What is there to learn from somebody who refuses to open his mouth? Plenty! You learn that it is possible to blow off steam *without making a sound!* You learn that if you want to hurt somebody, the silent treatment is the most lethal weapon in anybody’s arsenal.

Now, The Husband of Hannibal may not be as vicious as he appears. He’s just all tangled up in the twin webs of power and fear. Concerning power, he simply has trouble not being in control of things. In every discussion, decision or disagreement, anything less than his way is a bitter pill to swallow. As for fear, he’s afraid of his own shadow without knowing it. His own anger frightens him. So, when the needle on his temperature gauge climbs, he reaches for the silent treatment to put a lid on what might otherwise turn ugly.

Whenever you feel yourself approaching the boiling point, you might give silence a try — but silence of another kind. Steer away from the silent *treatment* that reduces the morale of others to ashes. Steer instead toward the silent *retreat*, in which you give yourself your undivided attention. There, you can discover that you have what it takes to meet anger’s scorching heat without scalding everybody, including yourself. In your silent retreat, you show your moral fabric by putting yourself through a rigorous third degree.

## Anger’s fiercest fury is no match for the wisdom of your heart and mind.

made a public announcement of her own for anyone who cared to listen. “This is the story of my life!” she proclaimed, as she looked all around to see whether other people realized the egregious nature of what had to be the store’s conspiracy to irritate and annoy.

What do you learn about anger from The Shopper of Sheboygan? You learn that it’s possible to boil over — over nothing! It was hardly adversity that she faced. It was only an inconvenience. Inconveniences happen; they don’t warrant getting steamed. And they certainly do not deserve a place in the story of anybody’s life. If that was the story of her life, then her story is no page-turner! Others in line may have been annoyed by the delay, but they kept their thoughts to themselves. She didn’t. She went public! That’s a clear indication that the needle on her temperature gauge was rising fast.

your way through a crowded room to speak to somebody who is sitting alone, *that’s* the story of your life. When you make up your mind not to let a setback knock you off your feet for long, *that’s* the story of your life. And when you turn off the lawnmower to enjoy a golden sunset in silence, *that’s* the story of your life.

These are moments that define what kind of person you are. If you go through each day making mental notes of times really worth “writing” into your life story, you will develop a new way of seeing everything. It’s called insight, sight that comes from within. Having that, you will have difficulty boiling over — especially over nothing.

### The Husband of Hannibal

You’ve heard The Principal speak his mind. You’ve listened to The Shopper sound off. But when it comes to The Husband of Hannibal, you can put away the quotation marks, because



# SOLUTIONS FOR TEAM CONFLICT


By Renée Evenson

What's eating me? you ask yourself. Why am I angry? Have I drawn a line in the sand that makes solution impossible? If I feel I've been treated unfairly, how much unfairness can I tolerate before I respond unfairly? Have I avoided starting my statements with those fatal words, "you always" or "you never"? Have I left no stone unturned to understand another's point of view, whether or not I have been understood? Can I calmly explain how I feel, without accusing or blaming? Is there room for me to give a little, without seeing it as *giving in*? Is some degree of apology out of the question?

Congratulations! You have just graduated from the boot camp of self-examination. Not everybody has what it takes to see that tough course through to completion.

Whenever you feel your anger building up "a good head of steam," as we used to say, it is time to make your move before anybody gets scalded. Put into practice those principles that are already part of your standard equipment. They are:

- ▶ All people are worthy of respect, even when they are not at their best.
- ▶ Enduring some unfairness is a sign of strength, not weakness.
- ▶ Your hurts need not hinder your efforts to clear the clouds of conflict.
- ▶ Anger's fiercest fury is no match for the wisdom of your heart and mind.

Turn these principles loose and you will bring light to places where fences need mending and where gates to better understanding need opening. 

**Ernest Stair** is a minister in the United Methodist Church who has a lifelong love for writing. He graduated from Yale University's Divinity School. Contact him at [e.stair@insightbb.com](mailto:e.stair@insightbb.com).

When you arm yourself with the skills to meet conflict head on and work quickly and effectively to resolve problems, you will gain respect as an involved leader who is committed to being part of the solution rather than part of the problem. The following steps will help you resolve conflict and, as a result, maintain productive relationships.

**View every conflict as an opportunity.** Conflict is a natural component in all relationships and should be welcomed. Richard Selznick, a psychologist and author of *The Shut-Down Learner*, says, "Without resolution, resentments stay below the surface and magnify. When conflict resolution allows for good discussion, those involved can begin to move ahead."

**Anticipate problems and deal with them immediately.**

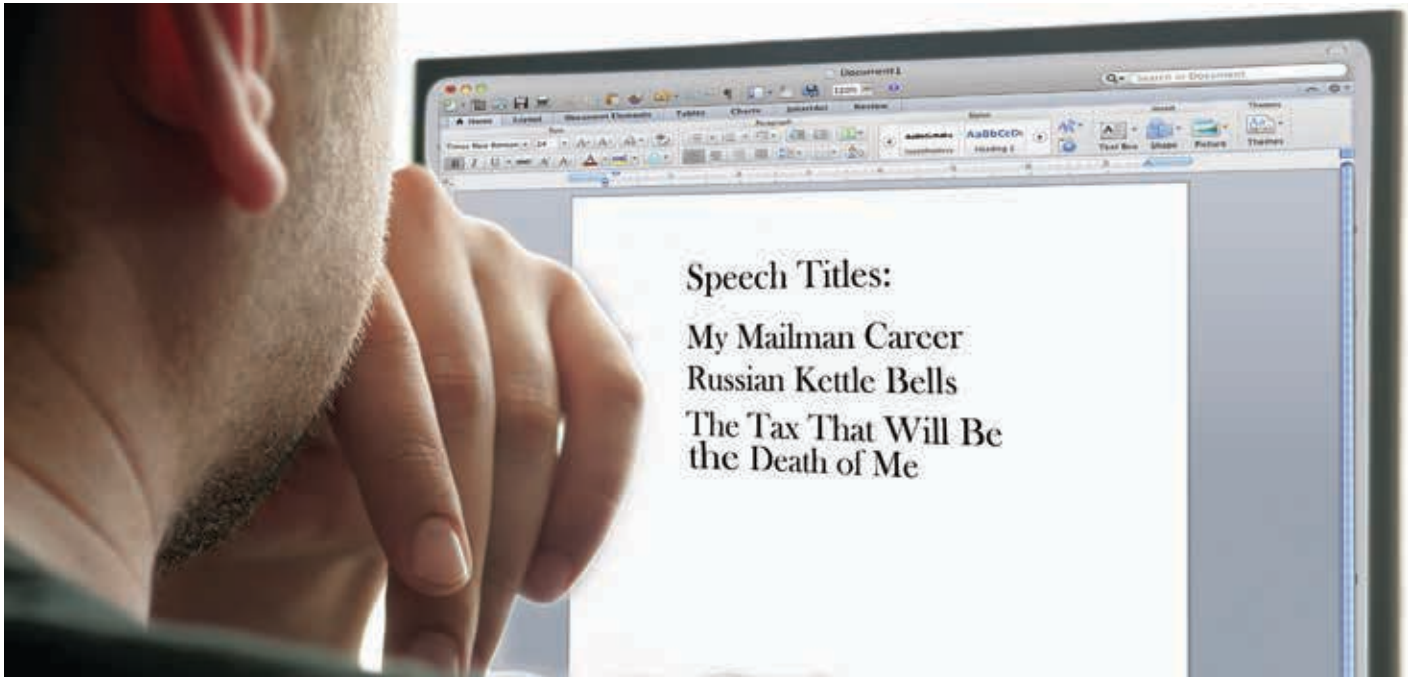
Become an active observer and communicator; stay involved and watch for things that are not right. Be aware of coworkers who suddenly become negative, quiet, agitated or upset, as this is often a sign of conflict.

**Communication is key to resolving conflict.** Miscommunication is often at the root of arguments, so it makes sense that good communication is the key to resolving them. Resolving conflict effectively is as simple as 1-2-3: 1 — Listen and Question; 2 — Decide and Plan; 3 — Respond and Resolve.

**Always remain calm and in control.** According to Selznick, "We often think that just because there's a stimulus we don't like, we have to instantaneously react. You can learn not to be so reactive. My suggestion is to back up, take a deep breath, and consider your response." Learning not to be reactive will help slow your racing heart and racing thoughts.

This article is a condensed version of the original, which can be found at [www.toastmasters.org/toastmastersmagazine/toastmasterarchive/2009/july/effectivesolutions.aspx](http://www.toastmasters.org/toastmastersmagazine/toastmasterarchive/2009/july/effectivesolutions.aspx).

**Renée Evenson** is a writer specializing in organizational psychology. Reach her at [reneeevenson.com](http://reneeevenson.com).



# HOW INTRIGUING IS YOUR SPEECH TITLE?

Why you should name your speech with care.

By Howard Scott, ACB

**W**hat's in a name? Plenty, if it is the title of a speech. If speakers took more care in crafting their speech titles, they would deliver better talks.

First, a good title creates anticipation. For example, let's say these three speeches were on the club meeting agenda: "My Mailman Career," "Russian Kettle Bells" and "The Tax That Will Be the Death of Me." Which title is exciting and piques your interest? You're more likely to be curious about the third one, despite its subject matter. What *kind* of tax is it? *How* does it kill? The third title suggests there will be drama. It is an active statement, and it revs up the listener for what's to come.

"A title sets up the emotional barometer of the audience," says Andrew

Staicer, CC, ALB, of Palomar Airport Toastmasters in Carlsbad, California. "From this, you go full circle to bring the listener back to the original feeling."

Croix Sather, CC, CL, a member of two Toastmasters clubs in Connecticut, puts it differently: "A good title should make your audience say, 'Hey, I need to hear that!'"

Second, a clever title tells what's ahead — to better prepare the audience to receive the talk. Like a book's table of contents, a strong name will guide a speaker's audience to a more comprehensible understanding. "A clever name answers 'W-I-I-F-M' (what's in it for me) to get the individual's attention," Sather explains. It answers the question: Why should I listen to this speech? Unanticipated pauses, forgotten lines, mispronuncia-

tions and even a few "ums" and "ahs" are often overlooked because listeners *want* to hear the content.

Finally, a good title shows enthusiasm. It says "I care enough about this topic to come up with a memorable handle." In later discussions, a catchy title will be on everyone's lips. But an interesting title does more than help the audience. It helps the speaker during the creative process. That's another reason the tag should never be an afterthought. *Start* with the title. It might not be the same one you wind up with, but the working solution will guide you in preparing the presentation.

The process of conceiving the name can also determine your focus. For instance, your subject might be the use of atomic bombs during World War II. You could handle the topic

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in many ways. You could discuss the causes, examine the politics or consider the morality of the issue. But the title “Japan’s Take on Little Boy and Fat Man” forces you to examine the topic from Japan’s perception of blame or blamelessness. You’ll carve out a more interesting talk with a narrowed focus. Bill Malthouse, DTM, of the Traveling TasteMasters club in Virginia, Maryland, adds, “A good title tends to focus your speech development, helping you keep on track.”

An apt name will set the tone. Compare “My Disastrous Life-Modeling Experience” with “My Brilliant Life-

your speech in advance. And on the flip side, avoid too much creativity, or else the audience won’t know what your topic is.

Also consider the topic. What is the subject matter, what are you trying to say and how do you want to say it? Are you after humor, pathos, admiration or education? For example, if it’s about your beekeeping hobby, try out several titles and see how each one informs the audience: “A Beekeeper’s Season,” “The Bumbling Beekeeper Finally Sees Gold,” “Keeping Bees Is Not as Easy as You Think,” and “To Bee-Keep or Not to Bee-Keep.” Each

Framed Dream House.” Make your title catchy. A better suggestion for the title “Why Drivers Shouldn’t Stop for Joggers” is “Don’t Stop for Me.” Try for humor. Change “Too Much Technology” to “The Internet Is Making Us Stupid.” Occasionally reach out for alliteration. Instead of “Buying Baby Furniture at Superstores,” try “Buying Bouncy Baby Buggies.”

Movie references sometimes produce effective titles. An improvement to “My Life as a Housekeeper” is “Ironing Lady,” which obviously is a reference to the movie *The Iron Lady*. Instead of the topic “How We Age,” how about “Everything Goes,” a reference to that Broadway hit *Anything Goes*. Something in the news might work as well. Try scanning the newspaper for inspiration.

Avoid clichés. “The 12 Points of Light in Stock Picking,” “The Keys to a Happy Marriage” and “Losing 20 Pounds through Willpower” are all overdone. Keep searching for something fresh and original, even offbeat.

Andrew Staicer has a habit of walking around with a small pad and writing down interesting possibilities. He says, “I often come up with an inspiration when I am doing something else.”

Good titles are like good grooming habits. Just as people look at you differently when you are well-groomed, people listen more intently when your words are preceded by an intriguing title.

Of course, a good title is imperative in a speech contest because, unlike during regular Toastmasters club meetings, there is no introduction. **T**

**Howard Scott, ACB**, is a member of the South Shore Soliloquy club in Kingston, Massachusetts. Reach him at [dancinghill@gmail.com](mailto:dancinghill@gmail.com).

**You have to catch someone’s interest with something unexpected, irresistible, fun or colorful.**

Drawing Modeling Career.” The first sets the stage for embarrassment. The second provides an insight into the model who rose to the challenge of posing for practicing artists.

A perfect designation forces you to take a position. One thing you don’t want to be is “wishy washy.” You want to take a stand. Almost subconsciously, your title will warp into your voice and your tone, and also into your emphasis, even in a reportorial piece. In a talk about Amy Chua’s *Battle Hymn of the Tiger Mother*, a best-selling book about child rearing, the title “Should We Shoot the Tiger Mother?” takes a much different approach than “Amy Chua, Mother of the Year.”

Malthouse offers a caveat: “A good title should not allow the audience to pre-classify the speech, but should not misdirect them either.” In other words, don’t use a title that is so literal and dry that the audience can anticipate

choice offers subtle variations in approach. Choose the one with the tone that appeals most to you.

Alexandra Watkins, ALB, a member of San Francisco Toastmasters, is founder and chief innovation officer of the naming and branding company Eat My Words. She says, “You have to catch someone’s interest with something unexpected, irresistible, fun or colorful — or with a clever twist on a familiar word or phrase.” She gives two examples on the subject of photography: “How to Shoot People” and “Confessions of a Sharp Shooter.”

Make your title active. Instead of “My Investing Strategy,” try “Investing by Instinct.” Make the title descriptive. “The Pre-Marital Pregnancy Problem” title could be improved: “How the Unwed Mother Affects Your Tax Dollar.” Make the title concrete. A better title than “My House” is “My Stone-Walled, Bamboo-

# FROM CLOWN TO AUCTIONEER

Tammy Miller, PID, has enjoyed an unconventional career path.

**T**ammy A. Miller, DTM, has worked as a professional clown — she was paid to dress up and wear big shoes and a red nose. She has also led large audiences in song, even though she admits she can't sing very well. She even jumped out of an airplane at 12,000 feet because she was looking for more speech material to describe in her book, *My Life Is Just Speech Material, and So Is Yours*.

**"If someone had told me I would make a living as a professional speaker, I would have thought he was crazy!"**

Miller, who served on the Toastmasters Board of Directors from 2005 to 2007, credits her Toastmasters experience for giving her the confidence to pursue career choices she otherwise would not have considered. To become an auctioneer, the resident of State College, Pennsylvania, attended the Missouri Auction School in St. Louis, which is considered the world's oldest and largest auction school. While there, Miller promoted Toastmasters as a way for people to build their communication skills, including thinking on their feet, engaging an audience and using effective voice quality.

**Q:** What made you want to become an auctioneer?

**A:** Simply put, it was because of a *cake!* I am involved in many charity events, and at one event cakes were being auctioned. The organizers asked a local television personality in attendance to do the auctioning. I saw sheer terror in her face — she had no idea how to conduct an auction. I thought, I would like to learn to do this!

**How did your Toastmasters experience influence this decision?**

The continual learning and support I have gained from Toastmasters carried over into all aspects of my life, including auctioneering. Auctioneers must communicate and connect with their audiences. You need to entertain people and build rapport with them. Success for an auctioneer is greater audience participation, which in turn brings higher bids and a better return for the client or charity. It makes me feel great when I can achieve this.

**What is your favorite type of auction?**

The major live auction categories include charity, real estate, commercial, estate, commodities, livestock, auto and fine art. My interest lies in charity, real estate and commercial auctions, because I feel I am making a difference for the organization I represent. During a recent breast cancer charity auction, I was selling a high-priced ski package and I was relating my humorous skiing experiences. The audience was laughing, which put them more at ease, and a relaxed audience tends to bid more. Whether it is auctioning cakes, raising money for local Boy Scout troops or auctioning a \$20,000 vacation package, my Toastmasters experience of putting an audience at ease benefits the charity with which I am working.

**You say auctions are becoming increasingly popular. Why?**

The popularity of eBay has helped people understand the concept. Several television shows highlight live auctions, too. Auctions are a great way to learn about the value of items. The economy is also fueling auctions as people look for ways to enhance their incomes.



► Tammy Miller auctions off a T-shirt at a baseball game to raise funds for the Pennsylvania Breast Cancer Coalition. Pink is the symbolic color for breast cancer awareness, so Miller — a breast cancer survivor herself — wears the pink boa proudly.



Tammy Miller, PID, DTM

### Why would people use an auctioneer to sell real estate and other items?

It used to be that when a house was auctioned, it was due to an unfortunate event such as a foreclosure or illness. Now more real estate is being auctioned as a quick way to sell property. Many are sold “as is.” A person can request a “reserve,” where a minimum price is set, or an “absolute,” where the home is sold that day no matter what the high bid is. This results in a quick exchange. It works the same way for personal property.

### How did you learn to talk so fast?

The auctioneer “chant” is used to build excitement. It is rhythmic and keeps people engaged. It includes the current offer and the next increment the auctioneer wants. To learn this, we often practice tongue twisters to build the rhythm, and then we add numbers. For example, “One dollar bid, now two, now two. Will you give me two?”

As a speech coach, it was very difficult to break the habit of properly pronouncing phrases such as “will you give me.” In a chant, the number of words

spoken during a long auction makes a huge difference in the health of our vocal chords, so we slur the words and they become “will ya gimme.” I am glad there isn’t an Ah-Counter at auctions!

Like Toastmasters, there are competitions for chanting and bid-calling. For example, a winner may be deemed World Champion of Live-stock Auctioneers. It is a very entertaining and energetic competition!

### Why do people need to go to school to learn auctioning?

Auctioneering is more than fast talking. There are different rules in different states and countries. If you are interested, be sure to check out the requirements in your area. You can learn more about auctioneering at sites like the National Auctioneers Association ([auctioneers.org](http://auctioneers.org)).

### Have you been surprised by anything about the business?

One surprise was the number of female versus male auctioneers. I believe I am the only female auctioneer in my county. In the United States, the National Auctioneers Association

suggests that only seven percent of auctioneers are female. This statistic enticed me to pursue this path.

### What advice would you give to your 16-year-old self?

First, I would mark my calendar and join Toastmasters on my 18<sup>th</sup> birthday. During one early speech before an audience as an adult, my hands shook so badly that I had to use one hand to keep the other hand steady. That day, if someone had told me I would make a living as a professional speaker, I would have thought he was crazy!

I would also tell my 16-year-old self to listen more to others and learn everything about everything. I tell my daughters to act like a sponge to absorb everything. It is only then that we can discover our passion, and we all need to find a way to live our passion.

Toastmasters changed my life. Through Toastmasters I have gained a high level of confidence in my speaking and leadership abilities. It is what has kept me in this organization for almost 20 years. I often reflect on how my life may have been different if I had joined this organization earlier. ①



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To learn more, visit [tammyspeaks.com](http://tammyspeaks.com).

# OH CAPTION, MY CAPTION

Pointing out the obvious.

By John Cadley

**W**e all have our pet peeves. I have so many I have to get someone to feed them while I'm away. For instance, we have a cereal called Grape-Nuts that has no grapes and no nuts. We have roads called parkways where you can't park or you'd be run over by cars going 65 miles an hour. We have runways where running is strictly prohibited lest you be flattened by a Boeing 747. We have apartments that are all stuck together. And then we have ... photo captions.

ing when you realize that the photographer who took down all the names got everybody out of order, and not only is your name misspelled but (a) you've been identified as Rocky Grani-tola when you happen to be a woman, and (b) the person identified as you is a bald man with a beard.

I recently saw a photo on the sports page where Dustin Brown of the Los Angeles Kings hockey team is holding the Stanley Cup triumphantly over his head. The caption says: "Los Angeles

Even highbrow publications like *The New York Times* tell us what we already know. A recent caption under a man's photo read "PHILLIP TOBIAS, 86, PALEOANTHROPOLOGIST WHO ANALYZED APELIKE FOSSILS, IS DEAD." Seeing as this appeared on the obituaries page, I probably could have guessed as much.

You can tell when caption writers are trying to avoid these problems. They go the other way — i.e., providing too much information. I noticed this in *People* magazine's coverage of The Year's Biggest News Event: Jessica Simpson having a baby. There's a photo of Jessica with her infant daughter looking like she just stepped out of the beauty parlor (how many new moms look like *that*?) beside a caption that appears as a quote from Jessica: "We stare at her all the time. When she's sleeping, Eric and I look at pictures of her. We can't get enough." Enough, already. Maybe this is one time when a simple "Jessica Simpson with her newborn daughter" would have been all we really needed to know.

As in most journalistic matters, *The Associated Press Stylebook* settles the question. It says a caption should tell what, when, where, why and how — which is exactly what the accompanying story is doing. So we *still* don't need the caption! On the other hand, a caption that mentioned all that might just come out to a thousand words. **T**

**John Cadley**, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York. Reach him at [jcadley@twcny.rr.com](mailto:jcadley@twcny.rr.com).

If a picture is worth a thousand words, why do we need captions?

Let's start with the obvious: If a picture is worth a thousand words, why do we need captions? And if we do need them, why are they only 18 to 25 words long when the formula clearly calls for a thousand?

The most prevalent offender is what I call a VVR (Visual Verbal Redundancy). For example, a picture shows a pretty young woman wearing a crown below a big, bold headline that reads "MARY RYBINSKI CROWNED MISS POLONIA AT POLISH FESTIVAL." The caption under the photo says "Polish Festival Crowns Rybinski Miss Polonia." Really? Why did I already know that?

Then, there are those group pictures where all the names of some team or club are listed underneath. Does anybody care who those people are? Only if you're in the picture and you want to make sure they spelled your name right. Even then, it can be dishearten-

Kings captain Dustin Brown hoists the Stanley Cup after defeating the New Jersey Devils." Well, yes, I can see that, and since hoisting and smiling are usually associated with winning, I can pretty much assume they didn't *lose*.

On the same page, tennis star Rafael Nadal is seen biting the French Open trophy — yes, biting it — and the caption says "Rafael Nadal bites trophy after winning French Open." Thanks for the info but it's *obvious* he's biting it. What I really wish you'd tell me is why. In my experience athletes do not usually eat their trophies.

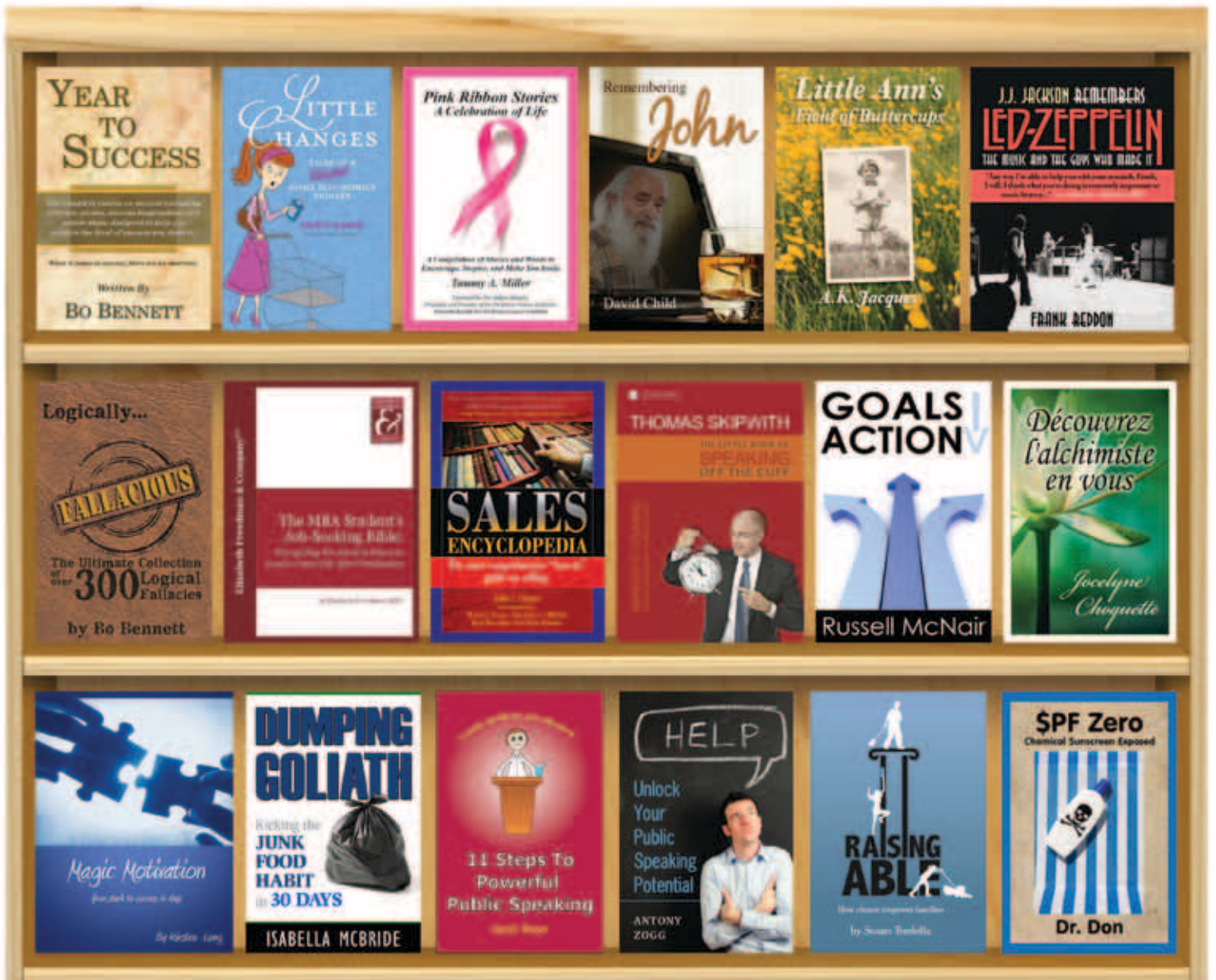
Here's another one from the same newspaper. The headline reads "DIET CAN AFFECT KIDNEY STONES." The photo shows five thick steaks on a grill, and the caption reads "Eating too much can affect the formation of kidney stones." Forget the redundancy. If you're going to eat five steaks, you *deserve* kidney stones.

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