Optimism and Laughter - A Recipe for Success!
by Rhondre Hall

Inside this issue:

New Member Welcome 2
‘Your Speaking Voice’ Word Search 2
Calendar Update 2
CTM Stars 3
The Evaluator (cont.) 3
Reach Out and Touch Someone 4

Optimism and Laughter - A Recipe for Success!
by Rhondre Hall

Dear Fellow Toastmasters and Guests,

As your President, I want you to know that being optimistic about life is crucial. It is crucial not only as you progress in Toastmasters, but also as you become successful individuals. I know energetic and positive persons surround me every week in our meetings, it is evident. Optimism permeates the entire room.

Optimistic people never give up and therefore become tomorrow’s leaders. The easiest way to recognize an optimistic person is their willingness to help. Their willingness could be displayed via volunteering for roles during meetings, donating time and resources, or giving to a charity or noble cause.

As I take the leadership mantle effective July 1, 2005 as President, I keep in mind the familiar childhood story of the Little Engine That Could and that famous phrase spoken by the little engine – “I think I can… I think I can”. These simple words never seem to fail when aspiring to achieve greater things! Sometimes in order to remain cheerful, you have to laugh at some of life’s trials.

Have you ever heard the old saying, laughter makes you feel good? According to Dr. James Walsh, a former medical director of the School of Sociology at Fordham University, “bad stress” disappears when we laugh. Laughter boosts the immune system and removes many of the worries and fears that set the stage for illness.

In other words, grumpy people experience more health problems than people who laugh regularly. Additionally, when associating with other people it is possible to pick up on their moods and follow suit.

So as far as it depends on you, always try to arrive to the meetings with a contagious smile. Chances are, if a club laughs a lot, then members will leave the meetings with a smile on their face!

Rhondre Hall
President, GSU Campus Talkers

The Evaluator
by LaCier Keith

In our daily lives, each one of us are either evaluating or being evaluated from dawn to dusk. It could be something as simple as approving one’s attire or as thought provoking as disapproving one’s personality.

What could be at times more intimidating than giving a speech, is giving an evaluation. This has been the case with me. As a newcomer, I thought I could not possibly offer suggestions to people who obviously know more about public speaking than I do. How could I potentially help someone grow?

It is with this mindset I attended the educational seminar Evaluate to Motivate held at the Toastmasters International District 14 Spring Conference. This session was designed to assist with the evaluation process. There were several major points that were useful in settling my fears as an evaluator.

Why Evaluate?
I first had to come to terms with why we evaluate during our meetings. The most obvious answer as to why we evaluate is to help the speaker! The evaluation process provides input and advice in efforts to enhance the speakers next speech. We offer useful suggestions, such as voice volume, pitch, tone, props, gestures. The choice of suggestions are endless. Being an evaluator provides a platform for you to openly and proudly encourage the speaker. The objective is to impart confidence to the speaker to continue speaking. It helps the speaker determine strengths and enforce positivism.

Benefits of Evaluations
Secondly, I came to terms with the benefits of evaluations. Perhaps the most beneficial of this process is the provision of immediate feedback. Everyone needs validation throughout their lives.
YOUR SPEAKING VOICE MANUAL (pp 7-10)

What type of voice do you have?

- Agitate
- Monotonous
- Rainbow
- Articulate
- Mumble
- Rain Cloud
- Boom
- Orchestrate
- Turtle
- Melodious
- Rabbit
- Whisper

As a member of GSU Campus Talkers you have the opportunity to:

- ♦ Learn and practice techniques of effective public speaking
- ♦ Prepare and deliver formal speeches on subjects of your own choosing
- ♦ Give impromptu talks on assigned topics
- ♦ Gain speaking experience that relates to specific career needs
- ♦ Sharpen your listening / evaluation skills
- ♦ Learn proper parliamentary procedure
- ♦ Gain personal confidence
- ♦ Gain valuable leadership management experience

WELCOME - Yasmine Bey
NEW GSU CAMPUS TALKERS MEMBER

New Members add necessary pieces to the GSU CAMPUS TALKERS pie. Everyone who joins is immediately welcomed as members of the Toastmasters family.

Schedule of Events

July 6
Business Meeting

July 13
Education Meeting

July 16
Toastmaster Leadership Institute

July 20
Education Meeting

July 27
Education Meeting

July 2005

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**Noteworthy Accomplishments — The CTM Stars**

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<td>Tamar</td>
<td>10</td>
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<td>Dr. White</td>
<td>10 (ATM)</td>
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<td>Ana</td>
<td>1</td>
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<tr>
<td>Adriana</td>
<td>1</td>
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<tr>
<td>LaCier</td>
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<td>10</td>
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<td>Raphael</td>
<td>6</td>
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<tr>
<td>Patrick</td>
<td>4</td>
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<tr>
<td>Fatima</td>
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**CONGRATULATIONS** to Tamar, Tony, Trina, and Dr. White for their achievements! Their accomplishments should secure our President's Distinguished Club Award. Thank you each for your efforts and determination. Continue on the path to earning your CTM!! In order to develop your communication skills, consistent participation in GSU Campus Talkers is key!

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**THE EVALUATOR (continued)...**

The immediacy in constructive criticism offers validation for the speaker. Evaluations offer approaches for development. The suggestions provided should be precise. Avoid vagueness! Saying "That was a great speech!" doesn't offer the speaker enough information. Be specific about what worked and what did not work. Indicate words, gestures, or points you liked. "Your opening really grabbed my attention; Your conclusion really got me thinking." By detailing several points, the speaker is certain you were listening and makes your evaluation more believable. The long lasting effect of the evaluation process is that it will build and maintain the speakers self-esteem.

**Elements of Oral Evaluations**

Lastly, this seminar highlighted practical guidelines for the evaluation process. Limit responses and focus on 2-3 main points. This is not an open platform to give a speech but is designed to draw attention to certain elements of the speech. Provide the evaluation based on the speakers objectives as outlined in the program manual. Therefore, if possible review the project chapter and the evaluation guide for that topic. Strongly avoid basing the evaluation on the topic selection. **Advocate the speakers strengths and effectiveness**. People are able to absorb criticism easier when they have also been praised. In order to avoid repetitiveness and rambling, remember the 3 minute maximum for the evaluation. The most advantageous task for the speaker during evaluation is the emphasis on specifics. The preciseness of the evaluation is going to assist the speaker in learning, growing, and achieving as a polished and championship-level speaker!

Attending this session was valuable to me. It answered questions about the proper way to evaluate, it removed my fears as an evaluator, and it supplied tools for an effective evaluation. Now that I know the objective, realize the benefits, and given a guiding principle, I am able to overcome my fears. After continued learning, training, and experience I hope to soon give powerful and useful evaluations. I welcome and challenge each of you to join me in my endeavor.

I leave you with the quote, “Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can became great.” - Mark Twain.

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"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; its when you had everything to do, and you've done it."

- Margaret Thatcher
Building membership can be challenging for Toastmaster clubs. Particularly so for the GSU Campus Talkers club since we are forced to lose members as they complete graduation guidelines. Although 20 members is the requirement to function effectively, recent research shows that Toastmasters members want more than 20 people in their clubs. More people means more variety, more ideas, more input, and better learning.

To exceed our limit of 20 members, it’s time to reach out and invite more people to join in the fun. The Incept sessions have given us a great opportunity to meet incoming students and promote club objectives and activities. However, what is the best way to bring in guests? Is it via word of mouth, through a friend, a flier, or the website? Jerry Weltner, DTM, of the Excel-O-Rators Club in Seattle, Washington says it’s not just one particular thing. “It’s the Seven Touches phenomenon”. The Seven Touches reveals several effective marketing strategies.

**Touch One: The Press Release**
Toastmasters International has a form that can be ordered for writing a press release. Several clubs organized a team of coordinators to compile a list of media contacts. Since our club is unique in that we dwell within our own ‘community’, it is advantageous to utilize our school sponsored newspaper, radio, and television station. It is just a matter of planning.

**Touch Two: Silent Sellers**
Silent sellers are none other than printed materials. They are considered silent sellers because they keep “talking” after they are left behind. When designing marketing material, keep in mind your audience. Material should be eye-catching, easy to ready, and grammatically correct. Our goal is to leave this material in areas that receive the most foot traffic and is accessible to students.

**Touch Three: Special Events**
Organize several special events. Sponsor a bake sale to promote club awareness. Conduct a member contest on the number of guests each member can bring to a meeting and provide a reward. Co-sponsor an event with a larger student organization to gain club exposure. Invite a guest speaker and invite all students to attend via fliers.

**Touch Four: The Chase**
Incept has put us in the forefront for the ‘chase’. The clubs sign-in sheets are filled with students who showed interest in the club. Technology has afforded an avenue to send out mass mailings of meeting dates, times, and special events. Even if responses are not immediate, the seed has been planted. Follow-up communication creates a meaningful relationship.

**Touch Five: Guests Reach Out**
Computer savvy students rely on the internet to research and find a great deal of information. A user friendly website is crucial in attracting potential guests. It is essential to have accurate contact information, meeting times and location, and appropriate links uploaded.

**Touch Six: The Personal Touch**
The best form of advertisement is by far word of mouth. Only you can express the true benefits of your club. As a member, you are able to adapt and personalize each situation. When talking to a friend, emphasize the importance and benefits of club activities. Eagerly express your gains and the value membership holds for you. Your excitement could be the secret of a visiting guest leaving as a new member.

**Touch Seven: What Doesn’t Work**
Avoid any possibility of a guest having a bad experience. Lacking warmth and friendliness is guaranteed to turn a potential member off. Keep meetings professional and do not run overtime. Showing genuine interest in the guest is an assured way to leave a lasting, memorable, and desiring effect. Most of all, have fun!

The mission of a toastmasters club is to provide a mutually supportive and positive environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

All GSU students are invited to attend club meetings and join as members. **GSU Campus Talkers** meets every Wednesday from 12:30 pm to 1:15 p.m. During Summer Session 2005, meetings are held in the Marketing Conference Room, 13th Floor of the Robison College of Business located in the Bank of America building on Marietta street.