

District 28 Speech Contest Toolkit

Dear Fellow Leader:

Speech contests are an important part of the Toastmasters program. They challenge speakers to perform in a new and competitive environment and allow others to see the rewards for expending effort in the Toastmasters program. Using the Judges' Ballot to examine the various aspects of a speech is another way that audience members and contestants can learn what differentiates a good speech from a great speech.

It is a common misconception that running a speech contest has to be hard – it does not. This toolkit contains information and resources to help you plan and execute a quality speech contest that is not difficult or time consuming to host. In addition, there are many resources from other Toastmasters that are available on the internet. Also, remember that many club and district leaders have hosted contests and are more than happy to help answer questions or volunteer for a role.

All Toastmasters contests are governed by the current version of the *Speech Contest Rulebook*; this is the definitive authority on the rules – no other rules, traditions, or customs are binding. In addition to the rules, the Rulebook contains useful checklists for each of the major contest roles. This document is intended to be an easy to use reference and contains a summary of some of the rules; however, it is imperative that you read and are familiar with the Rulebook as it has many additional rules that are not included in this document.

Contests add to the educational value of Toastmasters and they develop better communication skills for those who compete and better leadership skills for those who organize them. Take advantage of this opportunity to grow, but do not forget to have some fun in the process and do not take it too seriously.

Have fun and good luck,

Jason Schumacher

2012 Lieutenant Governor Education and Training

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CONTEST SCHEDULING

Clubs are responsible for scheduling their own contests within the timeframes shown. Most clubs choose to hold their contests during their normal club meeting time.

Area and Division Governors are responsible for scheduling their contests, but all contest dates must be approved by the district. Here are some things to keep in mind.

- Check the district contest calendar as contest periods may be adjusted and some dates are blacked-out for national or religious holidays.
- Avoid scheduling multiple contests on the same date whenever possible.
- Select contest dates early as they become limited guickly.
- Coordinate contest dates with clubs and contestants.
- Confirm availability of venues and key volunteers prior to confirming contest date.

All speech contests begin at the club level with the contest winners progressing on to the levels as shown in the graphics below.

Fall Contests

Humorous Speech Contest



Nov 2

Spring Contests

International Speech Contest



Evaluation Contest



CONTEST VENUE SELECTION

Characteristics of a Good Venue

Selecting an appropriate venue is important. Speech contestants have worked very hard crafting and practicing their speech and they deserve a competition venue that allows them to be seen, heard, and focused.

Please ensure that your venue has the following characteristics, it:

- is large enough and has adequate seating and ventilation for the expected audience:
- is (or can be) isolated from common areas so as to prevent interruption by members of the public, wait staff, outside noise, or other distractions;
- is quiet enough for the audience to hear the speaker and not have audible distractions (i.e. consider noise from equipment, construction, food preparation, adjoining buildings, etc.);
- has a 'stage' area that can be seen from any spot in the audience (i.e. an
 excessively deep room, columns, furniture, bright sunlight, etc. can hinder the
 view for the audience);
- is located in an area that will be accessible by the expected visitors (i.e. consider geographic location, accessibility for those with disabilities, building security, etc.);
- allows food or beverage if you plan on serving food or beverages (note that some venues charge additional fees if you serve food and some venues require that food be purchased directly from the venue);
- will be open during the contest time (including setup and cleanup); and
- is affordable given the expected income from the fees collected.

Venue Ideas

Sometimes a good venue can be difficult to find. Often times, contests will be held in the same venue every year. Before mounting a venue search, talk with your predecessor (past Club President, Area Governor, etc.) or long-time members as they will probably know the venues that have been successfully used in the past. You may also want to ask members in the participating club(s) if they belong to an organization, attend an institution, or work for a company that has a meeting space.

If you are unable to locate a good venue after talking with your members and colleagues, consider:

- Churches
- Community/Civic/Rec centers
- Libraries
- Schools, Community Colleges, and Universities
- Hospitals (conference rooms, auditoriums, or education classrooms)
- Fraternal Organizations (e.g. VFW, KofC, Elks, etc.)
- Other non-profit organizations that own or lease a building

SPEECH CONTEST CONTESTANTS

Eligibility

There are several rules that govern the eligibility of members to compete in speech contests. The complete list can be found in Section 2 of the General Rules for All Toastmasters Speech Contests in the *Speech Contest Rulebook*. However, the key eligibility rules are:

- A member must be eligible at all levels of the contest;
- A member and his/her club must be in good standing at each contest in which s/he participates (i.e. both the club and the member must have their dues current) (this can be verified by sending an email to speechcontests@toastmasters.org);
- Most district and international officers and candidates cannot compete:
- Toastmasters can compete at more than one of their clubs but can only represent one club at the Area level and above;
- A member is not eligible if s/he is serving as a judge at any level in which s/he is still competing; and
- For the International Speech Contest only, a member must have completed at least six speeches in the Competent Communication manual.

Progression to the Next Level

At the Club Level

Clubs can use any method they choose to select members to represent their club at the area level. Most clubs hold contests to select members to move forward to the Area Contest. If clubs hold a contest, it is the sole method by which representatives are advanced and the official Toastmaster rules must be used.

At the Area Level

In those areas with four or fewer clubs eight weeks prior to the Area Contest, the *two* highest placed contestants from each club can compete in the Area Contest. In those areas with five or more clubs, the highest *one* placed contestant from each club can compete in the Area Contest.

Most areas in District 28 have four or fewer clubs. The number of clubs in an area can be verified by going to http://dashboards.toastmasters.org, selecting District 28 and selecting the month and posting date eight weeks prior to the contest, then selecting your Area in the "Area Overview" section (in the lower right quarter of the screen). The names of the active clubs will be listed in the "Club Overview" section (in the upper right quarter of the screen).

At the Division Level

In those divisions with four or fewer areas, the *two* highest placed contestants from each area can compete in the Division Contest. Currently, all divisions in District 28 have four or fewer areas.

At the District Level

The *one* highest placed contestant from each division can compete in the District Contest.

At the Semi-Final and International Level

The *one* highest placed contestant from the district can compete in the Semi-Final Contest at the Toastmasters International Convention. The winner from the Semi-Final Contest advances to the World Championship of Public Speaking.

At All Levels

If a contestant is found to be ineligible or if an eligible contestant is unavailable to compete or is not present at a contest when the Contest Toastmaster is introduced, their alternate (the next highest placed contestant) becomes the official contestant. Therefore, it is important that the names and contact information of at least two alternates for each advancing contestant is passed to the Contest Chair of the next contest. It is also important to notify the alternates of the time, date, and location of the next contest so they can be present to compete should the contestant not arrive.

JUDGES AND CONTEST OFFICIALS

Required Judges and Officials

At the Club Level

At club contests, a contest chair, chief judge, at least five judges, a tiebreaking judge, three counters, and two timers are appointed, unless impractical.¹

At the Area Level

At area contests, there shall be at least five judges or equal representation from the clubs composing the area, unless impractical. In addition to these judges, a contest chair, chief judge, tiebreaking judge, three counters, and two timers shall be appointed.¹

At the Division and District Levels

At division or district contests, there shall be at least seven judges equally representing the areas composing the division (for division contests) or equally representing the divisions composing the district (for district contests), unless impractical. In addition to a contest chair, chief judge, tiebreaking judge, three counters and two timers; no judge shall be a member of any club in which a contestant is a member.¹

It is important that you know all of clubs to which each of the contestants and judges belong several days prior to the contest so that you can verify that there are no conflicts with the italicized part of this rule. If you need help verifying this, you can email speechcontests@toastmasters.org or contact the District Contest Committee at contests@d28toastmasters.org.

¹ Quoted from the Toastmasters Speech Contest Rulebook

Contest Officials

Contest Chair

The Contest Chair is responsible for all facets of the contest including: selecting the date and venue, recruiting and overseeing all contest officials, selecting a 'test speaker' for the Evaluation Contest, selecting Table Topics questions for the Table Topics Contest, creating a budget, obtaining the required supplies, arranging for food (optional), advertising the contest, preparing the venue, communicating with the team and contestants, and resolving problems as they arise. It is common for the Contest Chair to be the Club Vice President of Education, or Area or Division Governor as these are the people who are responsible for contests at their respective levels. However, these people can delegate and name any competent member to be the Contest Chair.

Toastmaster

The Toastmaster is responsible for conducting the contest program similar to how a Toastmaster would be responsible for conducting a club meeting. A good Toastmaster should have some experience, be well organized, and be prepared to be flexible with unexpected issues. The Toastmaster also briefs the contestants on the rules and speaking area and selects the speaking order.

Chief Judge

The Chief Judge is responsible for overseeing the judging of the contest and ensuring that the rules are fairly and uniformly applied. The Chief Judge briefs the Judges, Timers, and counts ballots with the Ballot Counters. A good Chief Judge should be knowledgeable with the rules and be trusted, honest, and fair as they will be the official that oversees any protests or rules questions. A Chief Judge cannot judge the contestants.

Judges

The Judges are responsible for fairly and uniformly judging all speech contestants. They also participate in a conference with the other Judges and contestant in the event of a protest.

Tiebreaking Judge

One Judge is selected as the Tiebreaking Judge and uses a Tiebreaking Ballot that is only used in the event of a tie. The Tiebreaking Judge is known only to the Chief Judge.

Sergeant At Arms

The Sergeant At Arms is responsible for opening the contest, guarding the doors, and ensuring that contestants in the Table Topics and Evaluation Contests are escorted two and from the sound isolation area.

Timers

The Timers are responsible for ensuring that timing is performed and recorded correctly and that the timing signals to the speakers are accurate.

Ballot Counters

The Ballot Counters are responsible for collecting and counting the ballots under the supervision of the Chief Judge.

Registration Clerk

Many contests have an entrance fee and/or sign in audience members as they arrive. Usually, a Registration Clerk is responsible for signing people in, collecting the entrance fee, and distributing the contest program.

Requirements and Recommendations for Judges

Official Requirements

The Rules define eligibility criteria for speech contest judges. Specifically:

- Judges at all levels must be members in good standing (i.e. have dues current or be graced);
- Judges at Area, Division, and District Speech Contests shall have been a Toastmasters member in good standing for a minimum of six months and have completed at least six speech projects in the *Competent Communication* manual;
- Judges cannot compete in the current contest cycle in the contest type (e.g. Humorous, International, etc.) for which they are judging;
- Judges must sign the Judge's Certification Of Eligibility And Code Of Ethics; and
- Judges in the Division and District Speech Contests shall not be a member of *any* club in which a contestant is a member.

Unofficial Recommendations

In addition to the official requirements, there are other factors to consider in selecting good judges.

- It is vital that the Chief Judge have the knowledge and experience needed to make a correct, fair, and impartial decision. The Chief Judge's authority is recognized to make these decisions.
- Preference should be given to those members who have attended a district sponsored judging training session.
- Judging ability usually increases with experience, so try to find judges who have judged several contests before. This is especially important at the area, division, and district levels.
- Providing opportunities to inexperienced judges is important to develop their knowledge and ability. However, when inexperienced judges are used, they should be balanced by using more experienced judges for the other judges.
- Judges should be fair and unbiased; be cognizant of potential biases or conflicts of interest that a particular judge may have judging a particular contest.
- One common source of judges is Area and Division Governors and other current or past district officers. It is common for clubs to use nearby clubs as a source of judges.
- It is best to select judges as soon as possible as there is a high demand for them.

• Remember that judges are volunteering their time to provide their service. It is a good practice to: send them a reminder with location and time information, respect their time by having an efficient contest that is well organized and ends on time, offer them a thank you note or token gift (i.e. candy or other item that is less than \$3), and offer to volunteer to help them with their Toastmaster responsibilities (if they are a current governor, you can offer to judge or volunteer at their contest).

CONTEST SUPPLIES

Below is a list of items that may be necessary or useful to have available at the contest. Try to keep the venue in mind while you gather your supplies as some venues may require additional items (e.g. extension cords, extra signage) and some venues may not require as many (e.g. the lectern or A/V equipment may be supplied). Do not assume that other people will supply something (e.g. that the Chief Judge will bring the ballots); ask them or bring it yourself.

General Supplies

- Lectern
- Gavel
- Toastmaster banner (optional)
- United States and or Canadian Flag (optional)
- Timing lights
- Extension cords
- Stop watches (at least 2 one as a backup)
- Backup timing cards (e.g. red, yellow, green paper)
- Cash box and/or change (if you are charging a fee)
- Sign-in sheets
- Pens, markers, Sharpies
- Tape for signs and/or electric cords
- Signage (to advertise and direct people to the contest location)
- Playing cards, numbered sticks, or some other means of choosing a speaking order
- Food and/or beverages
- Cups, plates, napkins, plastic ware

Forms and Contest Supplies

- Current Toastmasters Speech Contest Rulebook²
- Speakers Eligibility & Originality Forms²
- Judge's Certification of Eligibility and Code of Ethics²
- Judges Guide and Ballots and Tiebreaking Ballots (front and back)²
- Speech Contest Time Record Sheet²

² These items come are contained in the Speech Contest Kits that can be downloaded from Toastmasters.org without cost. See the Resources section in this document for links.

- Counters' Tally Sheet²
- Speech Contestant Biographical Information Form (optional)²
- Certificates of Participation²
- Trophies (the district provides first and second place trophies for the Area and Division Contests)
- Flyers for other contests
- Registration Forms for the District Conference
- Other forms, flyers, or information provided by the district (e.g. Call for Conference Presenters Forms)
- Token gifts or 'thank you notes' for contest volunteers (these should cost no more than \$3 - they are meant to express appreciation not act as payment or incentive)

BRIEFINGS

Contestant Briefings

Prior to the contest, the Toastmaster meets with all of the contestants and briefs them on the rules and other important contest information. This briefing should be done approximately 15 minutes prior to the contest start to allow for a thorough explanation and accommodate any questions they may have. In a contestant briefing, a Toastmaster should:

- Verify that all contestants are present and that their names are spelled correctly on the program and that the Toastmaster knows how to pronounce their names;
- Ensure that each contestant is eligible and has submitted a signed Speaker's Certification of Eligibility and Originality form. Remind them that this document certifies that they read and understand the rules and offer them an opportunity to ask questions.
- Make sure that contestants are not wearing name tags or any other item that displays their Toastmaster award level and/or their club affiliation as these serve as a potential source of judging bias.
- Explain the format of the contest; this is especially important for the Table Topics and Evaluation Contests where contestants are removed from the room. Also, explain how the contestants will be introduced.
- Clearly define and explain the speaking area. Ensure that all speakers have easy access to the speaking area and ask if they need physical assistance.
- Ask if speakers have special props or stage placement that the Sergeant At Arms should arrange prior to the speaker taking the stage.
- Review any audio visual equipment that will be used. Demonstrate how microphones work and how and when they will be placed.
- Review the timing rules and protocol including the provision that timing begins
 "with the contestant's first definite verbal or nonverbal communication with the
 audience" and that the speaker is expected to begin speaking shortly after
 arriving at the speaking area. Additionally, the Toastmaster should take the
 contestants to the speaking area and show them the timing signals and verify
 that they are visible for all contestants.

- Draw for speaking positions. This can be done by randomly drawing playing cards, numbered sticks, or folded pieces of paper.
- Offer the contestants an opportunity to view the Toastmasters Speech Contest Rulebook and the Judges' Guide and Ballot.
- Ask if there are any final questions or clarifications that are needed.

Judges' Briefing

Prior to the contest, the Chief Judge meets with all of the judges and Timers and briefs them on the rules and other important contest information. This briefing should be done approximately 15 minutes prior to the contest start to allow for a thorough explanation and accommodate any questions they may have. In a judges' briefing, a Chief Judge should:

- Ensure that all Judges are present, that they are all eligible to judge, that there is equal representation (if required), and that there are no conflicts of interest.
- Distribute the Judge's Guide and Ballots to each Judge for each contest. Ensure that there is a Tiebreaker Judge and that s/he receives a Tiebreaking Ballot.
- Remind Judges to sit close to the speaking area so that they can clearly see and hear the contestants.
- Show the Judges the defined speaking area.
- Review the procedures for protests and how Judges are to indicate that they
 wish to lodge a protest (generally, they can write "Protest" on the ballot when
 they submit it). In larger contests, it may be useful to agree on a codeword that
 the Toastmaster will announce to indicate the Judges should report to the Chief
 Judge to discuss a protest.
- Review the key elements of the Toastmasters Speech Contest Rulebook especially Section 4 Speech Subject and Preparation.
- Review the reverse side of the Judges' Guide and Ballot and discuss each category individually allowing Judges to ask questions.
- Remind Judges that they must indicate first, second, and third places (and the Tiebreaking Judge must indicate the order of all contestants) in order for the ballot to be valid. Also, remind them that they must break their own ties and that they must print and sign their names on the ballot.

Timer and Ballot Counter Briefing

Prior to the contest, the Chief Judge meets with the Timers and Ballot Counters. In this briefing, the Chief Judge should:

- Review the timing rules and protocol with the Timers including the provision that timing begins "with the contestant's first definite verbal or nonverbal communication with the audience". Verify that they understand these rules.
- Review the use of the timing device and the presence of backup timing cards.
- Ensure the Timers have the Time Record Sheet and Instructions for Timers form as well as writing utensils.
- Ensure the Timers have operational stopwatches and a backup and that they know their proper use.

 Review the ballot collection procedure with the Ballot Counters and provide them with a list of Judges so they know who they should be collecting ballots from.

READING OF THE RULES

It is customary, in District 28, to have the Chief Judge come to the lectern and read the rules before the contest starts. This educates the audience and reminds the contestants of some of the key rules (thought the contestants should have received this information in the contestants' briefing). The 'reading of the rules' should be short—it is not intended to encompass or summarize all rules. Rules that are of no concern to the audience (e.g. eligibility requirements, general procedure, format for introducing speakers, etc.) should not be read. Generally, the following items are sufficient for a briefing.

The rules for the specific contest type (e.g. Table Topics, International Speech, etc.) should be read immediately prior to that contest. Additionally, the rules for All Contests should be read only once before the first contest of the event. For example a Fall Contest contains the Table Topics and Humorous Speech Contest. In this case, the rules for All Contests and Table Topics Contests would be read prior to the Table Topics Contest. Only the rules for the Humorous speech contest should be read before that contest.

All Contests

- Inform the audience of the designated speaking area.
- Say, "Contestants must prepare their own speeches. Less than 25 percent of the speech may be devoted to quoting, paraphrasing, or referencing another person's content and any such content must be so identified during the presentation. Speeches for International and Humorous Contests must be certified as such in writing to the presentation of their speeches."
- Ask the Contest Chair, "Mister/Madam Contest Chair, have you received Certificates of Eligibility and Originality from all contestants and are all contestants eligible to compete?"
- Say, "Any quoted material must be so identified during the speech presentation."
- Say, "There will be one minute of silence between contestant speeches, during which the judges will mark their ballots. When the last contestant finishes speaking, the Toastmaster will ask for silence until the ballot counters have collected all ballots. Please give the judges this courtesy."
- Say, "Protests concerning eligibility and originality are limited to judges and contestants and must be lodged with the chief judge and/or contest chair prior to the announcement of the winners. All decisions of the judges are final."

Table Topics Contests

 Say, "The first contestant will choose a sealed envelope which will contain the topic that all contestants shall use."

- Say, "When the contest begins, all contestants except the first shall leave the room. The first contestant will respond to the topic. At the conclusion of the speech, the next speaker shall be invited into the room to speak and this process will continue until all contestants have spoken."
- Say, "Table Topics Contest speeches shall be from one minute to two minutes. A
 contestant will be disqualified if the speech is less than one minute or more than
 two minutes 30 seconds."
- Say, "Timers shall provide warning signals to the contestants. For the Table Topics Contest:
 - a) The green signal will be displayed at one minute and remain displayed for 30 seconds.
 - o b) The yellow signal will be displayed at one minute 30 seconds and remain displayed for 30 seconds.
 - o c) The red signal will be displayed at two minutes and remain displayed until the speech is concluded."

Humorous Speech Contests

- Say, "The subject for the humorous speech shall be selected by the contestant. The speaker shall avoid potentially objectionable language, anecdotes, and material. The speech must be thematic in nature (opening, body, and close), not a monologue (series of one-liners)."
- Say, "Humorous speeches shall be from five to seven minutes. A contestant will be disqualified if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds."
- Say, "Timers shall provide warning signals to the contestants. For the Humorous Speech Contest:
 - a) A green signal will be displayed at five minutes and remain displayed for one minute.
 - b) A yellow signal will be displayed at six minutes and remain displayed for one minute.
 - o c) A red signal will be displayed at seven minutes and will remain on until the conclusion of the speech."

Evaluation Contests

- Say, "At the beginning of this contest, a five to seven minute test speech will be presented. Contestants are permitted to make preparatory notes during the test speech using materials of their choice."
- Say, "At the conclusion of the test speech, the Sargent At Arms shall escort the contestants from the room. They then have five minutes to prepare their evaluation using materials of their choice."
- Say, "After five minutes have elapsed, no further preparation shall be allowed and with the exception of the first contestant, who shall be called back as first evaluator, all others shall hand all written material to the Sergeant At Arms. Preparation material shall be handed back to contestants as they are introduced to present their evaluation."

- Say, "Evaluation contest speeches shall be from two to three minutes. A
 contestant will be disqualified if the speech is less than one minute 30 seconds or
 more than three minutes 30 seconds."
- Say, "Timers shall provide warning signals to the contestants. For the Evaluation Contest:
 - a) The green signal will be displayed at two minutes and remain displayed for 30 seconds.
 - o b) The yellow signal will be displayed at two minutes and thirty seconds and remain displayed for 30 seconds.
 - o c) The red signal will be displayed at three minutes and remain displayed until the evaluation is concluded."

International Speech Contest

- Say, "The subject of all International Speech Contest speeches shall be selected by the contestant."
- Say, "As a reminder, contestants must prepare their own speeches. Less than 25 percent of the speech may be devoted to quoting, paraphrasing, or referencing another person's content and any such content must be so identified during the presentation."
- Say, "International Speech Contest speeches shall be from five to seven minutes. A contestant will be disqualified if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds."
- Say, "Timers shall provide warning signals to the contestants. For the Humorous Speech Contest:
 - a) A green signal will be displayed at five minutes and remain displayed for one minute.
 - o b) A yellow signal will be displayed at six minutes and remain displayed for one minute.
 - o c) A red signal will be displayed at seven minutes and will remain on until the conclusion of the speech."

District Level International Speech Contest

At the district level the reading of the rules can be abbreviated in the interest of time. At this level the following should be sufficient:

- Say, "Contestants must prepare their own speeches. Less than 25 percent of the speech may be devoted to quoting, paraphrasing, or referencing another person's content and any such content must be so identified during the presentation."
- Say, "International Speech Contest speeches shall be from five to seven minutes.
 A contestant will be disqualified if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds."
- Say, "Timers shall provide warning signals to the contestants. For the Humorous Speech Contest:
 - a) A green signal will be displayed at five minutes and remain displayed for one minute.

- o b) A yellow signal will be displayed at six minutes and remain displayed for one minute.
- o c) A red signal will be displayed at seven minutes and will remain on until the conclusion of the speech."

RESOURCES

Official Resources from Toastmasters International

Speech Contest Materials

www.toastmasters.org/speechcontestkits

These kits can be ordered for a price or downloaded for free and contain:

- Speech Contest Rulebook (Item 1171)
- Certification of Eligibility and Originality (Item 1183)
- Judge's Certification of Eligibility and Code of Ethics (Item 1170)
- Time Record Sheet and Instructions (Item 1175)
- Judge's Guide and Ballot (Item 1172)
- Tiebreaking Judge's Guide and Ballot (Item 1188)
- Counters' Tally Sheet (Item 1176)
- Contestant Biographical Information Sheet (Item 1189)
- Notification of Contest Winner (Item 1182)
- Speech Contest Certificate (1st Place) (Item 510A)
- Speech Contest Certificate (2nd Place) (Item 510B)
- Speech Contest Certificate (3rd Place) (Item 510C)
- Speech Contest Certificate (Participant) (Item 510D)

Speech Contest FAQs

www.toastmasters.org/speechcontestFAQ

Membership and Eligibility Requirements

www.toastmasters.org/SpeechContestEligibility

International Speech Contest Official Responsibilities and Guidelines

www.toastmasters.org/SpeechContestRoles

Speech Contest E-learning Module

www.toastmasters.org/tlc

Resources from Other Districts

District One

http://www.tmdistrictone.org/contestfiles.asp

District Twenty-five

http://www.d25toastmasters.org/resources/contest.htm

District Fifty-five

http://www.tmd55.org/contests.shtml

If you know of a source for good resources, let me know: D28LGET@d28toastmasters.org