

# THE COMMUNICATOR



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## Reminders:

**Winter meeting cancellations are based on Concord, New Hampshire, school closings.**

Betty Andrews, V.P. Public Relations, will be Toastmaster at the March 16 meeting, which will be designed with membership – building in mind. Please invite friends, family members, and colleagues to visit to find out first-hand how valuable Toastmasters training can be.

Remember to have the Vice President of Education sign off on all prepared speeches in your speech manual. If you are filling a Role Recognition card to earn rewards, any officer can initial next to the role you have filled at a meeting.

## Upcoming Events

The Area 12 Speech Contest will be on March 21, 2011, at Northeast Delta Dental in Concord, New Hampshire. The contest will be planned by Sally Bird, Past President of Horseshoe Pond Toastmasters, as her High Performance Leadership project. Contact Sally at [sallybird@myfairpoint.net](mailto:sallybird@myfairpoint.net) to volunteer your help. There are many roles to be filled. More details will become available.

The District 45 speech contests will be held on April 30 and May 1 at the District 45 Conference at the Common Man Inn in Plymouth, New Hampshire (from April 29 to May 1). Discover more details at [www.district45conference.com](http://www.district45conference.com).



Attending Area, Division, and District events enriches the Toastmasters experience.

## When Things Go Wrong

When things beyond your control go wrong, the only thing you can control is your reaction to them.

Just as the sailor at sea is at the mercy of the elements, so is the speaker. The sailors batten down the hatches in rough weather; what does the speaker do when the microphone won't work? Or when the lights malfunction? Or when the music in the next room is too loud?

These six brief tips offered by Toastmasters International are based on an article in *Toastmaster* magazine, written by Bob Hope's Emmy Award-winning head writer, Gene Perret, who offered examples of intrepid speakers who rode out the sometimes stormy seas of the speaker's podium.

Among his dos and don'ts:

- **Don't:** Blow your cool.
- **Do:** Maintain your dignity.
- **Don't:** Surrender to the situation.
- **Do:** Your best under any circumstances.
- **Don't:** Continually refer to the problem.
- **Do:** Keep your sense of humor

## Winter Toastmaster Leadership Institute

Area 12 Governor, Joe Kasper, former President and current member of Horseshoe Pond Toastmasters, capably planned the Division A Winter Toastmaster Leadership Institute (TLI) at the VA Medical Center, White River Junction, Vermont, on January 15, 2011. This was Joe's High Performance Leadership project

Many Division A club officers participated as presenters, and all Division A clubs were represented. The TLI was fast-paced and provided valuable information for successful club leadership in large and small groups and in panel and workshop formats.

Cathy Frankel, President, Lydia Harmon, V.P. Membership, and Betty Andrews, V.P. Public Relations, also represented Horseshoe Pond Toastmasters. Cathy timed presentations, and Lydia co-presented information on her club office. Cathy was a winner of the 50/50 raffle.

Don't miss the summer TLI on June 11, 2011. You don't have to be an officer to attend and benefit.

Club Mission: To provide a mutually supportive and positive learning environment in which every club member has the opportunity to develop communication and leadership skills, which, in turn, fosters self-confidence and personal growth.

**Club Officers 2010-2011**

President  
Cathy Frankel

Vice President  
Education  
Donna Hennessey

Vice President  
Membership  
Lydia Harman

Vice President  
Public Relations  
Betty Andrews

Secretary  
Maureen Reno

Treasurer  
Kathie Trantham

Sergeant  
at Arms  
Ann Winterling

Past President  
Sally Bird

Additional leadership opportunities are available at each meeting

Club No. 1383  
Area 12  
Region VII  
District 45  
Toastmasters International

Horseshoe Pond  
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**Visual Aids and PowerPoint**



Visual aids are an important part of many presentations, with the flipchart and computer-based presentation programs the most common used. These Toastmasters International suggestions will help make the most of your visual aids.

**Flipchart**

A flipchart mounted on a portable easel works best when used with a relatively small audience of 20 or fewer people. A flipchart can be prepared prior to your presentation. You can also write or draw during your presentation, especially to record audience responses. Use bold colors, but avoid using ink that bleeds through the paper. Don't look at your flipchart when speaking. If you must write on the flipchart, pause, then resume speaking when you're done.

**Computer-based visuals**

This technology is rapidly changing. These days, using a laptop computer and presentation software such as Microsoft PowerPoint is the norm. Add a screen and other equipment, and you can produce and display dramatic visual aids, including animation and simulations.

**The Role of Introductions**

Computer-based visuals are becoming the standard for most technical, educational, or business-related presentations. Useful for large and small audiences, they can convey simple and complex information.

If you use a remote control, you can change the visuals while walking about the room. To accomplish this, you'll need a data projector, a device that accepts output from a computer and projects it onto a screen. Rehearse with the visuals you have created in advance to ensure all of the electronic components work together.

**Keep your visual aids:**

- Visible.
- Simple.
- Colorful, but don't let them upstage you.
- Justified by the content -- not too many or too few slides.

**For effective PowerPoint shows:**

- Don't read the slides to your audience!
- Make your text large.
- Choose colors that make the text easier to read.
- Use bullet points instead of full sentences.
- Don't let the text or graphics fly around too much.
- Avoid charts and diagrams that are hard to see.

Most importantly, remember you control the presentation; don't let it control you. PowerPoint should be a "visual aid," not the entire show.

It's very important for every presenter of a prepared speech to write a speech introduction and provide this introduction to their speech evaluator either before or at the meeting. As soon as the speaker has handed their evaluator the speech introduction, the evaluator should read it over silently several times and read it word-for-word at the lectern.

It can be extremely distracting for speakers to be introduced with an impromptu introduction that may not be tailored to what their speech is trying to achieve and may reveal information that the speaker is planning to present in the body or the conclusion of the speech.

The speech introduction provides background information on the speaker that will build credibility with the audience. Typically, but not always, the introduction gives the title of the speech. Introductions should be succinct, but sometimes include key pieces of information that might make the speech too long if included. Often advanced speakers use the speech introduction to ask their fellow Toastmasters to "become" a particular audience to which a speech is directed.

It's helpful to type the speech objectives and time of the speech in the introduction to make the evaluator's role easier. If these have not been embedded in your introduction, hand your introduction to your evaluator with your speech manual open to the page giving your speech criteria or with that page marked.

In real-life speaking situations, provide the person introducing you with an introduction you write to set yourself up for success.