



Beacon Banner

Communication and Leadership in Beaver Creek since 1957

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August 2010

Word for the Day

July 6, 2010

Proximity – to be near in place, time, order, occurrence, or relation

July 20, 2010

Saute – to jump

Thought for the Month

"A mind that is stretched by a new experience can never go back to its old dimensions."

— Oliver Wendell Holmes

2010-2011

Executive Committee

President

Kevin Barry

VP Education

Bruke Sullivan

VP Membership

Amy Schmitt

VP Public Relations

Raymond Hsia

Secretary

Rick Powell

Treasurer

Julie Barhorst

Sgt.-At-Arms

Al Gunderson

Educational Moment:

The Rule of Three

by Patricia Fripp CSP, CPAE

Most speakers know about the importance of using "The Rule (or Law) of Three." Most of us are not aware where it came from. We use this ancient mathematical law of proportion in ways we don't even think about. Abraham Lincoln learned it in his one-room schoolhouse. Even Aristotle, in his Art of Rhetoric, referred to "three types of speeches" and "three forms of proof," although he also divided ideas into two parts and four parts as well. Lewis Carroll, in addition to writing the Alice in Wonderland stories, was a mathematician at Oxford referred to The Rule of Three more than once in his writings. In his "Mad Gardener's Song" he writes:

He thought he saw a Garden-door

That opened with a key:

He looked again, and found it was

A double Rule of Three:

"And all its mystery," he said,

"Is clear as day to me."

Later on in "The Hunting of the Snark," he says:

I have said it twice:

That alone should encourage the crew.

I have said it thrice:

What I tell you three times is true.

Suffice to say, irrespective of its mathematical overtones, the number three is truly magical. Speech coaches insist that people can most easily remember something if it is said three different times. Shakespeare used it. ("Friends, Romans, Countrymen") Thomas Jefferson used it. ("Life, Liberty, and the Pursuit of Happiness")

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Attendance Log

July 6, 2010

Beacon Members 13

TM Guests 0

Non-TM Guests 0

Total Attendance 13

July 20, 2010

Beacon Members 11

TM Guests 0

Non-TM Guests 2

Total Attendance 13

Beacon Club Meeting Notes: July 6, 2010

CLUB MEETING: Kevin Barry opened the meeting. Billy Thomas gave the invocation. Kevin Barry was Toastmaster of the Evening. The meeting theme was Goals. Joanne Hawkins presented *proximity* as the word for the evening. Joanne Hawkins conducted a Table Topics session in which contestants provided the meaning of words they had never heard before. Forrest Anderson presented an Educational Moment about Toastmasters communication and leadership awards. Rick Powell presented his speech entitled "Is it worth it" about the high cost of being environmentally friendly. Pat Hawkins gave his speech entitled "What I do" about the duties of his job. Julie Barhorst presented her speech entitled "What makes payroll taxes so complex" about the complexities of payroll taxes. Ray Hsia served as Master Evaluator. Treva Jenkins evaluated Rick's speech, Jeff Blumer evaluated Pat's speech, and Al Gunderson evaluated Julie's speech. Joyce Rickels gave the grammarian report, and Bruke Sullivan reported times.

BUSINESS MEETING: The 2010 Toastmaster of the Year plaque was presented to Kevin Barry, and the 2010 Past President plaque was presented to Pat Hawkins. Kevin Barry reminded everyone that the Executive Committee would meet July 13th at 6:00 at LaRosa's. Jeff Blumer asked if everyone could bring their Competent Leader manual to review past projects. Bruke Sullivan distributed questionnaires about individual accomplishments and goals, and reviewed assignments for the July 20th meeting. Forrest Anderson said he watched some of the video podcasts on the Toastmaster website, and highly recommended them. Jeff Blumer announced the Grand Opening of his BellyFire Catering building from 11:00am to 10:00pm on August 18th and invited everyone to attend.

Executive Committee Meeting Note: July 13, 2010

Officer Training: Bruke Sullivan, Ray Hsia and Julie Barhorst attended the session in Columbus. The make-up session is scheduled for July 31, 2010 from 9:00 until 12:00. Kevin Barry, Joyce Rickels and Amy Schmitt intend to attend that session.

Goals: Kevin wants the club to be a Distinguished Club again this year, and will focus efforts on achieving that goal. Bruke Sullivan will get individual member goals, and develop a schedule to help them achieve those goals. Many members have completed the requirements for the Competent Leader award, but have not completed entries in the manual. We should set aside time to help complete those entries. Announce at the July 20th meeting that we will make time at the August 3rd meeting for that purpose. Rick Powell said he would bring Beacon Banners with minutes of past meetings to help members identified roles they have fulfilled.

Mentoring: Bruke Sullivan will develop a program to match members who want a mentor with members.

VP PR: Ray Hsia said he would get the password from Jayson Lee and continue to work on the website.

Treasurer: Julie Barhorst reported a balance of \$914.61 in the treasury.

Beacon Club Meeting Notes: July 20, 2010

CLUB MEETING: Kevin Barry opened the meeting. Ray Hsia gave the invocation. Rick Powell was Toastmaster of the Evening. The meeting theme was Summer. Jeff Blumer presented *sauté* as the word for the evening. Joyce Rickels conducted a Table Topics session in which contestants gave their thoughts about Summer topics. Julie Barhorst conducted an Educational Moment about the value of asking "what". Amy Schmitt presented her speech entitled "Don't let the bed bugs bite" about the history and information about bed bugs. Forrest Anderson gave his speech entitled "Texas to Montana – the Wheat Harvest Experience" about a summer he spent combining wheat. Bruke Sullivan served as Master Evaluator. Billy Thomas evaluated Amy's speech, and Jeff Blumer evaluated Forrest's speech. Kevin Barry gave the grammarian report, and Kevin Barry reported times. Guests Marcus Rech and Jennifer Brown were asked to comment on their visit.

BUSINESS MEETING: Bruke Sullivan asked members to submit their goal survey questionnaires. Kevin Barry asked everyone interested in the Competent Leader award to bring their CL manual to the August 3rd meeting for a group review session. Bruke reviewed assignments for the August 20th meeting.

BEACON CLUB MEMBER PROFILE:**Name: Our Next Member**

Address:

Phones: Home: Cell: Work: e-mail:

What I do and Where I do it:

Toastmaster award(s) earned:

Toastmaster award goals:

Why I joined Toastmasters:

What being a Toastmaster has done for me:

Other items of interest:

DISTINGUISHED CLUB PROGRAM AS OF: July 23 2010

Membership Base: 20

Membership to Date: 20

	GOAL	ACTUAL	ACHIEVED?
[1] CCs	2	0	
[2] Additional CCs	2	0	
[3] ACs	1	0	
[4] Additional ACs	1	0	
[5] CL, AL, or DTM	1	1	Yes
[6] Additional CLs, ALs, or DTMs	1	0	
[7] New Members	4	0	
[8] Additional New Members	4	0	
[9] Officers Trained (both required)			
June-August	4	0	
and December-February	4	0	
[10] Submitted on time (both required)			
October or April Renewal	1	0	
and Officer List	1	1	

Total Goals Achieved To-Date:**1****Beacon Trophy Case**

	Table Topics	Evaluator	Speaker
July 6, 2010	Bruke Sullivan	Jeff Blumer	Rick Powell
July 20, 2010	Billy Thomas	Jeff Blumer	Amy Schmitt

BEACON CLUB OF TOASTMASTERS INTERNATIONAL

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*Communication and Leadership
in Beavercreek since 1957*

See us on the web at
beacontostmasters.org

Also visit the District 40 website at
www.d40toastmasters.org

The Rule of Three

U.S. Marine Corp instructors teach that a Marine should limit his or her attention to three tasks or goals. And the Jay Lenos of the comedy world frequently follow this formula: The first comment names the topic, the second sets a pattern, and the third unexpectedly switches the pattern, which is funny.

Even Idea-Bank.com* is filled with examples of The Rule of Three expressed in quotations. On the Query page, we typed in: "three things" and were told that the Quotations file would yield 73 different quotations using that phrase.

So where has all this been leading us? Simply that focusing your message on no more than three significant points, and repeating them in different ways throughout your presentation, is certain to give your presentation the maximum impact. Using The Rule of Three is powerful!

In case the above seems overly dogmatic, some authorities suggest that The Rule of Three is more commonly followed in Western culture and that "a rule of four" can be found to be typical in other cultures. Dr. Jerry Tarver, retired professor of speech communications emeritus at the University of Richmond and a noted speechwriting instructor, points out that there are many famous examples of "fours" and "twos" in famous declarations (FDR's "Four Freedoms" and Churchill's "blood, toil, tears and sweat"). A good example of "twos" is Patrick Henry's famous "Give me liberty or give me death!"

Emerson's dictum that "a foolish consistency is the hobgoblin of little minds" is probably applicable here but we still think The Rule of Three is a powerful technique in fashioning memorable human communications.

Upcoming Events

August 3, 2010 - Beacon Club Meeting
August 10, 2010 - Executive Committee Meeting
August 17, 2010 - Beacon Club Meeting
September 7, 2010 - Beacon Club Meeting
September 14, 2010 - Executive Committee Meeting

Special Notes

District 40 Fall Conference
The fall conference will be held
October 29-31, 2010 at the Crowne
Plaza in Lexington, Kentucky.