

NOTABLE



Notable Northgaters #6949, District 2, Area 23-B
5:30-6:45 p.m. Wednesdays at Olympic View Church, 425 N.E. 95th St., Seattle, WA

March 15, 2001

NORTHGATER

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Putting Together a Quick Speech

A WORD FROM OUR PRESIDENT

RAY ROMAN, CTM

As President, I occasionally find myself calling for a volunteer to speak at the next meeting due to a cancellation. The instant I make the request, I am struck by the spiritual impact of my words; for without fail, all eyes are cast downward in reflection! And thus the cajoling, wheedling and shaming begin . . .

But it does not have to be this way -- not at all. With a dash of know-how and a dose of gumption, you can prepare a speech in no time. The key is to remember that to put together a 5-7 minute speech with minimal preparation time, all you really need are three things:

1. TOPIC. You need a subject that you
 - 1.1. know something about, so you don't have to research much but can speak from knowledge/experience; and
 - 1.2. care strongly about, so your energy on the subject will carry your preparations forward and inform your performance; and
2. STRUCTURE. You need a framework on which to hang your ideas and supporting facts -- for example, Introduction, Body and Conclusion;
3. PRACTICE (about 30 Minutes!)

The introduction can be as simple as this formula:

(Hook [attention getter] + Tell them what you're going to tell them)

The body can take many formats. Some suggestions:

- | | |
|-----------------------|--------------------------|
| * Story | * Cost/Benefit Analysis |
| * Analogy | * Contrast/Comparison |
| * Points: 1-2-3 | * Problem-Cause-Solution |
| * Past-Present-Future | * Upsides/Downsides |
| * Challenge/Response | * Risk/Reward |
| * Etc. ¹ | |

The conclusion can be as simple as this recipe:

(Call to action [optional] + Tell them what you've told them)

To make this plan work when you have little practice time, you need to memorize the introduction and the conclusion. They are your anchors.

For the body, there are several ways to preserve it when you don't have time for memorization. You can put a brief outline, set of bullet points or set of images that spark your memory on an index card. An alternative is to create a mnemonic device. In a recent talk, I used the acronym SCOPE to remind me of the benefits of achieving one's CTM: Skills, Confidence, Open doors, Power and Expanded learning. Another technique is to use a visual aid or prop which will remind you what to say while summarizing or embodying your talk for the audience. Or combine these techniques with others.

¹ I am indebted here to Don Smith, whose seminar, "How to Create a Fifty-Minute Seminar. . . in Fifty Minutes!" changed my life as a speaker on November 4, 2000 at the District 2 Toastmasters Fall Conference.

Guests are always welcome!

Come visit us any Wednesday from 5:30 to 6:45 p.m. at Olympic View Community Church, 425 N.E. 95th St., Seattle. For more info call Eric at (425) 557-9563.

Visit us online at
<http://www.notablenorthgaters.org>

When you have memorized the introduction and conclusion and have your outline of the body, practice a bit. If you have chosen a familiar topic and the speech is 5-7 minutes long, 30 minutes of practice should suffice. Set a timer for the "red" time and run through the speech a few times. Take effort to smooth out the rough spots, and be confident: your background knowledge and enthusiasm on the subject will carry you through the body.

While the suggestion that this program works may seem blithe to a beginner, those of you who have completed about four speeches should sense the truth of this plan and ought by now possess the confidence to take on a short-notice speech project. Challenge yourself as you read this to think of an issue that you have some knowledge on, are concerned about and could speak briefly on along the lines set out above. Go ahead, pick out a topic now and take a minute to run through the outline.

If you do this, you will understand that you can deliver a serviceable speech on short notice. By serviceable I mean that it does not have to be perfect; it only has to be good enough to allow you to flex and develop your speaking skills while interesting your audience and serving as an example for them². Remember General George S. Patton, one of the most successful leaders in recent history. He said he would prefer a pretty good plan that can be carried out tomorrow over a perfect plan that must wait until next week. What you need to speak is a pretty good plan plus the spunk to carry it out -- nothing more.

Some will object that the standard of quality set by other speakers in the club is too high to permit them to take a chance on this short-notice formula. Remember that all members come to the Club with different backgrounds, different amounts of preparation time and varied interests. The standard for measurement is not how well others are doing, but how *you* are doing in comparison to how you were when you started in Toastmasters. Also bear in mind that the outline technique also works even better for preparing speeches far in advance. For example, you could create a speech preparation binder. When a topic occurs to you, dedicate one page to that topic and make a note at the top of what you want to say. Divide the sheet of paper into top, middle and bottom thirds labeled Introduction, Body and Conclusion if you like. As ideas for this topic occur to you over the weeks or months, augment your outline. Attach pertinent news clippings when you spot them. Then, when the call goes out for a speech, you are almost ready to go and there will be little need for last-minute scrambling. You will have made things easy for yourself.

Now imagine what it will feel like to conquer the challenge, deliver a speech on short notice, and thereby gain the confidence that you could do it again if need be. Won't that feel grand? So the next time the call goes out for a speech at the next meeting, don't look down. Just take up the challenge and move forward!

² That is, at Toastmasters, even a speaker's "mistake" is everyone's opportunity to learn.

A Moment for Membership

ERIC THOMPSON
Vice President Membership

I originally joined Toastmasters with two goals in mind: 1) to improve my speaking abilities, and 2) to meet and interact with people whose work



experiences are different from my own. I have found that the Notable Northgaters Club fulfills both of these goals. Our Club provides a great environment to meet people with different professional backgrounds, and our group also furnishes a warm and friendly atmosphere to improve speaking skills.

As I step into the role of Vice President of Membership, I would like to start off by saying thanks to Theresa Collier for doing such a great job as VPM and for helping me transition into the role. When I look at the status of our membership, I see it is very strong. With the recent additions of Carol Johnson and Eric Beattie last week, we now have a total of 30 active members!

In closing, I am grateful to everyone for making our Club a pleasant place where guests and members can feel comfortable. Let us continue to treat guests like we would treat someone in our homes: making certain that guests are introduced to Club members and acknowledging them during the meeting. In this way, we can continue to make our Club inviting to potential members.

Our Treasurer Speaks

MICHAEL SUVER
Club Treasurer

Hear Ye! Hear Ye! or something like that. More to the point: Hey you! Fellow Toastmaster! It's time to put some fuel in that engine we call the Toastmaster Club account and we need your help. Your timely payment of the semi-annual dues amount of \$30 will help insure that we have the needed operating funds and enough members officially enrolled to receive our Distinguished Club designation. Please prepare a check, made out to Notable Northgaters, and deliver it to either me or our illustrious Club President, Ray Roman by the March 21st meeting. I'd try to list all the benefits to you as a

Club member in renewing your membership but the list would require more print space than could possibly fit in this publication. Besides, if you are reading this, you surely know how much you are gaining from being in our Club and that those benefits are a real bargain at \$5 a month!

Thanks!



Been There, Done It. It's a Little Bit Different!

SHEILA DIXON, ATM

This was the title of the presentation given by Bob Opple, ATM-G, at the Totem Toastmasters #41 meeting on Feb. 6th.

Bob Opple is a professional speaker with 30 years experience as a Toastmaster. His speaking career blossomed when he gave training seminars early in his life as an employee of the large equipment manufacturer, Caterpillar Inc..

Last year he competed in the Toastmasters International Speech Contest, achieving third place in the World Championship.

In this presentation, Bob allowed us to see "behind the scenes" as he prepares for a speaking engagement. In fact he has a repertoire of ten speeches. He is able to adapt each of his speeches to suit a special occasion, a specific audience.

How does he do this? He has a list of questions to ask of the person contacting him. He wants to know the demographics of the audience, including average age, occupation, religion and affiliations. How many people will be attending? What size is the room? He also wants to know what topics others have presented in order to avoid repetition.



Does this audience want to be informed, trained, persuaded, or entertained? How much time is available? Bob suggests 20 minutes would be a suitable length for an after dinner speech. The sensitive topic of the fee is handled by asking what is the organization's budget for the event. He is flexible, within limits. Bob says if the budget allows \$500 then that's fine with him!

As a professional speaker, Bob arrives at the location early (1 1/2 to 2 hours!). He checks out the room, podium, lights and microphone. He brings a spare bulb if he is using an overhead projector. Bob has a

dynamic speaking voice, which he projects to each corner of the room. He suggests anyone needing a microphone should have a backup available.

The keynote address needs to be inspiring, dynamic and emotional. Humor should be appropriate – no off-color jokes! Bob uses personal stories and vivid descriptions. The audience needs to feel a bond of sympathy, common experience or understanding. The final thought of the speech should be a gift for the audience to take away with them.

After Bob concluded his presentation, two members of Totem Toastmasters, Jack Buce and Ralph Pehrson, attempted Keynote speeches. The group evaluated these speeches in a round robin format.

Any Toastmaster who has achieved the Competent Toastmaster designation would find an Advanced Club beneficial. Presentations are typically 20-45 minutes and evaluations are in-depth. The Club meets monthly, providing a laboratory to explore, develop and apply leadership and management skills.

Please visit the District 2 Web site, at <http://www.toastmasters-d2.org>, for more information on Advanced Clubs.

Meeting Awards & Reports

Great meetings all month, even on the day of the earthquake (Feb. 28)!

Date/ Theme	2/21 If I Were an Animal	2/28 Twilight Zone	3/7 Where Were You?	3/14 Evaluation Contest
Attendance: Total/ Guests	20/3	12/2	19/1	18/3
Word of the Day	radiant	preternatural	exacerbate	N/A
Toast of the Day	Gabriela	Ray	Kealy (guest)	N/A
Most Improved Speaker	Gabriela	Julie/ Michelle	Les	N/A
Best Table Topics	Michael	Les	Carina/ Ray	N/A
Best Evaluator	Bob/ Julie	Marta	Julie	Gloria (2 nd – Marta)

Great job, everyone! Keep up the good work!

We have now achieved 8 of the 10 Distinguished Club goals (see page 4)!

Membership Anniversaries:

Steve Thompson, ATM-B, Mar. 1996

Michael Suver, Mar. 1999

Gina Coluccio, Ashley Kantor, Lisa Smith -
Mar. 2000.

Congratulations to Gloria Buce, ATM, for winning our Club-level International Evaluation Contest on March 14, 2001, and to Marta Boyle for placing second. Good luck in the Area 23 competition!

How to Create a 5 -Minute Speech... in 5 Minutes!

MARLO MYTTY

I recently went back to school (well, just for 2 nights) to attend a course through the University of Washington's Experimental College. It was taught by Don Everly Smith – an experienced Toastmaster – titled “How to Create a 5-Minute Speech... in 5 Minutes!” I wasn't sure how this would be possible, so my curiosity was piqued. Now that I have completed the course, I feel that I have been given some excellent tools that will significantly help narrow down my speech topic, make my speeches more organized and shorten my speech-preparation time. In this article, I'll share some of that information with you in the hope that you will discover some tips and techniques that will aid in the preparation and delivery of your speeches.

Roadblocks to speech writing are usually either a lack of ideas or a lack of organization. Don called ideas and organization the “2 cylinders of speech”. Both are needed to prepare an effective speech. Whichever is your weak point, this speech-writing technique can help you.

To begin writing a speech, Don suggests starting with a process called *Mind Mapping*. The first phase of *Mind Mapping* is the Generation Phase. During this process, you will generate new ideas for a speech topic. Choose a central idea, such as “career” or “nature”, and write the word or idea down in the center of a blank piece of paper. Use crayons so that there is not too much detail and take 2 minutes to brainstorm, creating lines and circles branching out from that idea. Freely associate and do not outline anything! No evaluation should be engaged in at all. Write anything that comes to mind. After 2 minutes, you will most likely have ideas for several speeches. Look at what you have written, then put the piece of paper away and let it incubate if you have time. Sleep on it. Once you have decided which idea your speech will be on, brainstorm again on that idea. Sleep on it and your subconscious will go to work and you will start to come up with a form for your ideas.

The second phase of *Mind Mapping* is the Evaluation Phase. Now that your ideas are all out there, you can analyze and organize them into a logical structure. A tip for organizing and narrowing down ideas is to use a standard speech format. Some of the formats that Don outlined include:

- Contrast/Comparison, Advantages/Disadvantages, Positives/Negatives
- Story
- Analogy (i.e. how success in sports is similar to success in career...)
- Problem/Cause/Solution
- Points 1-2-3
- Feel-Felt-Found (i.e. I know you might feel...I felt the same way...I've found that....)
- Past-Present-Future
- Challenge/Response
- Cost/Benefit Analysis
- Persuasion Format (win Attention, arouse Interest, create Desire, and stimulate action or Agreement)
- Risk/Reward, Opportunity/Obstacle

Once you have chosen a format, write the speech using the anatomy (parts) of a speech. Whereas Toastmasters teaches there are 3 parts of a speech (Introduction, Body, and Conclusion), Don professes that there are actually 4 parts: Introduction, Thesis (or Specific Purpose Statement), Body, and Conclusion. The purpose of the “SPS” is that it gives the point of the speech up front before you bury the audience in detail. Your audience generally wants to know where you are going and wants you to get to the point right away before all of the detail is provided. Write a strong introduction and conclusion, fit the format in the body, don't forget the SPS, and you have your speech. Don pointed out that the Greek dramatists have a saying “By your entrances and your exits, shall you be known!”

This is just a brief summary of some of the main points that I took



away from the course. We also learned an emergency technique for use when you do truly have *only* 5 minutes to prepare a speech, but you will have to take the course to find out what it is! I'd highly recommend all Toastmasters to take the course, as I'm sure each one of us would come away with parts that we found most valuable to our own improvement. Don will be teaching a shortened 3-hour version of the course on April 30th from 6:30-9:30pm. You can register through the UW Experimental College at (206) 68-LEARN.

Welcome Aboard!

Our Club is lucky to have Carol Johnson join us. She says she had heard about Toastmasters for years before finally deciding to check out a Club. Ours is the first one she tried, and she liked it so much that she decided to look no further.



Already a proven go-getter, Carol recently achieved the long-term career-change goal of becoming involved in the affordable and low-income housing arena. Taking a hefty pay-cut to do the work she loves, she is now a senior development analyst for the Washington State Housing Finance Commission. Through increased skills and self-confidence as a public speaker, she hopes to have an influence on the availability of affordable housing in Washington.

Carol was born in Burundi, Africa, and came to the U.S. when she was eight. After living in the mid-west, she came to Seattle in 1982. She lives with her partner Bruce and two cats. Outside of work, Carol enjoys cycling, skiing, gardening, hiking and reading. On behalf of all of us in Toastmasters Club #6949, welcome Carol!

By DEBORAH FERBER

The Secretary's Corner — Club Business

MADELEINE KOLB

Club Meeting 3/07/2001

The Club voted unanimously to accept Carol Johnson and Eric Beattie as new members. They were duly sworn in to the Club by President Ray Roman, CTM.

Executive Committee 3/07/2001

The following officers were present: President Ray Roman, CTM; VP Education Fred Coutts; VP Membership Eric Thompson; Secretary Madeleine Kolb; Treasurer Michael Suver; Sgt-at-Arms Lisa Smith; and Immediate Past President Sheila Dixon, ATM. They reviewed and updated the Club Success Plan, and discussed preparation for the Mar. 14 Speech/Evaluation Contest. Eric spoke about new member orientation, and the need for more time and a quiet place to talk with guests after meetings. Several suggestions were offered. A reminder was given that dues are due, and mentors needed for new members. The meeting was adjourned.

The Northgate Chamber Is Marching Forward!

MICHELLE RUPP

A brief history: The Northgate area is slated to get a new community center, a library and a park. As the City began having public meetings, they realized that the business community didn't have a voice in the discussions. Therefore, they dedicated seed money to begin a Chamber. A steering committee was formed.



The steering committee meets every other week for several hours. We have been diligently and laboriously writing the bylaws. When our discussions hit a vortex, we realized that we needed a mission/vision statement in order to make any additional decisions. Just this month we gathered vision/mission material and will begin our next meeting doing the work to formulate the vision for the Chamber.

Just a preview: the consensus so far is that we want to be a community organization that views events through business lenses. In other words, we think we would like our scope to go beyond the typical Chamber of Commerce. All of the members of the steering committee feel the tremendous responsibility and excitement of being able to lay the groundwork for this organization.

In the meantime, even though we have stopped soliciting memberships until we

have our nonprofit status, we are having luncheons the third Wednesday of every month at noon at Northaven Retirement Apartments at 11045 8th Ave. NE (across from the Post Office). All of our speakers are focusing on the issues facing our Northgate Community. We would love to have you! The group is very friendly and inclusive - not unlike our Toastmasters Group! It would be great if you could call us at 695-4141 to RSVP but don't let lack of reservations stop you from coming at the last minute. The cost is \$10 for lunch. It is a great networking opportunity. Hope to see you there!

Editor's note: Notable Northgaters is a charter member of the Northgate Chamber. Please attend as a representative of our Club, making sure to wear your Toastmasters pin or badge. Chamber meetings are excellent opportunities to put your public speaking skills into practice in the real world, as Michelle is doing.

Here are some highlights of recent meetings:

January 17th: NGCC meeting at Northaven. There were 30 people present. Mike Thompson, President of Maple Leaf Community Council and the North District Council gave us an overview of how the neighborhood council system works. He also familiarized us with the various neighborhood councils in and surrounding the Northgate Area.

February 15th: Lake City Chamber of Commerce. Gil Kerlikowske, Seattle's new chief of police, spoke in general on crime (surprise!) statistics and gave a state of the union, so to speak. Crime is down in general except for auto thefts. Cindy Caldwell, the captain of the north precinct, followed up for the Q & A. She

described the auto thefts as mostly joy rides by kids and was happy to see crime down in the North End.



February 21st: NGCC. Dierdre Grace from the Department of Neighborhoods gave us an update. A comprehensive update from each department as a follow up to the Northgate Planning process that occurred this fall is scheduled for 2/28/01. The steering committee is driving hard to complete the necessary items in order to achieve our non-profit status. Next meeting, March 21st at Northaven, 12 Noon.

Upcoming Events

Mar. 21st, Northgate Chamber of Commerce Luncheon, 11:45 a.m. check-in, Northaven Retirement Home at 11045 Eighth Ave NE.

Mar. 21st, semi-annual dues due.

Mar. 21st, regular Club meeting, 5:30 p.m.
Sat. Mar. 24th, Area 21/23 International Speech & Evaluation Contest, 10:00 am-noon, Fairview Church, 79th NE and Roosevelt, Seattle. Parking one block north on 79th.

Mar. 28th, regular Club meeting, 5:30 p.m.

Apr. 4th, regular Club meeting, 5:30 p.m.

Apr. 7th, Division B International Speech & Evaluation Contest, 6:00 p.m. potluck, 7:00 p.m. contest. Maple Leaf Evangelical Church, NE 96th and 12th NE, Seattle.

Apr. 9th, newsletter deadline.

Apr. 11th, regular Club meeting, 5:30 p.m.

Apr. 15th, next newsletter publication date.

Apr. 21st, Deadline to register for the Toastmasters Fiesta (Spring Conference) on Cinco de Mayo.

Apr. 30th, 6:30-9:30 p.m., Don Everly Smith's speech class at UW Experimental College, (206) 68-LEARN.

Club Success Plan

Notable Northgaters #6949

July 1, 2000 - June 30, 2001

Updated 3/7/2001

Goals	Who/When? (Bold = Done)	
Two CTM's	Fred (3/01)	Gloria (3/01)
Two more CTM's	Michael (3/01)	Madeleine (6/01)
One ATM	Theresa (12/00)	
One more ATM	Gabriela (2/01)	
One CL	Theresa (12/00)	
One more CL	Gabriela (1/01)	
Four new members	Kay (8/00), Eric (8/00), Marta (10/00), Julie (10/00)	
Four more new members	Michelle (11/00), Carina (12/00), Steve K (1/01), Carol J (2/01), Eric B (3/01)	
Minimum of four Club officers trained during each of two training periods (both required)	First training period	Second training period
	Ray, Fred, Theresa, Gabriela 7/22/2000 Madeleine 8/00	Ray, Eric, Gabriela, Madeleine 12/16/00
One semiannual membership report and one Club officer list submitted on time	Membership report	Officer list
	Oct.	Apr.
	Ray 9/00	Sheila 6/00

NEWSLETTER STAFF

Publisher: Ray Roman, CTM, President

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