

THE MAGAZINE FOR COMMUNICATORS & LEADERS | NOVEMBER 2015

TOASTMASTER®



Authentic Leadership

Tafadzwa Bete Sasa, CC,
leads with the power
of positive connections.

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Lessons for Educators

Clubs help teachers
make the grade.

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Practicing Leadership Skills at Every Meeting

Back in 2011, when Toastmasters International launched the tagline “Where Leaders Are Made,” I thought we may have gotten ahead of ourselves. In my view, while we have been quite strong at developing leaders, we had not formalized the skills, competencies and educational development approach related to leadership.

But soon after we introduced the tagline, I read something that changed my opinion. It provided another perspective on our organization’s strength at developing leaders. A leadership consultant named Jack Zenger wrote about his work advising and developing leaders in major organizations. He described a special assignment: teaching leadership to third- and fourth-grade students.

He wrote that the kids just got it—they understood leadership easily. But he noted that for third- and fourth-graders, leadership skills aren’t about writing mission statements and dealing with poor performers; they’re about focusing on the problem, not the person or personality, and about protecting the self-esteem of their peers.

Focusing on the problem, not the person. Protecting the self-esteem of peers or colleagues. Are those leadership skills? I believe they are. I also believe these leadership skills are valuable at any age, and that these skills could be more widely deployed in our world today. And they are skills you practice at every Toastmasters meeting.

When a new member presents an Ice Breaker and feels as if he has beaten the world as he races through a four- to six-minute speech in three minutes flat with 30 ums and ahs, I know you protect his self-esteem. You’ve seen this happen in your club. This description is quite close to my own experience delivering an Ice Breaker back in 1987.

When you evaluate a speech that expresses a point of view that you don’t personally agree with, I’m confident you offer feedback on whether the speaker achieved his or her objectives, despite your differing point of view.

Focusing on the problem, not the person. Protecting the self-esteem of colleagues. These are real-world leadership skills that help you, regardless of your formal position in your organization or community.

I ask all of you, as leaders, to create and support an environment in which you focus on the objectives or problems—and provide positive support to your team members, just as we work together to accomplish our club goals in adherence to our organization’s core values of integrity, respect, excellence and service.

JIM KOKOCKI, DTM
International President

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P.O. Box 9052, Mission Viejo, CA 92690 U.S.A.

+1 949-858-8255 • Fax: +1 949-858-1207 • Voicemail: +1 949-835-1300

www.toastmasters.org

CONTACTING WORLD HEADQUARTERS

For information on joining or building a club, visit:

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Article submission:

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

Published to promote the ideas and goals of Toastmasters International, a nonprofit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$36 semi-annual dues.

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

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Visiting Clubs While Traveling



Nandita Adhikary, CC, ALB (third from left), from Hitech City, Madhapur, Hyderabad, India, visited Basel International Speakers club and Toastmasters of Basel in Basel, Switzerland.

"If you make a Toastmasters stop part of your travel itinerary, it's bound to be a rewarding experience."

POST CARD

"If you travel, do take some time to visit one of the Toastmasters clubs around the world. You'll be amazed with what you might find."



Sara Magalhães, DTM (second from left), from Lisbon, Portugal, visited Singapore Mandarin Toastmasters club in Singapore.

POST CARD

"Every year when I visit my brother, I stop by his work, Hewlett Packard, where there is a corporate club and I meet my newfound friends."



From far left: Shalini Menezes, ACS, ALB, and Archana Chandrashekar, CC, ALB, from Dubai, United Arab Emirates, visited Taupo Club in Taupo, New Zealand.



Brian David Crawford, DTM (right, with Club Vice President Public Relations Philip Williams), from Springfield, Massachusetts, visited HP Roseville Rappers club in Roseville, California.

"All in all, it was a very memorable experience for both of us and we look forward to meeting many more amazing Toastmasters across the globe as we continue our journey." — Shalini Menezes

POST CARD

"This was the first time I'd attended a Toastmasters club in another country, and overall it was an extremely positive experience. I recommend visiting a Toastmasters club when traveling in another country."



Max Millard, CC, from San Francisco, California, visited Caribe club and Centro Cultural Petrus in Cancun, Mexico.



"The name 'Toastmasters International' says it all. A woman, originally from Japan, visits a club in Johannesburg as a representative of a club in New York City—now that's international!"

Shoko Nakamoto, CC, CL (center, looking right), from Forest Hills, New York, visited the UWP Toastmasters club in Johannesburg, South Africa.

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Helping Teachers Make the Grade

Clubs give educators tools for teaching.

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The Authentic Leader

Being emotionally open boosts credibility and leads to better results.

By Dave Zielinski

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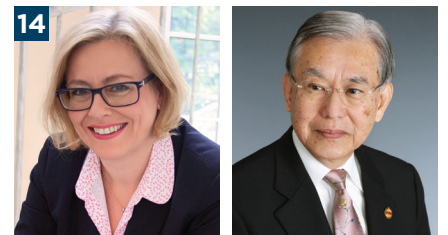
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EXPANDING TOASTMASTERS
ONE LANGUAGE AT A TIME

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By Mary Nesfield



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▶ MEMBER MOMENT

It's Not Rocket Science!



Brett Hoffstadt talks about his book *How to be a Rocket Scientist* at a local radio station.



Brett Hoffstadt, ACB, is an aerospace engineer who teaches people that it's within their reach to have the same career in his book *How To Be a Rocket Scientist*.

The book explains that there is more to aerospace than rockets and science, and also reveals the steps people can take to move toward a rewarding career in various fields of the industry. Each chapter includes specific resources and links—and finding a Toastmasters club is one of his top recommendations. Hoffstadt says his 15 years in Toastmasters is what helped him learn to communicate effectively in his career.

He is a Project Manager (PMP)[®] at 3Sixty Integrated [a technology security company] in San Antonio, Texas, and holds a bachelor's degree in aeronautical and astronautical engineering and a master's in aerospace engineering. He belongs to the Business & Professional Toastmasters club in San Antonio.

Why did you join Toastmasters?

I am a strong and natural introvert. I was very nervous, stiff and uncomfortable while speaking in front of groups. Part of me wanted to believe that if I just focused on being a great technical engineer, my speaking and presentation skills wouldn't matter. But I was also ambitious, and I realized that more responsibility and success would mean representing myself, my group and my company in front of important audiences.

What motivates you to stay?

I've learned that if I don't continually exercise my public speaking and group interaction "muscles," my skills regress quickly. I've become convinced that a person's impact in the world is much greater when he or she is a good communicator and leader. Toastmasters is the most effective, efficient and fun way I've found to practice my skills.

Before giving presentations to management, I would practice at my previous company club at Boeing where I received valuable feedback from other members. It took many years, but I now can speak in front of large groups without any anxiety.

How did you get into your profession of aerospace engineering?

When I was thinking about career choices in high school, my two biggest interests were airplanes and music. Being practical and analytical, airplanes won pretty easily.

With my college degrees, I was fortunate to work in a wide range of environments and applications, from flight testing to wind tunnels to complex computer simulations. After about 10 years, I advanced into project and program management. This is where a combination of technical experience and soft skills became increasingly essential.

Why is it important for people in your industry to improve their communication and leadership skills?

The need for honest, confident and accurate communication is important when you work on complex systems, such as aircraft and spacecraft, which involve human lives.

In complex engineering projects, it is essential to have a dedicated risk management process. I had to use my Toastmasters skills several times to actively listen to other engineers, and "draw out" and clarify risks. Then I would communicate these risks accurately and effectively to management so the risks could be properly understood and assessed. It required strong communication and leadership skills to do this.

Read Hoffstadt's blog at www.EngineerYourInnovation.com or check out his tips about launching a career in aerospace at www.HowToBeARocketScientist.com.

▶ IN BRIEF

WHAT DO CLUB OFFICERS DO?

To find out, log in to the Toastmasters website. Under Leadership Central, click Club Officer Tools. The first option, Club Officer Roles, provides an overview of the responsibilities for each role.

PHOTO APP

Before sharing photos on your club's website or social media pages, fine-tune them with Adobe Photoshop Express. Download the app to your mobile device for free.

ACCREDITED SPEAKER PROGRAM

Accredited Speaker is an elite designation signifying mastery of professional speaking techniques. Applications for the 2016 program will be accepted between January 1 and February 1. Learn more at www.toastmasters.org/AccreditedSpeakers.

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▶ SNAPSHOT

Breaking the Ice in England

Officers of the London Athenian Speakers club take new members hiking to get to know them and share the Toastmasters spirit. From left to right: Vice President Education Gagan Singh, Peter Tang and Vice President Membership Daniel Sanz Becerril walk in Sussex, England.



▶ CLUB SURVIVAL TIP

Power of Persuasion

PROJECT 5: THE PERSUASIVE LEADER

Adapted from Persuasive Speaking, an Advanced Communication manual

Take a quick trip back through time. Can you think of individuals you admire who stood up on behalf of their ideals and beliefs? People who spoke up for justice, civil rights, helping the poor, fighting for humanity? They're known as persuasive leaders.

Inspiring and motivating an audience can be difficult, but learning to organize and deliver a persuasive speech can help you instigate great changes in your community, workplace or even your club.

Here are some tips on how to communicate your mission:

Tell a story

Capture your audience's attention with an anecdote or an interesting story that relates to the points you are making.

Exaggerate

Use gestures. Move your body and create facial expressions to add emotion to your words.



Professor Muhammad Yunus, Toastmasters International's 2015 Golden Gavel recipient, gives persuasive speeches about ending poverty in his home country Bangladesh and throughout the world.

Show passion

If you want your audience to be enthusiastic about your vision, then you must show passion. It shows that you believe in what you're presenting.

Content matters

While writing your persuasive speech, make sure the content is strong, or else it's not going to be persuasive. Use descriptive, colorful words that paint a picture for the audience.

Remember, a persuasive leader can clarify and validate people's feelings, hopes and ideals and can unify and motivate them to act. Pick a topic you are passionate about and use that passion to your advantage when delivering your speech to an unassuming audience. Your goal is to convince them to take action.

▶ LOOKING AT LANGUAGE

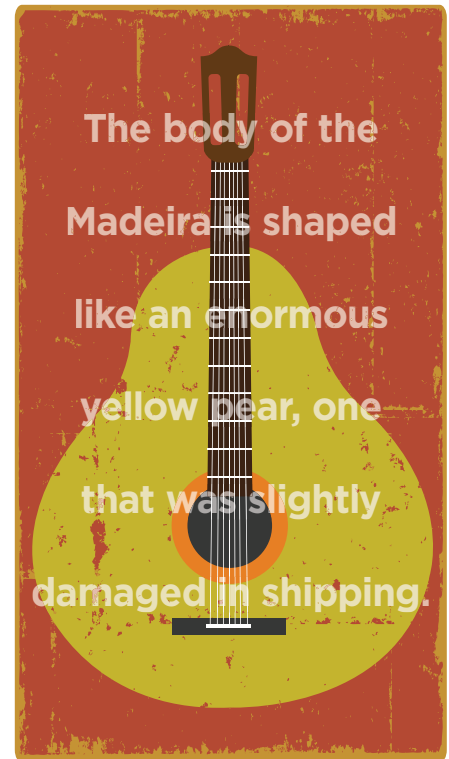
Paint a Picture with Words

When giving a speech or presentation, never underestimate the power of descriptive language. Showing, rather than telling, will bring your speech to life. Using words that describe the senses of hearing, sight, touch, taste and smell can help your audience paint a picture in their minds. Take a look at this example, which incorporates sight, touch and sound:

“My most valuable possession is an old, slightly warped blond guitar—the first instrument I taught myself how to play. It’s nothing fancy, just a Madeira folk guitar, all scuffed and scratched and finger-printed. At the top is a bramble of copper-wound strings, each one hooked through the eye of a silver tuning key. The body of the Madeira is shaped like an enormous yellow pear, one that was slightly damaged in shipping. No, it’s not a beautiful instrument, but it still lets me make music, and for that I will always treasure it.” (Excerpted from “5 Model Descriptive Paragraphs,” www.grammar.about.com.)

The use of descriptive language helps you see the guitar—“*The body of the Madeira is shaped like an enormous yellow pear*”; feel the guitar—“... *all scuffed and scratched and finger-printed ...*”; and imagine how it sounds—“... *it’s not a beautiful instrument, but it still lets me make music ...*”

To learn more about writing and using descriptive language, check out *The Pen Commandments* by Steven Frank. Or read a classic book or two, and see how the masters do it.



How do you encourage club members to participate in meetings?

“By showing that it does not take much time away from their daily family and work activities to prepare for speeches and roles. In fact, they can draw from their other activities when they participate in club roles and speeches. I emphasize that the meeting is a break from the everyday.”

Perry Moore, ACB, CL

Trinity Speakers Toastmasters ▶ Coquitlam, BC, Canada

“Identify the barriers that cause a lack of participation. Strive to create an environment in which people want to participate. Meetings should be exciting. Be prepared with interesting Table Topics. Invite guest speakers. Have education presentations from the *Competent Leadership* manual. Whenever attendance is low in our club, we discuss each person’s dreams and learning styles. Ask each member what their goal is in belonging to your club.”

Peter Genter, CC

Woodland Hills Toastmasters ▶ West Hills, California

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

▶ WHAT’S THE BUZZ?

“In two of my clubs, we don’t sign up for roles. The vice president education (VPE) assigns them five weeks out. Members inform the VPE when they will miss a future meeting, which allows time to schedule someone else for the role. As for speaking slots, we can always ask for one, which usually isn’t a problem. Speakers are also encouraged to inform the VPE on the length of their speeches, so adjustments can be made for fewer speakers if one needs more time than the usual five to seven minutes. Both clubs prefer it this way.

“In my third club we sign up for roles and we are filling roles at the last minute!”

Linda Karalfa, DTM

Spokane Falls Toastmasters Club
▶ Spokane, Washington

▶ MEET MY MENTOR

Cassandra Oliver, DTM

When Monique Rodgers, CC, CL, a receptionist at Performance BMW in Durham, North Carolina, lived in Tulsa, Oklahoma, she joined the Friends of Greenwood Toastmasters Club to overcome stuttering and become a better speaker and leader. She had learned about Toastmasters from her godmother, Gwendolyn Goff, who said it was the best place to develop professionally and transform as a speaker.

There she met Cassandra Oliver, DTM, Ambassador at Toastmasters and a senior paralegal for The Williams Companies, Inc., a U.S. energy company based in Tulsa. A member since 2005, Cassandra has helped Monique to believe in herself and pursue her dreams to travel the world, become published and work as a motivational speaker.

What makes Cassandra special?

She is a strong, quiet leader—in her church, in the workplace and in her club. She encourages me to always aim high and be my best. She challenges me and tells me to never settle for less in anything that I do.

Cassandra listens while her mentees practice their speeches. She gives valuable feedback and tells me to speak as if I have already won, and that advice has changed me forever. I feel like a champion even before I deliver my speech.

She is patient, encouraging and supportive. I am thankful for the time we spend together. She is the kindest person you could ever meet, and her soul-food cooking is the best! She is a Toastmasters gem, and I am honored to have her as my mentor.

What have you accomplished because of her?

Last year in August, I won first place in our club's speech contest. I also won second place in the area contest, and I was a first-time chair last year for the fall conference. I am a better leader at work, at church and overall because of Cassandra's mentorship.



FROM LEFT: *Monique Rodgers and Cassandra Oliver*



What have you learned about mentoring?

I learned the following three principles: 1) Mentorship is the foundation of growth in Toastmasters; 2) My mentor and I are a team; and 3) Each contest I win is also a big win for my mentor because we win together.

NOMINATE YOUR MARVELOUS MENTOR!

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

▶ IN THE COMMUNITY

Members and guests of the Lisbon Toastmasters Club in Lisbon, Portugal, host sessions twice a year at the city's historical locations. The "Toastmasters with History" sessions aim to help members meet new challenges by giving both prepared and impromptu speeches outside the club and to increase people's knowledge of the city's history. This session took place in May at the Garden of San Pedro de Alcântara, which offers views of the Castelo [castle] de São Jorge, the center of the city and the Tejo River.



TRAVELING TOASTMASTER



1 | GROVER PROWELL, ATMB, CL, AND HIS WIFE LYNDA, FROM LAS VEGAS, NEVADA, cool off in the temples of Lake Bratan in Bali, Indonesia.

2 | TAMMY SLAVIK, ACB, FROM PERRY, MICHIGAN, views the El Tatio Geysers in the Andes Mountains in northern Chile.

3 | PAYAL BHULANI, CC, CL, FROM BANGALORE, INDIA, stands among flowers near the elephant forest in Kerala, India.

4 | ANNELIES ROUWENHORST, FROM GELDERLAND, NETHERLANDS, poses in front of moai statues at Ahu Tongariki, Easter Island.



View more photos on your tablet or on our Facebook page: Toastmasters International Official Fan Page.



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

Earning a CC—at 95

My Mom joined my club and found a renewed sense of purpose.

BY DICK MYERS, DTM

In my 23 years as a Toastmaster, I have listened to countless Ice Breaker speeches. But five years ago I heard words that I had never heard before in an Ice Breaker: “In just five days I will be 91 years old—and I’m just beginning.” Those words were spoken by Dot Myers—the woman I am so fortunate to call “Mom.”

The year before she gave that speech, my Mom’s husband of 66 years—my Dad—passed away. Subsequently, Mom lived in a hospital, then in a seniors’ residence and then in a nursing home. She was understandably depressed and, as a result, unwilling to socialize with her fellow residents.



Dick Myers and his mother, Dot Myers

“My colleague Dot proves that Toastmasters adds value to one’s life at all stages. She is my hero.”

— Colleen MacLennan, ACB

I realized that what Mom needed was confidence, and what better place than Toastmasters to help with that? I enrolled her in my club, Verve Toastmasters in Calgary, Alberta, Canada. She immediately started preparing her first speech and practiced it many times.

In August 2010, Mom delivered that Ice Breaker. She couldn’t stop telling her fellow nursing-home residents about the experience. She constantly wore her Toastmasters pin. Mom had more bounce in her step and a much-improved outlook on the future.

Mom doesn’t attend every meeting. The location of her nursing home, and the early hour of the club’s meetings, dictate that she has to be awake and dressed by 5:30 a.m. so I can pick her up by 6:15 a.m. When one reaches the age of 95, one has earned the right to sleep past 5:30 in the morning. But when a couple of months have passed without her attending a meeting, Mom asks when she can go again.

Honestly, she loves Toastmasters as much as I love her.

Why does she continue as a member? Mom says, “Scheduling a speech is still very scary to me. But I need to thank my fellow club members, because they have made me feel completely at ease. They have helped me relax, and that makes it a lot easier to deliver the speech.”

Verve member Cathie Belenky, ACS, ALB, says, “Never overlook the potential in a Toastmasters member, no matter what their age. Dot is humble, inspiring and funny; she motivates me!”

Another club member, Colleen MacLennan, ACB, says, “My colleague Dot proves that Toastmasters adds value to one’s life at all stages. She is my hero.”

Mom has given speeches about life in small-town Saskatchewan, where she grew up. (She gave us her home telephone number from 85 years ago.) She told us about her older, and tinier, sister, who at the age of 85 walked up seven flights of stairs at least once every day. Her sister passed away at 92 after her third bout with cancer.

Mom told us about raising four children in suburban Pittsburgh, Pennsylvania, U.S., in the 1950s, when the annual total household income was less than \$3,000. She told us about the changes she had seen in technology, in fashion and in people’s attitudes. Mom’s ease in relating these stories filled me with wonder, because I knew her life had not been easy. Her stories gave me plenty of ideas for speeches of my own.

After Mom completed her 10th speech, on the topic of her five-year quest to earn the Competent Communicator award, her eyes sparkled when I told her about the *Advanced Communication Series*. She has already selected her manuals, and it’s only a matter of time and scheduling before she starts her journey toward her Advanced Communicator Bronze.

My Mom—my inspiration. ■

DICK MYERS, DTM, is a member of Verve Toastmasters in Calgary, Alberta, Canada.

Editor’s Note: While this story was in production, Dot Myers passed away, peacefully, on September 18, at the age of 95.

Words and Pictures

Jewish painter presents his artwork at embassies in Israel, spreading message of peace.

BY CAREN S. NEILE, PH.D., ATMS

In 2007, Joseph Sherman moved to North Carolina to become the resident assistant in a Presbyterian church in Chapel Hill. Less than a month after he arrived, he was eating breakfast in the church dining room one morning when some people came in and asked if he was there for “the meeting.”

When Sherman asked what meeting they were referring to, they told him it was for the Chapel Hill Toastmasters club. He had never heard of Toastmasters, but he had done some public speaking in business school and was looking to enhance his skills.

“I tried it, and right away I was hooked,” he says. “It was crazy.”

Besides joining the Chapel Hill club, Sherman also joined the Bell Tower Toastmasters at the University of North Carolina. (He also found out that his grandfather had once been president of a California Toastmasters club.) Over the next few years, he served in club officer roles, and he earned ACG and ALB education awards.

Outside of Toastmasters, Sherman did a lot of soul-searching, ultimately deciding to move to Israel and convert to Judaism. He expressed his feelings during that challenging time through painting, as he had done for many years.



Above: Joseph Sherman (in the middle) presents his painting, “Sunrise over The Royal Palace of Laeken,” to the Embassy of Belgium in Israel. At left is Rabbi Meir Wachs of Jerusalem. At right is John Cornet d’Elzius, the ambassador of Belgium. Below: Sherman speaks with the president of the Republic of Croatia, Kolinda Grabar-Kitarović, at the Embassy of Croatia in Israel.

A management consultant, Sherman creates oil paintings and describes himself as an abstract expressionist. To his surprise, several people who saw his work said it made them think of the Righteous Among the Nations—courageous gentiles (non-Jewish people) who had risked their lives to save Jews during World War II. Perhaps the most famous of these was

Oskar Schindler, whose story was the subject of the film *Schindler’s List*.

Because of the abstract nature of his paintings, Sherman notes, people see their own unique experiences in his art. “My primary focus is on the feeling and spiritual essence of life rather than specific scenes or shapes,” he says.

Giving Art to Embassies

As a tribute to these brave men and women, Sherman began to offer his work to embassies in Israel. With the help of Rabbi Issamar Ginzberg, who provided him with the resources to purchase museum-quality canvases and paints, he made his first donation to the Embassy of Hungary.

“What gave me the idea was meeting a man from Hungary whose entire family was wiped out during the Holocaust,” Sherman says. “He only survived because a righteous gentile saved him. Because this man was a child at the time, all he knows is that someone who worked for the diplomatic office got him a ticket, visa, etc. Listening to his story, I thought, *It’s time to say, ‘Thank you.’*”

So far, Sherman has presented his work at the embassies of Hungary, Albania,

Curley adds that Sherman was very well-liked. “We were really sad when he left [to move to Israel]. His strong commitment, positive attitude, contributions to Toastmasters and can-do spirit made Joseph very special to our club.”

Lessons Learned

Sherman says in Toastmasters he learned to craft a speech as well as think on his feet. When he was invited to his first embassy, he notes, he was told the visit would be about 10 minutes—that he would meet the assistant consular and perhaps the cultural attaché, and they would pose for a photo together.

“But when I got there, I was shocked to hear that the Hungarian ambassador was on his way to meet me. I wasn’t ready! I felt

“People in difficult situations can do something good, or they can take the convenient way out and ignore someone else’s suffering.”

—Joseph Sherman

Belgium, Croatia and Greece. He has also received several more invitations.

Although he had never been shy speaking in front of crowds, Sherman’s Toastmasters training helped him speak effectively at the embassy visits. Past District 37 Toastmaster of the Year Patrick Curley, DTM, is a member of Chapel Hill Toastmasters, and he remembers Sherman’s dramatic improvement as a speaker.

“I was VPE during Joseph’s tenure at our club. At his first speech his feet were planted far apart, angled out at 30 degrees, with his hands clenched together in front below his waist as he continually rocked to and fro from heel to toe, complete with ‘ums’ and ‘ahs,’” he says. “We gave him a mentor, told him what he was doing well, and how to improve. He took it all to heart. You could see him improving every week.”

“The difference was phenomenal. Joseph went from a 1 to a 10.”

so far out of my comfort zone.”

When the ambassador arrived, he started asking questions about the painting Sherman had donated. The artist reacted with poise. “I had prepared a 10-minute speech about my work, for a visit to another organization, so I just shrank that speech down to two minutes. Thank heavens for Table Topics!”

At other embassy visits, Sherman delivered speeches to the embassy’s diplomatic staff. Toastmasters, he says, taught him the importance of knowing the audience you’re addressing and tailoring your content accordingly.

“In Chapel Hill, we had people at our club meetings who were from all over the world and who worked in a variety of fields. I once gave a speech about ‘Dutch disease.’ A doctor thought I was talking about a medical ailment. A gardener thought I was talking about a condition that affects trees. But in fact, Dutch disease is a concept in economics.

“By not making that clear early on, I lost half my listeners!”

That same principle—knowing how to reach specific audiences—helped him improve his art as well, he says. “For the embassy pieces, I painted scenes that people could relate to or understand, and then I painted the feelings on top of it.”

For example, his painting for the Embassy of Belgium depicted a sunrise over the sea. “A yellow sky with a blue sea is easily recognizable,” he notes. “Then I added the layers of feelings and emotions, coded mysticism and meaning.”

Doing Something Good

Above all, Toastmasters has helped him get an important message out to the world.

“My work might be specific to the Holocaust,” says Sherman, “but the idea is actually much broader than that. People in difficult situations can do something good, or they can take the convenient way out and ignore someone else’s suffering.”

Alexandros Yennimatas, the consul at the Greek Embassy in Tel Aviv, Israel, agrees. Sherman donated two paintings to the embassy in March, one depicting creation, the other destruction. The consul said the paintings have drawn the attention of many people, not only for their beauty but also for the universal ideas they symbolize.

“Through his work, Mr. Sherman reminds us all that both creation and destruction are inherently human notions that transcend all forms of social divisions,” says Yennimatas.

He expresses gratitude for the donation—and the message it sends.

“Mr. Sherman’s resolve to promote the cause of peace and fraternity among peoples stands as a beacon of hope in these difficult times.” ■

CAREN S. NEILE, PH.D., ATMS, is a frequent contributor to the *Toastmaster magazine*. She has presented at two *Toastmasters International* conventions.

Expanding Toastmasters One Language at a Time

Dedicated review team volunteers make translated manuals relevant to a global audience.

BY MARY NESFIELD

What is your native language? Whatever language you speak or read, Toastmasters is committed to helping you become a stronger leader and speaker. The organization offers a variety of educational resources in many languages for this purpose, but to be effective these materials must be easily understood by you, the reader.

To that end, volunteer Chief Reviewers from different countries have been selected to help the World Headquarters staff by reviewing translations of content.

“The most fulfilling part of our work is the expectation that it will help make the Toastmasters journey easier for many.”

— Bunzo Suzuki, ACG, CL

The translation process begins with a professional translation team that performs the actual translation of select materials. The materials are then reviewed by volunteer Toastmasters—the Chief Reviewers—and their teams of approximately 10 members (who are also volunteers). All translation reviewers must be proficient in both English and their native language. They must uphold Toastmasters International’s standards in terms of quality and linguistic style. Reviewers must be familiar with the Toastmasters culture to ensure that the organization’s translated materials not only meet member expectations of localization, but also reflect the preferred Toastmasters terminology.

Chief Reviewers represent the eight non-English languages currently supported by Toastmasters: Arabic, Simplified Chinese, Traditional Chinese, French, German, Japanese, Portuguese and Spanish. They are chosen based on their education and work experience related to linguistics, localization or translation. Chief Reviewers must be current members with more than three years in Toastmasters, team members must be Toastmasters for more than one year, and all must have at least a Competent Communicator or Competent Leader award.

Meet the Chief Reviewers, past and present.

GERMAN

**Ellen Hermens, DTM
REP Chief Ambassador
2009-2010 President’s
Distinguished District 59
Governor, Continental Europe**



Ellen Hermens is a member of Speaker’s Corner München Toastmasters in Munich, Bavaria, Germany. A professional trainer, she conducts workshops and delivers speeches both in English and in her native German. “I work closely with English-speaking people,” she says, “and I know how crucial tiny variations in translation can be.”

Her enthusiastic and committed team meets virtually. She says, “Toastmasters is such a great cause that it deserves the best translations.”

JAPANESE

**Bunzo Suzuki, ACG, CL
REP Chief Ambassador
2011-2012 District 76 Governor**



Bunzo Suzuki is a member of three clubs, including his home club, the Hiroshima Toastmasters in Hiroshima, Japan. With more than 35 years of experience in overseas business endeavors, 10 years in public relations and 15 years as a college-level lecturer, Suzuki currently lectures at Hiroshima University on language and culture.

“Service is one of the four core values of Toastmasters,” he says. “All members of the volunteer review team have seen the opportunity to be of service in this review work based on their experiences in their professions and in Toastmasters. The most fulfilling part of our [review] work is the expectation that it will help make the Toastmasters journey easier for many.”

SIMPLIFIED CHINESE

Yingdan Liu, DTM
Presidential Citation
2010-2011 District 85 Governor



Yingdan Liu, a corporate trainer, majored in English at Southeast University, China. She worked for more than seven years as an interpreter and translator. A member of the China Advanced Toastmasters club in Shanghai, she heads up her team of reviewers by assigning different pages of the Simplified Chinese manuals to different reviewers and then proofreads all of the manuals for localization.

“Making all terms consistent in Simplified Chinese manuals will help build a professional image of Toastmasters,” she says.

TRADITIONAL CHINESE

Grace H. Shih, DTM
2011-2012 District 67 Governor



Grace Shih, a pharmacist, is a member of several clubs, including her home club, Pingtung Toastmasters in Pingtung, Taiwan. Shih studied English linguistics to become certified as an elementary school English teacher. She has experience performing two-way [English/Mandarin] simultaneous interpretations and has co-translated a reference book into English from Traditional Chinese. Shih says interacting with and befriending Toastmasters around the world has helped her to embrace and appreciate different cultures.

“We have a wonderful committee of members dedicated to providing the best Chinese translations of resources,” she says.

PORTUGUESE

Rui Henriques, DTM
2011-2013 Area Governor,
District 59



An English teacher, soft-skills trainer and certified coach, Rui Henriques is known for being meticulous. “I’m someone who proofreads everything twice,” he says.

Henriques was a Toastmaster in his home country of South Africa in the early 1990s. He rejoined in Portugal in 2008, and is a member of four clubs in Northern Portugal: the Oporto Toastmasters in Matosinhos, Mind Business Toastmasters in Braga, Tecmaia Toastmasters in Moreira da Maia and Invicta Toastmasters in Porto.

“I was ready to serve Portuguese and Brazilian Portuguese-speaking Toastmasters around the world, both current and future members,” he says. “Toastmasters in Portugal, Angola, Mozambique and Brazil stand to benefit from the Toastmasters experience, and being able to do it in their mother tongue will open doors for many others to follow suit.”

FRENCH

Former Chief Reviewer
Mario St-Hilaire, ACB, ALB
2013-2014 District 61 Governor

Mario St-Hilaire is a member of the Club Toastmasters de Levis in Levis, Quebec, Canada.

Former Chief Reviewer
Renée Levaque, DTM
2010-2011 District 61 Governor

Renée Levaque is a member of the Club Toastmasters de Levis in Levis, Quebec, Canada.

At the time the November issue of the *Toastmaster* magazine went to press, the selection process for the position of Chief Reviewer for French was in progress.

Continued on page 26

THE AUTHENTIC LEADER

Being emotionally open boosts credibility and leads to better results.

BY DAVE ZIELINSKI



When Sheryl Sandberg, the chief operating officer of Facebook, wrote a moving essay on that popular social network about the death of her husband, Dave Goldberg, she was—without obvious intention—practicing the art of authentic leadership. Sandberg, best known for writing the book *Lean In: Women, Work and the Will to Lead*, showed a vulnerable side of herself to Facebook employees that they'd unlikely seen in the workplace. And, it made her appear very human and accessible.

“When a tragedy occurs, it presents a choice,” Sandberg wrote in the June 3, 2015 post. “You can give in to the void, the emptiness that fills your heart, your lungs, constricts your ability to think or even breathe. Or you can try to find meaning. And this is why I am writing: to mark the end of *sheloshim* [a 30-day period of mourning in Jewish tradition] and to give back some of what others have given to me.”

Sandberg later commented in her essay: “I have lived thirty years in these thirty days.”

While most leaders may never write so intimately in a public format, having the courage to be emotionally open and transparent is a key to being authentic in a leadership role, experts say. Why is “being real” so important? It’s because authenticity makes you more trustworthy and approachable in any leadership scenario, be it presiding over a Toastmasters club or a work team, and that leads to more committed team members and better results.

James Kouzes, an award-winning speaker and co-author of the best-selling book *The Leadership Challenge*, says the three



Author Brené Brown (opposite page) says authentic leaders must have the courage to be open and vulnerable. Above, Tony Rubleski, ATMS, maintains that authenticity is even more important in the age of social media, when people want to know more about their leaders. At right, Tafadzwa Bete Sasa, CC, a manager in Zambia, says true leaders must always show accountability.

qualities most people look for in leaders—that they be competent, honest and inspiring—form the foundation of credibility, which flows from authenticity. “We have plenty of data showing that leaders who self-disclose about who they are help others feel connected to them as human beings,” he says, noting that Sandberg’s essay closed the “social distance” between herself and readers. “She closed the gap between being a corporate executive and a human being.”

At its core, Kouzes adds, effective leadership is an “inside-out” process. “Being more self-aware and more self-reflective about your own experiences enables you to become more authentic,” he says. “That is leading from the inside out.”

The Impact of Social Media

Authenticity has become even more important in the age of social media, says Tony Rubleski, a speaker, consultant and author of the book *Mind Capture: Leadership Lessons From the 10 Trailblazers Who Beat the Odds and Influenced Millions*. The multitudes using

social networks, especially the younger generations, yearn for more knowledge of their leaders, says Rubleski, ATMS, a former member of the Tri-City Toastmasters club in Spring Lake, Michigan.

In consulting with corporate leaders, Rubleski says he often suggests they find ways to share things about themselves on

“We have plenty of data showing that leaders who self-disclose about who they are help others feel connected to them as human beings.”

— author and speaker James Kouzes

social media. “Employees will appreciate it, and if you aren’t doing it on some level they’ll think you’re holding something back, because everyone is on Facebook and Twitter,” he says. “It requires a balancing act of how much you want to reveal,



At left, Sheryl Sandberg and husband Dave Goldberg. At right, British scientist Tim Hunt.



and the higher profile you are, the more potential repercussions there can be.”

William Gentry, director of applied research consulting services at the Center for Creative Leadership in Greensboro, North Carolina, says leaders need two traits to be perceived as authentic:

- **Self-awareness.** It’s important to have a good grasp of your strengths and

says. “Those who are actually sincere and genuine, who walk their talk and are comfortable with what they are sharing and feeling with others, will come across as authentic and more credible to others.”

While not easy for hard-driving leaders, showing some level of vulnerability is key to living an authentic life, Gentry says. He cites the TED Talk of research professor Brené

“When you mess up, you need to fess up. When you reveal that you are human, that you made a mistake, and you apologize ... people want that and expect it.”

— Tony Rubleski, ATMS

weaknesses. “It’s also about knowing [which] times to be genuine and telling people how you really feel,” Gentry says. “When there’s a conflict in a group setting, for example, you have to be OK with other people knowing your true feelings to reach some consensus.”

- **Congruency.** Authentic leadership requires matching your actions to your words. Be consistent in who you are. “We all know people who will shake your hand and then stab you in the back as soon as the conversation is over,” Gentry

Brown on the “power of vulnerability” as must-see viewing for anyone looking to make stronger human connections. According to the TED organization, Brown’s 2010 speech is the fourth most-watched TED Talk of all time, with more than 21 million total views.

A researcher at the University of Houston Graduate College of Social Work, Brown argues that it takes courage to be vulnerable and that being open in this way is important for everyone but is especially critical for leaders. To be effective, leaders must acknowledge

weaknesses, share their struggles and not be afraid to ask for help, she says.

In *Inc.* magazine, Kimberly Weisul wrote about a presentation that Brown gave at the magazine’s 2013 Leadership Forum. “Vulnerability is the absolute heartbeat of innovation and creativity,” Brown said at the event. “There can be zero innovation without vulnerability.”

Her message has clearly struck a chord. Besides the popularity of her Ted Talk, Brown has been interviewed on TV by the likes of Katie Couric and Oprah Winfrey, and she is a bestselling author. Her books include 2012’s *Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent and Lead*.

Tafadzwa Bete Sasa, CC, is the training and resource center manager for Alchemy Women in Leadership in Zambia. She believes being emotionally open at times is essential to building a connection to those she manages. She has been a member of two Toastmasters clubs, one in Zimbabwe and one in Zambia. Bete Sasa says she maintained a “serious game face” in the past as a training facilitator until one of her participants remarked that she came across as caring more about results than her team members.

“I discovered that that perception of me challenged both the learning process in training and the productivity of my team,” she says. “Over time I’ve learned to be more relatable, and it’s helped the learning process as participants feel freer to ask questions or air their differences. Team members also are more willing to ask for my help to meet bottom-line goals and offer me support.”

The Art of the Apology

It’s not something that comes easily to those in a position of power: apologizing and making amends for mistakes made. Yet apologies, when needed, can be a powerful way to enhance authenticity and credibility.

Apologies have pitfalls as well. Take the cautionary tale of Tim Hunt, a British Nobel Prize-winning scientist, who got into trouble this year when speaking at a convention for female scientists and science journalists. According to a report in *The Guardian* newspaper, Hunt said he favored gender-segregated laboratories

because cupid has a tendency to strike men and women who work together in the lab, and that isn't productive to good science. He also said women cry when their work is criticized. His comments spread like wildfire on Twitter, and Hunt was accused of making sexist remarks.

In the wake of the uproar, the 72-year-old biochemist told the British Broadcasting Channel that he was sorry for the comments he made, yet he also said he stood by some of his remarks. "I just meant to be honest, actually," Hunt said.

A headline in the *Washington Post* called it "the non-apology of the year."

As Kouzes says, "Apologies need to be genuine to be believable." If you do something that's clearly a mistake, he adds, "it's important to quickly own up to it to maintain your credibility." Once a mistake is made, says Kouzes, you should follow the Six A's of Leadership Accountability: Accept, Admit, Apologize, Act, Amend and Attend. [See the sidebar below for details.]

Acceptance is a simple but important first step. Kouzes says it's an action yet to be fully taken by U.S. presidential candidate Donald Trump for his derogatory comments about Mexican immigrants and television anchorwoman Megyn Kelly.

"When you mess up, you need to fess up," says Rubleski. "When you reveal that you are human, that you made a mistake, and you apologize ... people want that and expect it."

Showing How It's Done

Plenty of models exist for how to apologize well. In an article published earlier this year in the *Harvard Business Review*, Jim Whitehurst, president and CEO of technology company Red Hat, writes about a mistake he made in acquiring a company early in his tenure that didn't use open source technology.

Rewriting the code to make it open source would have taken several months, so Whitehurst made the decision to roll out the product as is. Big mistake, he writes. "It soon became clear that both our associates and customers disliked using the product." The company eventually had to rewrite the code, and that put Red Hat behind schedule by more than a year.

Whitehurst decided to apologize in person to his staff. "When I made the time to explain the rationale, that we had put a lot of thought into it, people understood. Many Red Hatters told me how much they appreciated that I admitted my mistake."

Bete Sasa, the manager in Zambia, says apologizing is about taking ownership of the damage your actions have caused and committing to do your best to not let it happen again.

"There's a misconception that apologizing is a sign of weakness and incompetence by leaders, but if anything, a mistake signifies an error in judgment and apologizing affirms that leaders are concerned with getting things right," she says.

Accountability and Authenticity

Accountability is one of the pillars of authenticity. Rubleski says authentic leaders take responsibility for results, be they good or bad.

"Often times you will see a CEO or chairman weigh in on financial reports where the company performed well, but also highlight areas where they fell short and can build on," Rubleski says. "It can be revealing to go through press releases about earnings or annual reports, because you see the presence or absence of accountability and how leaders are trying to fix things."

Bete Sasa says there is no authenticity without accountability, both for the people you're reporting to and for those who are working with or for you.

"Leaders are often reluctant about accountability, which can compromise team efforts and results," she says. "By being open about what they are doing and with what resources, leaders are able to get feedback and ideas as well as seek assistance for when they aren't coping well." ■

DAVE ZIELINSKI is a freelance writer based in Minnesota and a frequent contributor to the *Toastmaster* magazine.

LEADERSHIP ACCOUNTABILITY

The quickest path to restoring credibility and winning back others' trust is to follow the Six A's of Leadership Accountability: **Accept, Admit, Apologize, Act, Amend and Attend.**

Accept. The most important step is to accept that you've made a mistake—no easy task for many leaders. Swallow hard and accept personal responsibility for your actions, says expert James Kouzes, and if it's an organizational mistake, step up for that error as well.

Admit. "It's important to make a public acknowledgement of your mistake," Kouzes says, so others know you're serious about taking ownership of your actions.

Apologize. Apologizing communicates to others that you're concerned about the effect your actions have had on them.

Act. Follow an apology with rapid action to address any consequences of a mistake. A quick response lets others know you're doing more than giving lip service to the problem.

Amend. Making amends is an overlooked part of the credibility restoration process. People expect some form of reparation for a problem that's been created.

Attend. To be aware of how your actions are helping restore lost credibility, pay close attention to the reactions of your employees—or in the case of Toastmasters club leaders, the reactions of your club members.

Source: *The Leadership Challenge* by James Kouzes

—Dave Zielinski

The New World Champion

Saudi Arabian engineer wins coveted title with a speech called “The Power of Words.”

BY JENNIE HARRIS



Mohammed Qahtani

Mohammed Qahtani, ACG, ALB, didn't speak his first word until he was 6 years old, after which he struggled with a stutter. On Saturday, August 15, he found himself on the main stage at the 2015 World Championship of Public Speaking, where he outspoke nine other talented finalists from around the world and earned the title of World Champion. The championship-round contest capped off the 2015 International Convention in Las Vegas, Nevada.

Qahtani, of Dhahran, Saudi Arabia, delivered a speech titled “The Power of Words” to approximately 2,500 attendees. He addressed how the words we choose can either help or hurt others considerably.

“Words can be your power. You can change a life, inspire a nation, make this world a beautiful place.”

— Mohammed Qahtani,
2015 World Champion of Public Speaking

“Your mouth can spit venom, or it can mend a broken soul,” said Qahtani, who grew up being teased for his severe stutter. “Words can be your power. You can change a life, inspire a nation, make this world a beautiful place.”

A security engineer at Saudi Aramco, he joined Toastmasters six years ago, and belongs to two clubs in Dhahran. He has competed in Toastmasters speech contests for the last five years, mostly presenting humorous speeches. The first time he competed in the International Speech Contest was in 2014, when he won second place in his district. In 2015, he won second place in his district again—but the first-place winner was unable to attend the convention, so Qahtani went instead.

In his acceptance speech, he asked the audience to think about their challenges. “Because this [pointing to his trophy] was impossible ... and yet, here it is,” he said. “If I can do this, think about that thing that you thought you could never do.”

After witnessing Qahtani's speech in Las Vegas, Sadika Kebbi, CC, from Beirut, Lebanon, wrote on the winner's Facebook page: “The greatest experience was the pride I felt when a fellow Toastmaster who overcame speech difficulty became World Champion of Public Speaking!”

Looking to the future, Qahtani said in an email interview that he plans to visit several districts around the world, hoping to inspire other members. “I would love to pass the torch, share my knowledge with young Toastmasters,” he wrote.



For the first time, the top three winners come from countries outside of North America.

The 2015 International Speech Contest drew 30,000 participants from 135 countries, and it began six months prior to the semifinals. Ninety members competed in the semifinals, after which 10 moved on to the finals, the World Championship of Public Speaking. The second-place winner, Aditya Maheswaran, DTM, of Mumbai, India, gave a speech titled “Scratch.” The third-place winner was Manoj Vasudevan, ACS, CL, of Singapore, with his speech “We Can Fix It.”

This was the first time in the history of the contest that the three top winners came from countries outside North America, and Qahtani is the first native of Saudi Arabia to win first place in the competition.

Winners of the 2015 Taped Speech Contest (a category for members of undistricted clubs) were also announced at the convention. They are: first place, Bret Kolb, CC, ALB, of Wasilla, Alaska; second place, Komal Shah, of Nairobi, Kenya; and third place, Clinton Hess, DTM, of Anchorage, Alaska. **T**

JENNIE HARRIS is an associate editor for the Toastmaster.

The Opening Ceremonies' parade of flags celebrates the diversity of membership.



2015 CONVENTION SUMMARY

More than 2,500 people from 65 countries attended the 84th annual Toastmasters International Convention to enjoy presentations by top speakers, learn best practices in communication and leadership, and celebrate a new lineup of leaders. It was the largest convention Toastmasters has ever held in North America, with more than 1,000 first-time attendees.

The four-day program, held August 12-15 at Caesar's Palace in Las Vegas, Nevada, included education sessions and a nod to the close of the organization's 90th anniversary. Golden Gavel recipient Professor Muhammad Yunus, the 2006 Nobel Laureate, shared how his work in microfinance and social business is helping people, mostly women, to become entrepreneurs and get out of poverty.

At the opening ceremonies, keynote speaker Patricia Fripp, CSP, CPAE, offered practical presentation tips in her speech titled "Under the Magnifying Glass: Good to Great on Steroids." A former hair stylist, she shared her journey of becoming a professional speaker.

Ellie Kay of Palmdale, California, earned the title of Accredited Speaker, the highest speaking designation that can be achieved in Toastmasters. It represents mastery of professional speaking techniques.

Jim Kokocki, DTM, of Saint John, New Brunswick, Canada, was installed as the new International President during the President's Inauguration. An entrepreneur and business consultant, he joined Toastmasters 27 years ago and is a member of three clubs.

Mike Storkey, DTM, of North Queensland, Australia, became the new International President-Elect. Rounding out the 2015-2016 Executive Committee are First Vice President Balraj Arunasalam, DTM, of Colombo, Sri Lanka, and Second Vice President Lark Doley, DTM, of Jonestown, Texas. Seven new members of Toastmasters International's Board of Directors were elected for the 2015-2017 two-year term. Members voted in favor of Proposal A: Amendments to the Bylaws of Toastmasters International. For complete election results, please visit www.toastmasters.org/Convention.

During the Hall of Fame ceremony, 21 districts were recognized as President's Distinguished. District 85 (Eastern China) had the highest percentage of Distinguished clubs in the world. In total, 54 districts earned Distinguished recognition.



In their shared education session, Patricia Fripp and Darren LaCroix coach a member (center) on a sample of his presentation.

Audience members interact at a gathering for first-time attendees.



Then-International President Mohammed Murad presents the Golden Gavel award to Nobel Laureate Muhammad Yunus.

Jim Kokocki is officially installed as International President.



Helping Teachers

Clubs give educators the right tools for teaching.

BY CAREN SCHNUR NEILE, PH.D., ATMS

How do educators learn to be better communicators? The same way millions of other people do: by attending the “school” of Toastmasters.

I became a member of the West Boca Toastmasters club in Florida years before I was hired to teach storytelling studies at a local university. Although I received extensive teacher training, Toastmasters helped me understand the importance of going out of my way to know my “audience.” I also became a stickler for timing—making sure that my lessons started and ended on time. Sound familiar?

Other teachers say Toastmasters has helped them in a variety of ways. By the time Rich Lemert, ACB, ALB, first attended the RDU Toastmasters club in Morrisville, North Carolina, he was already a successful university instructor. Far from being shy, he says he actually had to “tone down my act,” because he felt he was a little *too* entertaining in the classroom.

“Toastmasters helped me with my vocal variety,” the chemical engineering professor says. “I apparently have a tendency to be too loud [one of his students complained in an evaluation how she felt she needed an aspirin after his class], and this might have helped me quiet down a little.”

Above all, Toastmasters gave him the opportunity to practice—and teaching allowed Lemert to apply his skills in the classroom.

Make
Grad



Fan Chen Keat, DTM, teaches college-level accounting and finance for INTI Education Group. He has been a member of Speecom Toastmasters club in Kuala Lumpur, Malaysia, since 1994.

“The effect of Toastmasters on my teaching is that I am now more aware of and conscious about making the learning session interactive,” he says. “I’ve even taught a session on impromptu speaking to make my students better communicators.”



Teaching Students of All Ages

If you think Toastmasters is only helpful for college teaching, however, you'd better do your homework. Ruben Garcia, ACB, who teaches English to kindergartners at the Buckingham School in Lima, Peru, joined the Lima Toastmasters club

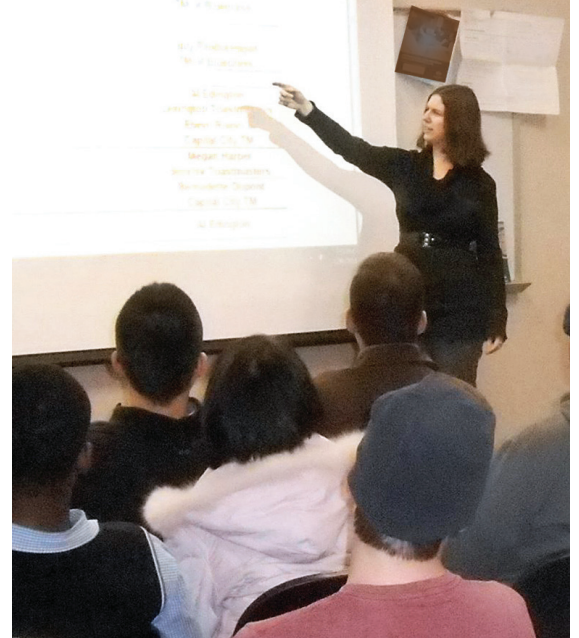
nearly 20 years ago. The result: He earned the Best Teacher of the Year award from Privateacher International, competing against more than 75 teachers in Peru.

"As a teacher I need to be a good leader to encourage students to perform the best they can, both in and outside of class," he

says. "I want my students to be great communicators to demonstrate what they know about certain subjects."

Although many educators may join Toastmasters to speak more effectively in the classroom, that's not the only speaking skill their jobs require. Teachers

PROFESSIONAL DEVELOPMENT



At left, Fan Chen Keat teaches a business finance module at INTI International College in Kuala Lumpur, Malaysia. At right, college professor Stephanie Richman makes a point at a Toastmasters demonstration meeting.

must also know how to address parents, or perhaps speak in front of fellow union members. College professors regularly attend academic conferences at which they are called upon to moderate panels or present their research.

environment to become more comfortable with her final presentation,” says Richman, noting that the student didn’t drop out. Now Richman wants to start a club at Westminster College to help other students gain the same benefits.

“The effect of Toastmasters on my teaching is that I am now more aware of making the learning session interactive.” — Fan Chen Keat, DTM

Stephanie Richman, ACS, ALB, a member of two clubs in Pennsylvania, teaches psychology at Westminster College in New Wilmington, Pennsylvania. While her academic advisor suggested she attend club meetings to become a better speaker, she discovered many other benefits as well.

1 **Helping students succeed.**

Richman recalls a time when one of her students considered quitting college because she had a crippling fear of giving presentations.

“I reassured her by recommending Toastmasters. She was really excited about the idea of practicing public speaking in a low-risk, supportive

2 Gaining confidence. Richman says moving up in different leadership positions in Toastmasters made her more confident. She has been club vice president, education, president, assistant area governor and area governor.

The confidence boost has made her a better teacher too, says Richman. “For example, one of my biggest challenges personally is dealing with conflict or ‘difficult’ people,” she says. “This comes up often in teaching, when a student is being distracting or misbehaving in class. In the past, I have been too intimidated to confront the student and often let it slide instead. Toastmasters has helped me to be more assertive in confronting students with these issues.”

3 Acing job interviews. Before a professor can stand in front of a class, he or she has to stand in front of a faculty committee that recommends whether or not that person be hired. A couple of years ago, Richman went to eight on-campus interviews.

“Interviews in academia are a little different from standard job interviews in that instead of lasting one or two hours, they last one or two days,” says the psychology professor. “A lot of this time is spent giving presentations to students and professors and being asked more typical interview questions by other professors.

“As a result of going on a lot of interviews, I had answers ready for most of the questions, but there would be occasional curveballs. My practice doing Table Topics really helped me address these questions.”

Toastmasters also helps teachers, and others, nail down standard job interviews. While pursuing her degree in Teaching English as a Second Language in Montreal, Canada, Allison Turner joined Mount Royal Toastmasters in 1997 for all the usual reasons.

“I joined specifically to improve my speaking skills and comfort level for the program and my career,” she says. “And it definitely helped.”

A School Club Offers Vital Lessons



A small K-12 school in Texas started a Toastmasters club that includes these four longtime teachers (from left to right): Tim Williams, DTM; his wife, Linda Williams, DTM; Terri Karp, ACB, CL; and Teppi Schmidt, ACB, CL.

BY PAUL STERMAN

One day earlier this year, teachers Terri Karp and Linda Williams were talking in Karp's classroom, at the Fredericksburg Christian School in Fredericksburg, Texas. Suddenly, the mother of one of Karp's first-grade students burst into the room, with her husband trailing behind. The woman was visibly upset, angry over a school issue impacting her child.

"This appeared to be a situation that could be a disaster," recalls Williams, DTM.

But drawing on skills she had honed in the school's Toastmasters club, Karp reacted with supreme poise.

"Terri listened to the woman, answered the mother's accusations calmly and explained the situation cogently," says Williams, a longtime math and science teacher and principal of the school. "The two came to an agreement on what action needed to be taken, and the mother left smiling!"

Karp, ACB, CL, says learning to listen intensely for speech evaluations has proved to be an invaluable tool. "Listening helps us know the needs of our students and parents," she says.

Williams, a 2013–2015 region advisor and a Chief Ambassador in the revitalized education program, says Toastmasters lifted her confidence and her classroom presentation skills. "After I'd been a Toastmaster for a while, my husband came to me one day and said, 'Linda, I didn't know there was an actress inside of you.'"

A few years later, Turner, ATMS, CL, moved to Switzerland and joined Zurich Toastmasters. In her new club, she improved not only her skills but also her network.

"I didn't teach for a few years," she says, "but when I did start up again, it was my fellow club members who gave, or recommended me for, at least three jobs!"

So what have we learned here today, students? Clearly, Toastmasters has something to teach teachers. The practice

"Toastmasters has truly been an amazing teacher-training program for our school."

Fredericksburg Christian is a small (less than 50 students), private K–12 school. Six years ago, it formed the Fredericksburg Family Toastmasters, which includes all four of the school's teachers, as well as a number of parents in the community. (The school's board of directors has paid the teachers' annual membership dues.)

Students didn't want to miss out on the fun, so the school formed a Gavel club for them. The students named it the Garrulous Gregarious Gaveliers, and it's been a huge success. In the past six years, the club has produced three state winners of the Optimist International Oratorical Contest, a worldwide speech competition for teenagers. But its value extends far beyond that. "I have had students from the club come back to me and say they felt they were getting jobs or getting into colleges because they were able to interview well," says Williams.

Currently, the two school clubs are in a state of transition. Fredericksburg Christian closed in June, after a successful 33-year run, so both clubs are looking for new homes. In fact, Fredericksburg Christian teacher Teppi Schmidt, ACB, CL, is taking on that task as part of her High Performance Leadership project.

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

gained by regular meeting attendance gives us invaluable skills and connections for our teaching careers. As Fan Chen Keat, the college finance teacher in Malaysia says, "The learning journey is never-ending." ■

CAREN S. NEILE, PH.D., ATMS, is an affiliate professor in the School of Communication & Multimedia Studies at Florida Atlantic University. She has presented at two Toastmasters International conventions.

TRANSLATIONS

Expanding Toastmasters One Language at a Time

continued from page 15

ARABIC



**Abdulaziz Abdulsamad
Al-Dulaijan, CC, CL, ALB
2013 Club President**

Abdulaziz Abdulsamad Al-Dulaijan is a member of the AOKADH club in Dhahran, Eastern Province, Saudi Arabia. He learned English while attending college in the U.S.

He says, “This project has paved the way to charter new Arabic Toastmasters clubs throughout the world, and has provided the opportunity for Arabic speakers to join Toastmasters.”

A project engineer, Al-Dulaijan studied translation, interpretation and localization* extensively. He joined the Arabic Society of Translation and served on the board for the International Organization for Arabic Language.

He says, “I believe in the vision and mission of Toastmasters. I have met many members and have gained new friends. I share my vision with them and motivate them to take interest.”

**Former Chief Reviewer
Adnan Syed, CC, CL
2014 Club President**

Adnan Syed, a project engineer, is a member of Diamond Toastmasters in Dammam, Eastern Province, Saudi Arabia. “This [translation-review] project was unique and challenging, as various members from two districts have joined hands,” he says. “I believe the team spirit that Toastmasters builds in clubs has played a vital role as we are able to work with each other quite well.”

Many Toastmasters materials are now available in several languages. Search the resource library (www.toastmasters.org/Resource-Library) by language using the keyword field, or go to www.toastmasters.org/Shop to see what’s currently available.


SPANISH



**Amparo Cifuentes, DTM
2013-2014 Area Governor
District 86**

An advertising technologist, Amparo Cifuentes is a counselor to the Junior Masters Gavel club in Brampton, Ontario, Canada. She is a member of three clubs in Brampton: Chosen Voices Toastmasters, Point of Tale Toastmasters and Chez Nous Toastmasters. Her first experience with translations and interpretation was as an executive assistant for a Canadian firm based in Colombia.

As a Chief Reviewer, she leads a team of volunteers in Canada, Mexico, Finland and the U.S. “It is not often that we get the opportunity to collaborate with members in different countries. We all share a passion and a true sense of enjoyment in our different clubs,” she says. To address the regional variations of the Spanish language, her team uses the dictionary of the *Real Academia Española* (Royal Spanish Academy) as it is affiliated with the national language academies of 21 Spanish-speaking nations through the Association of Spanish Language Academies.

Through the reviewing of translated materials, the volunteer efforts of all the Chief Reviewers and their teams—together with an expert team of translators—continue to help members around the globe share in the Toastmasters experience. For more information, please email the Translation Team at World Headquarters at translations@toastmasters.org. 

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

*Localization is the process of adapting a product or content to a specific locale or market.

Source: *The Globalization and Localization Association*.

Learn in your language

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WHERE LEADERS ARE MADE





Multiple Speakers, One Message

How to prepare a cohesive group presentation.

BY CHRISTINE CLAPP, DTM

Whether it is a sales seminar delivered on a large stage or an intimate pitch to a new client or potential funder, the most important thing about a group

and storytelling expert at Duarte, Inc. They can increase faith in the team, showcase individuals discussing their areas of expertise, reduce the monotony of listen-

“Allow people to brainstorm individually first, then come together to brainstorm as a group.”

— presentation-skills trainer Mike Pacchione

presentation is that it gives the impression of being put together by one person.

Group presentations with a cohesive point of view and careful preparation offer many advantages compared to those delivered by individuals, says Mike Pacchione, a presentation-skills trainer

ing to one person speak at length, and allow speakers to play off one another's ideas and energy. Working in a group can raise the quality of the overall presentation, he says. After all, “There's less for each person to remember and rehearse, so the presentation should be better.”

However, group presentations often lack a collective point of view, says the Oregon-based Pacchione, who facilitates workshops for companies like Nike, Twitter and Google. “What typically happens is that members of the group have the same topic, but when they go to present, sales and operations people will have different messages or the person who explains the new technology won't highlight what the salesperson said,” he explains.

Ensure a collective point of view and a polished performance the next time your team is charged with giving a group presentation. These six guidelines—drawn from the advice of experts—will help your group prepare.



Choose one person to open and close the presentation based on whoever is most comfortable.

1 Start earlier

For a make-or-break presentation, a single speaker needs at least a month to prepare. Working in a group of presenters extends this timeline, because it takes longer to schedule planning meetings, make decisions and conduct rehearsals. Aim to start preparing one to three months in advance.

Because “people want to debate every last decision,” says Pacchione, groups often

“One of the biggest challenges with groups is they spend way more time with creating slides than with practicing.”

— business coach Susan Trivers

take way too long to prepare presentations. His suggestion: “Allow people to brainstorm individually first, then come together to brainstorm as a group.” Making it a more democratic activity often increases buy-in and cuts down on decision-making time.

2 Have a point person

Identify one person to serve as the project manager. He or she might be a leader in the group—a respected member of the organization—who is not speaking in the presentation. Or your point person could be a presentation-skills consultant who brings an outside perspective to the

team; it may be easier for team members to respond to suggestions from a consultant rather than from within the group or organization. Whoever it is, this person is responsible for developing a timeline for the group’s major milestones (like creating an outline, coordinating visual aids and holding the first rehearsals) and keeping the team on schedule.

3 Develop a perspective and a detailed outline

To present a collective point of view, your group needs to develop an outline for the entire project. Susan Trivers is a business-growth coach who has consulted with more than 4,000 people in 450 companies on how to present to win audiences. She recommends starting an outline by asking what the ultimate goal of the presentation is.

“Know your call to action. Don’t start from the beginning and hope to get to the end,” she advises. “It’s much harder to get to the end when you’re crafting a presentation with five people.”

Once the whole group agrees on the general outline of the entire presentation, assign each portion to the speaker who can deliver it knowledgeably and enthusiastically. Then let each presenter work independently to develop an outline for his or her part. “The group has to agree on the direction and the outline, not the details,” says Trivers.

Make sure speakers know how long their part of the presentation should run before they go off to work independently. Though timing for specific sections can be refined as the presentation develops, it’s important that speakers have general guidelines early on, so they don’t prepare too much or too little material.

4 Craft cohesive visuals

The person or team responsible for visual aids should curate and maintain a master document of slides and handouts of leave-behind materials. It’s best when the visual-aid contributions from different presenters are consistent—both in the amount and the formatting of material. Allot about a week to refine and finalize visuals and another week for a print shop to print handouts.

“One of the biggest challenges with groups is they spend way more time with creating slides than with practicing,” warns Trivers. She thinks groups should only spend about 20 percent of their preparation time working on slides, so they don’t get bogged down in minutia.

5 Rehearse effectively

About two weeks before the presentation, the group should do a rough run-through, sitting down with the visual aids and talking through the presentation. This helps to identify gaps or redundancies in the presentation; to allow presenters to plan references to material discussed by other team members; and to craft smooth transitions between speakers. Just as important, it provides an opportunity to check on speaking times. All too often, speakers go longer than they anticipate and must streamline their material.

Trivers recommends that group members practice a great deal individually before practicing as a team. “You don’t want speakers to practice with the group; it’s a huge waste of time. Speakers need to get fluent first—having a coach, a colleague or a spouse will help.”

Once individual speakers have command of their material (about a week before the presentation), the group should rehearse together twice. Ideally, the final group practice is a dress rehearsal at the event venue where the team will present, so that speakers can familiarize themselves with seating positions, layout of the speaking area and technology to be used.

6 Arrive early
On the day of the presentation, group members should arrive to the venue early. For presentations at a large conference center or event hall, get there 90 minutes early. If you're presenting in the conference room of another organization (as is often the case for pitching new business), plan to arrive at least 30 minutes early.

This allows time to set up materials, conduct sound checks, test technology, review seating arrangements, do stretches and vocal warm-up exercises, get water and use the restroom. Plan to finish the preparations early enough for the team to greet attendees, engage in small talk and start on time.

Now you are truly ready. You've taken all the right steps and prepared as thoroughly as possible. The last thing to do is deliver a winning presentation! **T**

CHRISTINE CLAPP, DTM, *develops the voice of experts who want to broaden their impact. She is the author of Presenting at Work: A Guide to Public Speaking in Professional Contexts and the president of Spoken with Authority.*

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ADVICE FROM THE EXPERTS

Tips for delivering a dynamic group presentation

1 Identify the opener and closer

The person who opens and closes the group presentation doesn't have to be an organizational leader or based on the company hierarchy, says business-growth coach Susan Trivers. It should be whoever is most comfortable kicking off and wrapping up in front of that particular audience. "Too often organizations choose [this person] based on position," she says. "The primary point isn't about reinforcing hierarchy, it's about engaging the audience."

2 Don't try to match styles

Teams often make the mistake of trying to match personal styles during a group presentation, whether it's the style of presenting or the style of clothing. "You can't make someone into someone they're not," asserts Trivers. "Showing you have a variety of strengths is good for your audience."

3 Remember you are always 'on'

Allison Shapira, the founder of Washington, D.C.-based Global Public Speaking LLC, contends that speakers in a group presentation must "recognize they are always on, even if they aren't speaking." She advises all members of the group to listen actively while their colleagues are speaking and to keep a friendly expression on their face that conveys they are available to answer questions.

4 Feel free to interject

Speakers should strategically interject in each other's sections so the presentation feels more like a conversation than a speech, says presentation-skills trainer Mike Pacchione. "Have a plan like a nonverbal signal. When the non-speaker has something to say, he or she can stand up to signal that he or she has something to add."

5 Have meaningful transitions

"Groups spend way too much time on transitions," says Trivers. "Audience members don't need to hear a lot about the transition because they see when someone new is speaking." She recommends that transitions not focus on what the speaker will say, but on the expertise of the speaker and how it relates to the audience.

6 Get ready for questions

Have a point person who will pass along each question to the best person to answer it, says Pacchione. Approach the Q&A with a lightning-round mentality, because the longer someone takes to answer a question, the fewer questions you can answer.

7 Practice 'the ask'

Shapira recommends that groups making a business pitch take great pains to practice how they will present "the ask," or the call to action. At the end of the presentation, the client needs to know what is being asked of them. Confidently ask for their business.



Welcome to My World

Step right this way for a tour of the author's mind.
Must be 18 or over. No refunds.

BY JOHN CADLEY

How do you write your column?" I'm asked that question quite often. The flip answer is, "With a pencil." But I only say that to be funny, because funny is what I get paid for. The real answer goes much deeper—through my cranium, past the layers of meninges and into the deepest recesses of my gray matter. I can take you there, but only if you really want to go. My brain is not Disneyland. Well, actually it is—if the only attraction you visit is the Haunted Mansion. Still want to come? Please form a single line, turn off your phones and no flash photography. I'll have a seizure.

My brain is not Disneyland. Well, actually it is—if the only attraction you visit is the Haunted Mansion.

Welcome. You are now in my frontal lobe, which is responsible for problem-solving. Let's listen in: *Oh no, my column is due! I have no ideas. What if I write something that's not funny? The entire world will hate me, including indigenous peoples who have no contact with civilization.*

Hear a second voice? That's my amygdala: *I sense your feeling threatened, John ... so I'm going to activate your fight-or-flight response, which will send all the blood into your muscles and away from your brain, rendering you incapable of adding two plus two, much less coming up with hilarious zingers about your mother-in-law.*

Quite a predicament, isn't it, ladies and gentlemen? That's because we're in the left side of my brain, which has no sense of humor. It's supposed to solve math problems and figure out how my iPhone works, but it doesn't do that very well, either. Please follow me through the corpus callosum—watch your heads!—to the right side of the brain, where we should find some creativity.

Everybody through? Please stay away from the temporal-occipital-parietal areas or I'll start laughing inappropriately. So ... here we are, where all the creativity happens. What's that, sir? Yes, you're right—it does appear to be somewhat dark and empty. What's that? It looks like a bat cave? I resent that remark. Ideas

don't grow on trees, much less neuronal cell bodies. You have to be patient. See? There's one now!—an idea for a screenplay starring Tom Cruise that will make me so rich and famous I'll end up in celebrity rehab. There goes another!—for a book called *Cooking with Kelp*. As you can see, sir, I have lots of ideas—just not the one I need for this column. The Law of Total Probability says 100 monkeys typing randomly will eventually produce *Hamlet*, and I've got 100 million brain cells that can't come up with 700 words for a humor column. Hello?!

OK, so ... what next? My temporal lobe has two sections—Wernicke's area and Broca's area—that influence language. Let's go there. Wernicke? Broca? Not here. They never are, which is really frustrating because these guys could help. They used to do a stand-up routine in the Catskills.

Well, folks, I'm coming up empty, with deadline breathing down my medulla oblongata. There's only one place left to go—my subconscious. This is where the real creative process takes place. I don't like to go there and in a moment you'll see why. By law I'm required to inform all those with high blood pressure and cardiac conditions to proceed at your own risk. Also, anyone with a history of vertigo.

So here's the door to my subconscious. Freud says I can unlock it with a dream but that takes too long. I'll just turn the knob. Voila!

What do I want for lunch? ... my mother loved oranges ... I've got a pain in my side ... appendicitis! ... do cats have feelings? ... it's the last season of Downton Abbey ... how do they make golf balls? ... remember to buy deodorant ... I read too much celebrity gossip ... definitely going to read War and Peace ... it's hot ... climate change ... flood insurance ... what did my therapist mean when he said, 'That's interesting'? ...

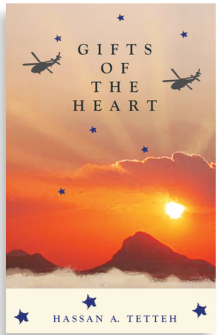
I see some of you wish to leave. I understand. Please exit through the cerebrum. It's dimly lit so watch your step. And be sure to visit the gift shop. ■

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

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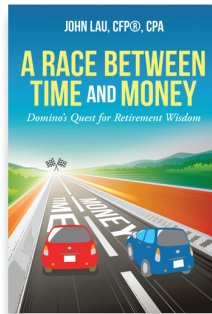
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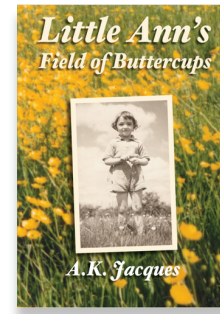
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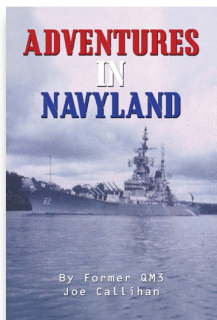
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the destruction of the family home by German bombs, and the fond memories of life with her grandparents. One can't help but be touched by the innocence and simplicity of young Ann's life and how she manages to find joy despite the scars of her childhood. Known as 'Little Ann' to her family and friends, Ann grew to learn that life isn't all a 'field of buttercups'.

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inhabited by Pigmy's with poisonous blowgun arrows; and the fun of transiting the Canal aboard the battleship New Jersey. These are but a few of the many *Adventures in Navyland*. Author Joe Callihan is a patriotic American. He entered active duty with the intention of serving to the best of his ability. Was he successful? You decide. *Navyland* is also available in the Military History Museum, Largo, Florida.

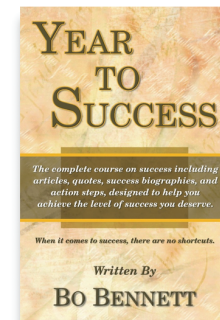
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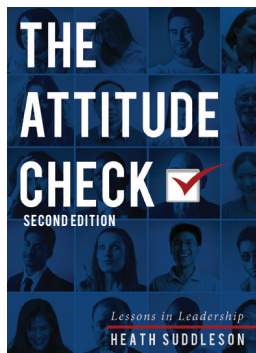
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