

# Talent

*The publication of The International Platform Association*

POST  
CONVENTION  
ISSUE

Volume 90, No. 3

The Marketplace of the Platform

Fall 1983



Malcolm Forbes, Sr.  
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Forbes Magazine, Inc.



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Chairman and Chief Exec. Officer  
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Malcolm S. Forbes, Jr.  
Pres. and Chief Operating Officer  
Forbes Magazine Inc.

*Official news and guide for the program chairman,  
the platform speaker, and the audiences of the lecture world*

## ON THE COVER

With this issue of Talent Magazine, we celebrate the resurgence of public speaking by American businessmen and women. Pictured on the cover are International Platform Association award winning business speakers, quite possibly the best business speakers in the nation. More information on the subject of business speakers is included in "The Great Business Speakers" on page 13.

## Letters to the Director General

Dear Dan:

Just wanted to say how successful we felt G. Gordon Liddy's appearance was at the National Convention in August. He was delighted to appear and enjoyed himself thoroughly. We were extremely pleased by the positive response and have received numerous bookings as a result of his appearance.

Thanks for including our agency and Mr. Liddy in the convention.

Brian Winthrop,  
President, BWI

Dear Dan:

Thanks very much for your flattering letter of October 4th. I am pleased that the audience gave me passing marks . . . I've been getting very good feedback from that speech, both from people who were there and from people who read distributed copies of my remarks. So it clearly was an excellent speaking platform, and my thanks for being the host.

James D. Robinson III,  
Chairman - American Express Company

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## 1983 AUDIENCE POLL of CONVENTION SPEAKERS

The 152nd annual Washington DC convention of the International Platform Association (the marketplace of the lecture platform and the oldest bipartisan sounding board in our nation) featured one of the most brilliant convention programs put on anywhere in the United States in the last decade. It got heavy coverage from the TV, radio, and newspaper media and a universally enthusiastic response from our attending members. Among those attending were many famous speakers and IPA members in business and politics and in the professions whose names are household words. They came to have fun and to meet each other and to be part of one of the most interesting shows on the contemporary American scene.

In its capacity as the marketplace of the lecture platform and as a convenience for those who are looking for top flight speakers for their audiences, the IPA is printing in this magazine a listing of the names, addresses and telephone numbers of the speakers who appeared on the 1983 convention main program.

Each speaker was rated, for the convenience of those interested in speakers for their own home audiences, on a ballot with categories of "excellent," "above average," "average," "below average," and "poor." These ballots were marked by our IPA audience composed largely of persons of professional stature, program chairmen and officials and audience members of organizations all over our nation, that feature paid speakers before their organizations.

We have received hundreds of favorable reactions to our system of rating speakers and hope that if you are in a position to influence the choice of speakers this, one of our many contributions to audience satisfaction throughout the United States, will be as much help to you as it has been to many of our members in the past. The next time you are in on one of those discussions of "who would be a good speaker for this special function we are putting together," take this list and its predecessor lists from your files and let your associates see the real information out of the horse's mouth.

PLEASE SEE PAGES 4 THROUGH 18 for the 1983 CONVENTION AUDIENCE POLL RESULTS.

**Talent**  
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Fall 1983, Vol 90, No. 3

Dan Tyler Moore, Publisher and Editor-in-Chief; Advertising Sales Offices, IPA, 2564 Berkshire Road, (1-216-932-4945). Editorial Offices, IPA, 2564 Berkshire Road, Cleveland Hts., OH 44106 (1-216-932-4945). Form 3579, change of address should be mailed to: IPA 2564 Berkshire Road, Cleveland, Ohio 44106.

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# Director General's Report

*from Dan Tyler Moore*

Who were the best speakers among those who were invited to appear at the Marketplace of the Lecture Platform, the annual convention of the 152 year old official association of the program chairmen and speakers of the American platform world?

The speakers listed alphabetically on the following pages were selected in advance, with great care, to appear before the nation's most prestigious audience on the stage of the International Platform Association, at its Washington DC 1983 convention. They were chosen because of the interest of their subject matter, their reputation as speakers, and because of our constant effort to give equal time to both sides of every significant national and international issue.



Columnist and speaker extraordinaire Jack Anderson (left) (American Program Bureau) chats with Drew Pearson award winner Richard Henning of Foothill College and his wife, Paulette.

The rating for each speaker or performer on our IPA convention program was determined by polling the convention audience. The categories for rating were "excellent", "above average", "average", "below average", and "poor". The tabulated votes appear on the following pages, the percentage appearing being the sum of "excellent" and "above average" votes each speaker received. Inasmuch as our IPA audience is a sophisticated one that has heard a large percentage of the best speakers of the English speaking world, an audience which includes a large percentage of those who choose the speakers that



Top humorist Victor Borge (International Creative Management) the only two time winner of the Mark Twain Award for Humor.

appear before American audiences, a program chairman can have confidence that any speaker in the first column (rated between 70 and 100% is absolutely top flight and will be enthusiastically received by an average US audience, anywhere.

Among the most unique speakers on the main platform at the 1983 convention was William Doherty of Florida, who started on the bottom rung as a complete unknown, and was the winner of the 1983 IPA Speaking Ladder. His win automatically put him on the main convention program where he got a very high audience score. The same opportunity is available to any IPA member registered for the convention to demonstrate his or her talents to the top echelon of the lecture platform. A full account of



William F. Buckley, Jr. (Keppler Associates), author and columnist, receives the Ralph Waldo Emerson Award from IPA Director General Dan Tyler Moore.

the innovative speaking ladder is given in this issue by IPA Governor Bob Leiman.

We were sorry to miss James Kilpatrick in Washington. We received a letter from his assistant stating that he would not be able to attend the convention because of elective heart surgery. He is now recovered, his column seems to be even better than ever, and we look forward to his appearing at the 1984 convention to present the much sought after James Kilpatrick Award.



Journalist Sam Donaldson (Keppler Assoc.) accepts the Lowell Thomas Award for electronic journalism from IPA President Glenn Seaborg.

One of the unusual newcomers to the American lecture platform and to IPA membership is ex-King Rechad of Tunisia who made the debut of his professional speaking career before our IPA convention audience. King Rechad fascinated our members with tales of growing up surrounded by courtesans and royal intrigue, and was a highly rated speaker at the convention. He was picked up as a speaker by Potomac Speakers.

After the convention, this letter from Capt. Thomas Hudgens arrived at the IPA office, and will be of general interest to our members. "As I told you in Washington, I have taken over the Denver Executives' Club for Everette Peterson and we are having Grace Brame as our feature attraction at our opening dinner meeting of the season. I have been successful in lining up Judge Jim Mork, James Boren, Sharon Rouse, and Charles Schneider - all of whom I heard at the

Continued on Page 4



## Director General's Report

'83 IPA convention. I have also signed up former presidential candidate John Anderson and am negotiating with Dear Abby (Van Buren) and James D. Robinson (of American Express). So we have a good lineup for the season." Our best wishes to Capt. Hudgens on heading what has been referred to as the most distinguished dinner club of the American lecture platform. His brilliant predecessor, Dr. Everette Peterson, for whom our top program chairman of the year award is named, will be a tough and challenging act to follow.



MC of the IPA banquet, Dan Tyler Moore III chats with IPA board member Congressman Claude Pepper and singer Frank Loconto, who gave a musical tribute to Congressman Pepper.

Interspersed throughout this "convention issue" are articles and details and pictures concerning the 1983 convention. It was a unique conjunction of top V.I.P. speakers, programmers, and lecture agents found nowhere else in the country. Also in this issue are several articles that address the special problems business and corporate programmers and speakers have. The demand and need for business speakers and good program chairmen for corporations is growing and the industry, as yet, has not addressed these special needs.

We are already receiving registrations for the 1984 convention, and a registration form can be found in this magazine



Columnist for the Washington Times Diana McLellan (left) (Potomac Speakers) is greeted by the chairman of the Red Carpet Committee, Margaret Scott Kincannon.

on page 5. The convention dates for next year are Tuesday, July 31 through Saturday, August 4, 1983, so mark it on your calendar. Register now and not only save half the registration fee, but protect yourself against a possible rise in registration fees for the coming convention.

Looking forward to greeting you at the great convention of the year, I remain,

Sincerely yours,

*Dan T. Moore*

Dan T. Moore  
Board Chairman and Director General



Chairman of the Board of American Express, James Robinson (left) proudly displays his silver bowl with the presenter of the Forbes Award for the Best Business Speaker of the Year, Malcolm Forbes, Jr.



FBI Director William Webster (left) proudly accepts the Theodore Roosevelt award from Archibald Roosevelt, Jr.

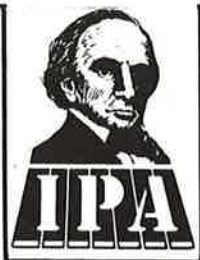


The Honorable James Beggs, director of NASA enlightened us on "NASA: Today and Tomorrow."

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>Bill Alexander</b> c/o BWI 2109 Broadway New York, NY 10023 (212) 496-9450 Humor Contestant			3A
<b>Jack Anderson</b> 50,000,000 readers a day c/o American Program Bureau, Inc. 850 Boylston Street Chestnut Hill, MA 02167 (800) 225-4575 "Washington Merry-Go-Round"	•		50
<b>The Honorable James M. Beggs</b> Director of NASA 400 Maryland Ave., SW Washington DC 20546 (202) 755-3929 "NASA: Today and Tomorrow"	•		23
<b>Harry Blackstone, Jr.</b> c/o David Belenzy Management PO Box 15428 San Diego, CA 92115 (619) 286-1794 The world's No. 1 magician	•		44
<b>The Honorable William F. Bolger</b> US Postmaster General 475 L'Enfant Plaza Rm. R10100 Washington DC 20260 (202) 245-5225 "The New Postal Service: Streamlined and in the Black"		•	22
<b>The Honorable Julian Bond</b> Georgia State Senator c/o American Program Bureau, Inc. 850 Boylston Street Chestnut Hill, MA 02167 (800) 225-4575 "What's Next?"	•		12
<b>James Boren</b> Humorous speaker with a message c/o Conference Speakers Inter- national 1055 Thomas Jefferson St. No. 300 Washington DC 20007 (202) 833-2344 "The Boren Doctrine - Fuzzify and Thrive"	•		41
<b>Victor Borge</b> Top Humorist c/o Int'l. Creative Management 40 West 57th St. New York, NY 10019 (212) 556-5647 Only Two Time Winner, Mark Twain Award	•		N/A
<b>James Bostain</b> c/o American Program Bureau, Inc. 850 Boylston Street Chestnut Hill, MA 02167 (800) 225-4575 Humor Contestant			41A



# International Platform Association

*A Non-Profit Organization*

(Founded by Daniel Webster & Josiah Holbrook in 1831 as The American Lyceum Association)

2564 Berkshire Road, Cleveland Heights, Ohio 44106 • (216) 932-0505



1984 Washington, D.C. Convention

Tuesday, July 31 through Saturday, August 4, 1984

**SEND IN YOUR IPA REGISTRATION N O W (Before January 16, 1984)  
AND SAVE O N E H A L F ON YOUR REGISTRATION FEE**

**YOU CAN ALWAYS GET YOUR REGISTRATION MONEY BACK IF YOU CHANGE YOUR MIND  
AND CANCEL YOUR REGISTRATION BEFORE JULY 23, 1984**

See Pre-Registration Fee  
Schedule Below

and mail check to:

Glenn Seaborg, President  
International Platform Association  
2564 Berkshire Road  
Cleveland Heights, Ohio 44106

**IMPORTANT:** Hundreds of non-members have mobbed our conventions in the past attempting to enjoy all the benefits without charge. We follow a strict rule that NO outsiders will be admitted to our meetings or even to the IPA area of the hotel. This applies to non-members including wives and husbands. Everyone must have a membership badge. We cannot blame outsiders for wanting to crash our gate but letting them in is not only unfair to our dues-paying members, but affects the intimacy of the association for which our meetings are famous. This summer, admission control will be tight. If you wish to pre-register friends of family to our convention, please print names and addresses below.

**PRINT OR TYPE  
ALL INFORMATION**

## *Registrations due by July 16, 1984*

CONVENTION PRE-REGISTRATION FEE	To Jan. 16, 1984	Jan. 17-July 23 1984	July 24-July 31, 1984
An IPA member in good standing	\$230.00	\$300.00	\$460.00
SPECIAL MARITAL REDUCTION IPA husband and wife, both members pre-registration AT THE SAME TIME	\$322.00	\$420.00	\$644.00
If a spouse is not an IPA member, he or she may be automatically admitted by payment of \$65.00 membership fee with the pre-registration. ONLY in this way can you pre-register together for the marital reduction.	\$387.00	\$485.00	\$709.00
Children of IPA members under 18 years old on parent pre-registration.	\$30.00	\$40.00	\$50.00
Banquet (per person) available only to those registered for IPA convention.	TO BE ANNOUNCED AT A LATER DATE		
Vouched for admission for a friend or family member may be admitted to IPA membership by payment of \$65.00 + Pre-registration.	\$295.00	\$365.00	\$525.00

My Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Vouched For Person \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Check Enclosed ☐

Charge to American Express ☐

Charge to Diner's Club ☐

Charge to Master Card ☐

Charge to VISA ☐

Account No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_



IPA Poetry Chairman Bruce Allen Brazo (left) presents radio personality Larry King (Potomac Speakers) with the IPA Drew Pearson Memorial Lecture Award.



A. Malachi Mixon III, President of Invacare Corp., presents the Invacare Award (for one who has risen above serious physical handicaps) to Governor George Wallace of Alabama.



Mezzo Soprano Grace Brame (Rachel Runnels, Inc.) enlivened our opening evening with her sprightly voice and entertaining songs.



His Excellency Israeli Ambassador to the US, Meir Rosenne enlightened our audience during a rare public appearance, to speak about his country's foreign policy.



Former Ambassador Enrique Tejera Paris of Venezuela accepts a special award for his contributions to North and South American friendship from IPA Board Chairman Dan Tyler Moore.



Julian Bond (American Program Bureau) shares a moment with the chairman of the author autographing committee, IPA governor Naomi Young Armstrong.



Modern-day troubadour Bill Schustik (Potomac Speakers) intrigued our audience with his wonderful folk-style rendition of the Star Spangled Banner and historical ballads.



Columnist and "Crossfire" TV host Patrick Buchanan (Wagner & Baroddy) received the Lowell Thomas Memorial Lecture Award.

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS	BETWEEN 50% & 70%	ABOVE 70%	CASSETTE NO.
<b>Grace Brame</b> c/o Rachel Runnels, Inc. 124 Clinton St. Park Ridge, IL 60068 (312) 692-7068 Mezzo Soprano	•		N/A
<b>Patrick J. Buchanan</b> TV show host: "Crossfire", syndicated columnist c/o Wagner & Baroddy 1100 17th St., NW Washington DC 20036 (202) 466-8225 Lowell Thomas Memorial Lecture Award Winner	•		8
<b>William F. Buckley, Jr.</b> Bestselling author, TV star c/o Keppler Associates, Inc. 1825 Eye St., NW, Suite 400 Washington DC 20006 (202) 429-2030 Ralph Waldo Emerson Award Winner	•		14
<b>Dr. Marvin Cetron</b> Pres., Forecasting, Int'l. c/o Washington Speakers Bureau 201 North Fairfax St., No. 11 Alexandria, VA 22314 (703) 684-0555 "Encounters With The Future"	•		33
<b>Cong. Barber Conable</b> 237 Cannon Bldg. Washington DC 20515 (202) 225-3615 James Kilpatrick Award Winner for most effective conservative voice		•	10A
<b>Jeanne Dixon</b> Predictor of the future c/o American Program Bureau 850 Boylston Street Chestnut Hill, MA 02167 (800) 225-4575 Intriguing look into the future	•		N/A
<b>William Doherty</b> 3232A Meridian North Palm Beach Gardens, FL 33410 (305) 627-5081 Speaking Ladder Winner "Education: Reason for Japan's Resurrection"	•		48 & 42
<b>Sam Donaldson</b> White House correspondent, TV star, Time cover personality c/o Keppler Associates, Inc. 1825 Eye St., NW, Suite 400 Washington DC 20006 (202) 429-2030 Lowell Thomas Electronic Journalism Award Winner	•		10
<b>Shirley Duncan</b> 4000 Massachusetts Ave., NW No. 1426 Washington DC 20016 (202) 686-0023 "From Hunza to the Khyber Pass"	•		47

# the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

## 1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS

	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>Malcolm S. Forbes, Jr.</b> President & Chief Operating Officer Forbes Magazine 60 Fifth Avenue New York, NY 10011 (212) 620-2282 Presentor, Forbes Award	•		31
<b>The Rev. Dr. James D. Ford</b> Chaplain, US House of Representatives Washington DC 20515 (202) 225-2509 Invocation			INVOCATION
<b>Friedhoffer</b> c/o BWI 2109 Broadway - Suite 3144 New York, NY 10023 (212) 496-9450 "The Mad Man of Magic"	•		18
<b>Joe Glazer</b> 7307 Pomander Lane Chevy Chase, MD 20015 (301) 652-0393 "Songs for the Eighties - Political and Social Satire"	•		45
<b>Richard Gookin</b> Associate Chief of Protocol Office of Protocol, R 1238 Department of State Washington, DC 20520 (202) 632-7984 "Protocol Problems Solved"			NOT RATED
<b>The Rev. Dr. Richard C. Halverson</b> Chaplain, US Senate Washington DC 20510 (202) 224-2510 Invocation			INVOCATION
<b>Richard Henning</b> Dean of Community Services Foothill College 12345 El Monte Road Los Altos Hills, CA 94022 (415) 948-8590 Drew Pearson Award for best college program	•		40
<b>Seymour M. Hersh</b> Best selling author, winner IPA Investigative Journalism Award 1199 National Press Bldg. Washington DC 20045 (202) 783-4260 "The Price of Power"	•		41
<b>James J. Kilpatrick</b> c/o Washington Speakers Bureau 201 N. Fairfax St., No. 11 Alexandria, VA 22314 (703) 684-0555 Dean of conservative syndicated columnists, and TV star			NOT RATED



Backstage, IPA Vice President Anna Blair Miller (left) speaks with Eleanor Smeal (Program Corp. of America) former President of the National Organization for Women.



The Amazing Randi (right) (Fifi Osgood and Assoc.) receives the Harry Blackstone Award for Top Magician of the Year from the world's greatest magician himself, Harry Blackstone, Jr.



The Rev. Dr. James Ford gave us an inspiring invocation at our IPA banquet, Saturday evening.



US Postmaster General, The Honorable William Bolger (left) is greeted by IPA governor Bob Leiman.

# the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

## 1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS

	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>Larry King</b> America's late night radio host c/o Potomac Speakers Inc. 3001 Veazey Terrace, NW No. 1625 Washington DC 20008 (202) 362-0005 Drew Pearson Memorial Lecture Award Winner	•		11
<b>Robert Leiman</b> Parliamentary Law 3030 S. Harrison St. Ft. Wayne, IN 46807 (210) 745-2480 Robert Leiman Award Winner For Popularizing Parliamentary Law	•		19 / 20
<b>Allan J. Lichtman</b> Dept. of History The American University 4400 Massachusetts Ave., NW Washington DC 20016 (202) 686-2401 "Thirteen Keys to the Presidency, How to Predict the Next Election"	•		28
<b>G. Gordon Liddy</b> Best-selling author c/o BWI 2109 Broadway, Suite 3144 New York, NY 10023 (212) 496-9450 "Government: Public Perception vs. Reality"	•		1
<b>Dr. Arthur Liebman</b> <b>Joyce Ann Liebman</b> 18 Meadow Lane Roslyn Heights, NY 11577 (516) 621-6008 "An Evening with Sherlock Holmes"	•		25
<b>James S. Lipscomb</b> Executive Director The George Gund Foundation One Erieview Plaza Cleveland, OH 44114 (216) 241-3114 "Myth & Reality in the Middle East"	•		27
<b>Frank X. Loconto</b> Loconto Productions 7766 NW 44th St. Sunrise, FL 33321 (305) 741-7766 Tribute to Claude Pepper in song	•		40
<b>Davey Marlin-Jones</b> Movie and drama critic-WDBN-TV 3205 Adams Mill Rd., NW Washington DC 20010 (202) 364-3900 "Theatre Alive"			NOT RATED





Never missing a chance to make people laugh, Victor Borge clowned around behind the scenes, showing why he is the only two time winner of the Mark Twain Award for Humor.



IPA staff members Jean Stenzel (left) and Ann Allen (right) greet America's top consumer advocate, Ralph Nader (American Program Bureau).



Best-selling author Seymour Hersh discussed his views on Henry Kissinger and the "Price of Power."



Hostess of the Evening Rendezvous, Millie Deutsch, presents the 1983 Award to the winner of the IPA Humor Contest, Gene Perret (Keppler Associates), comedy writer for Bob Hope, Carol Burnett and Phyllis Diller.



General Albert Kuhfeld (right) introduces William Rusher (American Program Bureau), editor of the National Review, who spoke on Central American politics.



King Rechad of Tunisia (Potomac Speakers), a charming newcomer to the lecture circuit, and his fiancée Caroline McKenzie backstage before his presentation.



John McLaughlin, former aide to President Nixon, spoke on the impact of foreign affairs on the American economy, from his own unique perspective.



The grand winner of the first IPA Speaking Ladder, William Doherty of Florida (left), accepts his well-earned prize from coordinator Bob Leiman.

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>John McLaughlin</b> Former Nixon aide 1725 K St., NW, Suite 1103 Washington DC 20006 (202) 457-0870 "The Impact of Domestic and Foreign Issues on American Capitalism"	•		46
<b>Diana McLellan</b> Washington Times columnist c/o Potomac Speakers, Inc. 3001 Veazey Terrace NW No. 1625 Washington DC 20008 "Ear on Washington"		•	26
<b>Judge Jim Mork</b> R. D. 2 Blooming Prairie, MN 55917 (507) 373-3112 "The Insanity Defense, Justice on Trial"	•		17
<b>Ralph Nader</b> No. 1 consumer advocate c/o American Program Bureau, Inc. 850 Boylston St. Chestnut Hill, MA 02167 (800) 225-4575 "The Meaning of Buckminster Fuller"			2
<b>P.J. O'Rourke</b> c/o Greater Talent Network 403 East 58th St. New York, NY 10022 (212) 644-6677 Humor Contestant		•	33A
<b>Cong. Claude Pepper</b> House of Representatives 2239 Rayburn Office Building Washington, DC 20515 (202) 225-3931 Champion of the Elderly	•		40
<b>Gene Perret</b> c/o Keppler Associates, Inc. 1825 Eye St., Suite 400 Washington, DC 20006 (202) 429-2030 Winner, "1983 Top Discovery in the Field of Humor" Award	•		18A & 48A
<b>The Amazing Randi</b> c/o Fifi Oscar & Associates 19 West 44th St. New York, NY 10036 (212) 764-1100 Blackstone Top Magician Award Winner	•		44
<b>H.M. King Rechad of Tunisia</b> c/o Potomac Speakers, Inc. 3001 Veazey Terrace, NW No. 1625 Washington, DC 20008 (202) 362-0005 "The Role of a Constitutional Monarchy in the 20th Century"	•		37





Dr. Marvin Cetron, (Washington Speaker's Bureau) gave us a glimpse into the next century with his presentation "Encounters with the Future".



IPA Governor Tim Letchworth (left) speaks with best-selling author Gordon Liddy (BWI).



"Fuzzify and thrive" is the advice from humorist James Boren (Conference Speakers Int'l), a very funny speaker who greatly entertained our banquet attendees.



Spinto soprano Sharon Rouse entertained at our banquet.



Mark Shields (Conference Speakers Int'l) political analyst and columnist, let us in on "Inside Washington: Politics and the Press, 1984."



Panelists for Behind-the-Scenes in Social Washington (from left to right) Susan Watters (fashion), Phyllis Richman (menus), Sondra Gotlieb (diplomatic) Carolyn Deaver (administration), and Lynne Cheney (congressional). (Wagner & Barody).



Maria Downs, moderator for the "Behind the Scenes" panelists (Wagner & Barody).



Representative Barber Conable (NY) received the James Kilpatrick Award for the most effective conservative voice in the nation.

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

### 1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS

	70% ABOVE	BETWEEN 50% & 70%	CASSETTE NO.
<b>Henry Robert, III</b> 53 Southgate Avenue Annapolis, MD 21401 (301) 263-2112 Parliamentary expert - of Roberts Rules of Order	•		19 / 20
<b>James D. Robinson, III</b> Chairman of the Board American Express Co. American Express Plaza New York, NY 10004 (212) 323-2000 Forbes Award Winner "Great Decisions"	•		31
<b>His Excellency Ambassador Meir Rosenne</b> Embassy of Israel 3514 International Drive, NW Washington DC 20008 (202) 364-5500 Ambassador from Israel	•		28A
<b>Sharon Rouse</b> 619 Norwood St. Spartanburg, SC 29302 (803) 582-4184 Spinto Soprano	•		40
<b>William Rusher</b> Editor, National Review c/o American Program Bureau 850 Boylston Street Chestnut Hill, MA 02167 (800) 225-4575 "Some Plain Truths about Central America"	•		3
<b>Bill Schustik</b> c/o Potomac Speakers, Inc. 3001 Veazey Terrace, NW No. 1625 Washington DC 20008 (202) 362-0005 American Troubador	•		1 & 3A
<b>Nobel Laureate Glenn T. Seaborg</b> Lawrence Berkeley Laboratory University of California Berkeley, CA 94720 (415) 486-5661 "Kennedy, Khrushchev, and the Test Ban"	•		21 & 41
<b>Mark Shields</b> Syndicated columnist and political analyst c/o Conference Speakers Int'l. 1055 Thomas Jefferson St., Suite 300 Washington DC 20007 (202) 833-2344 "Inside Washington: Politics and the Press, 1984"	•		24
<b>Thomas P. Slavens</b> Professor of Library Science, U. of Michigan 3041 Rumsey Drive Ann Arbor, MI 48105 (313) 763-2284 "How to Find Your Famous Ancestors"	•		43

IPA Member  
**Emma Collins Brannon**  
 B.S., M. A.  
 EDUCATOR, ESSAYEST, POET



Inspirational, thought-provoking,  
 humorous, conveying profound love  
 for God and country

**WAYSIDE BLOSSOMS**

preface by Douglas L. Laird, Th.D.

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 J.R. & ECB Scholarship Fund.



Prophetess Jeane Dixon (American Program Bureau) goes over some last minute details with IPA staff member Rita Price.



James Lipscomb, Executive Director of the George Gund Foundation gave us insights into the Middle East.



Humor award contestant Jim Bostain (American Program Bureau), make a point during his presentation, "Communication, Everybody Talks About It, But..."



Richard Oberlin, Director of the Cleveland Playhouse, accepts a special IPA award for the nation's oldest residential theatre from Jean Schaeffer, Chairman of the IPA theatre group.

# the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>Eleanor Smeal</b> Former President of N.O.W. c/o Program Corporation of America 595 West Hartsdale Ave. White Plains, NY 10607 (914) 428-5840 "The Gender Gap - Women in Politics"			49
<b>Terry Sullivan</b> Ass't. State Prosecutor - Cook Cnty., Illinois c/o The Wayne Smith Co. 600 Water Street SW No. 201 Washington DC 20024 (202) 484-5620 "Society at Risk"	•		35
<b>Amb. Enrique Tejera Paris</b> Former Ambassador from Venezuela Apartado 31 Caracas, Venezuela IPA Special Award Winner	•		38
<b>Governor George C. Wallace</b> Capitol Building Montgomery, AL 36130 (205) 832-6515 Invacare Award Winner		•	16
<b>Washington's 3 Party System: Behind the Scenes in Social Washington"</b> c/o Wagner & Baroody 1100 17th St., NW Washington DC 20036 (202) 466-8225 -Maria Downs, Moderator -Lynne Cheney, Congressional -Carolyn Deaver, Administration -Sondra Gotlieb, Diplomatic -Phyllis Richman, Food Ed., Washington Post -Susan Watters, Women's Wear Daily A panel discussing the ins and outs of social Washington		•	5



Terry Sullivan (The Wayne Smith Company), assistant state prosecutor - Cook County, IL, explained how our society is "at risk."



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## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS CELEBRITY SPEAKERS	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>William H. Webster, Director</b> Federal Bureau of Investigation United States Department of Justice Washington DC 20535 (202) 324-3000 Theodore Roosevelt Award Winner	•		7
<b>David Wise</b> Author and journalist c/o Conference Speakers, Int'l. 1055 Thomas Jefferson Street Suite 300 Washington DC 20007 (202) 833-2344 "CIA: The Invisible Government Under Ronald Reagan"		•	32
<b>Bernie Yoh</b> Communications director for Accuracy in the Media c/o Conference Speakers Int'l. 1055 Thomas Jefferson Street Suite 300 Washington DC 20007 (202) 833-2344 "A Chinese Revolutionary's View of America"	•		15

## Loren Jenkins

- *Pulitzer Prize Winner, 1983, for international reporting*
- *Overseas Press Club Award, 1976, for the best foreign reporting*
- *Foreign correspondent for THE WASHINGTON POST reporting from Lebanon and Central America*
- *Speaks on Reagan's foreign policy in the Middle East and Central America*



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Joe Glazer amused our audience with his songs for the 80's, a series of musical political and social satires.



Professor Allan J. Lichtman (left) who told us how we can predict the outcome of the next presidential race stops for the camera with Judge Jim Mork, (r) who spoke on the insanity defense in America.

# New Member Spotlight For Summer 83 Talent

The New Member Spotlight is a feature in Talent Magazine that lists some of the prestigious, successful, and fascinating people who have joined the International Platform Association in recent months. We are delighted with every new member, and wish we had the space to print everyone's name. Unfortunately, our limited space forces us to choose a handful of the hundreds of unique and intriguing people who join our organization every year. Below, you'll find just a small sample of the tremendous variety of occupations, interests, cultures and achievements that our members represent, and have attained. We feel you are looking at part of the most distinguished roster in our nation.

Col. James Irwin, astronaut (Apollo 15), author, Colorado Springs. Pierre Crabbé, Sec. General International Organization for Chemical Service Development - UNESCO, Paris, France. Phyllis George Brown, First Lady of Kentucky, Sports-caster, Frankfort, KY. Walter Boyne, Director National Air and Space Museum, Alexandria, VA. Sarah McClendon, journalist, Washington, DC. Moorhead Kennedy, Jr., Exec. Dir. Council for International Understanding, NYC. Larry Pressler, U.S. Senator, South Dakota. Ernest Hollings, U.S. Senator, South Carolina. Mihajlo Mihajlov, Yugoslav author and human rights administrator. Jessica Savitch, Newscaster, NYC. (Just as we went to press, the sad news of her death in an automobile accident came in). John Denver, entertainer, Aspen, CO. Francis Dole, Publisher, Los Angeles Herald Examiner, CA. Patricia Ann Forkan, Vice-President, The Humane Society of the US, Potomac, MD. Thomas Boyatt, Ambassador (Upper Volta, Africa), Alexandria, VA. Harry Carey, Jr., actor, writer, Sherman Oaks, CA. Patricia McFate, President, The American-Scandinavian Foundation, NYC. Bob Agee, President, Oklahoma Baptist University, Shawnee, OK. John Patrick, Pulitzer Prize winning playwright, St. Thomas, Virgin Islands. Robert Charles Bishop, Director, Museum of American Folk Art, NYC. William Como, Editor-in-Chief, Dance Magazine, NYC. Ford Philpot, TV host, evangelist, Lexington, KY. Isaac Rottenberg, Ex. Dir. National Christian Leadership Conference for Israel. Carolyn Warner, State Superintendent of Public Instruction, Phoenix, AZ. Bill Atchley, President, Clemson, University, SC. Betty Hollander, Chairman, Omega Engineering, Stamford, CT. William Cargo, US foreign service - ambassador (ret.) Arlington, VA. Charles Crawford, VP Gallo Winery, Modesto, CA. Vernon Mangold, President, Kohol Systems, Inc. (robotics), Dayton, OH. Kenneth Hill, Mg. Dir. International Federation of Advertising Agencies, Sarasota, FL. Ursel Dougherty, Manager, Public Information Eaton Corp., Cleveland, OH. Robert Talkington, State Senator, Iola, KS. Alan Schwarzwald, State Senator, Columbus, OH. Millie Prince, President, Prince Valve, Inc., Norman, OK. Mark Ebersole, President of Elizabeth College, Elizabethtown, PA.

Rexford Resler, Exec. VP, The American Forestry Assn., Springfield, VA. Jane Claypool Miner, author, Pittsfield, MA. Homer Adams, President, Trevecca-Nazarene College, Nashville, TN. O.A. Battista, CEO, Research Services Corp., Ft. Worth, TX. Russell Berrie, President, Russ Berrie & Co. (toy manufacturers), Oakland, NJ. Henry Bruinsman, Dean Emeritus San Jose University, Lake Oswego, OR. Roxanne Bell, President manufacturing firm, Burlington, NC. John Light, President, Nelsonville, Ohio Hocking Technical College. Tony Cunha, Dean Emeritus California State Polytechnic U., LaVerne, CA. Douglas Edwards, CBS news correspondent, New Canaan, CT. Houston Cole, President emeritus Jacksonville State University, AL. J.F. Coates, president J.F. Coats, Inc., Washington, DC. Karen Fruhmenn, Dir., Laboratory, Kessler Inst., West Orange, NJ. F.G. (Moe) Cavin, President, First America Corporation, Nashville, TN.

In addition to those above, some of those who have also joined in recent months include these professions: psychologist, financier, lawyer, entertainer, auditor, economist, real estate broker, chemist, farmer, linguist, mathematician, librarian, health care administrator, psychiatric social worker, minister, CPA, writer, and the list goes on and on!

For every dozen occupations you've heard of, there's one or two that are somewhat rare, and unusual. This issue, we thought we'd start sharing some of the more unique positions that some of our members hold: Florence Hutchison, Jacksonville, IL, genealogical, heraldic and vexillological historian. Gerhard Bienek, Salt Lake City, UT, ecological parasitologist. Robert Wallar, Bellevue, WA, Native American land claims consultant. Harry Wendelstedt, Ormond Beach, FL, major league umpire (National Baseball League). Lillian Imperi, Bellflower, CA, forensic phychiatrist. Mary Kay Frost, Detroit, MI, polysomnographer (sleep disorders). E. Wayne Hage, Tonopah, NV, cattle and horse rancher. Blake Clark, Bethesda MD, roving editor for Reader's Digest (ret.). Frederick Fisher, San Diego, CA, oceanographer. Marianne Bushbaum, Eden Prairie, MN, Director - Parkview Pain Clinic.

## SECRET BALLOT

A peasant in a small Russian village went to the polls on elction day and was give a sealed envelope and told to drop it in the ballot box. He began tearing open the envelope and the Soviet official shouted "What do you think you are doing?"

The peasant said he wanted to see for whom he was voting. "Are you crazy?" exclaimed the official. "This is a secret ballot."



# THE GREAT BUSINESS SPEAKERS - THE PRIZE WINNERS

*Shades of Chauncey Depew*

The first wave of the great invasion of top echelon business speakers has arrived, and is in action. It is an invasion that may change the public's attitude toward American business, and is a throwback to the greatest business speaker of them all, Chauncey Depew, Board Chairman of the New York Central Railroad in the early days of the century. He spoke first from this position, then as a U.S. Senator, and for years was the greatest spokesman business ever had in this country.

Chauncey Depew once explained his audience appeal by saying "in order to keep the minds of your audience from wandering there should be little oases of humor for them to rest on." When the pneumatic mail tube was opened between the Grand Central Station and Wall Street, he was on hand with the governor the mayor and a coterie of dignitaries to receive and open the first canister that arrived. Some joker at the Grand Central end had put a huge tomcat into the canister and after its blinding, spinning, supersonic ride down the length of Manhattan Island, the frantic cat flew out of the canister and fastened himself to the vest of the flabbergasted Chauncey Depew. He did not fail his audience. Struggling madly to rid himself of the frenzied cat he shouted, "Some God damned idiot has let the cat out of the bag."

There have always been top businessmen, like Fred Crawford, former Chairman of the Board of Thompson Ramo Woolridge, and Board Chairman E. Mandell DeWindt of Eaton Corporation, who have recognized the power of the spoken word, and stories of verbal gambits from top business level are rife. Oft mentioned is the time Harris Kreech, President of the Cleveland Trust Company, climbed up on a desk, and faced a crowd of depositors who stormed in during the 1934 bank crisis to withdraw their funds from his bank. Although Kreech was never active as a speaker, the effect of a few eloquent words dispersed the run and saved his bank.

Fred Crawford is alleged to have once stopped a strike in his factory by addressing the workers over the public address system. A former chairman of AT&T, when faced with a gadfly woman stockholder who asked him at the annual meeting how much AT&T gave to charity, answered, "ten million dollars."

The woman shouted back, "I think I'm going to faint." The chairman looked at her solicitously. "It would be helpful," he said.

"Motor Charlie" Wilson, President of General Motors, brought extemporaneous speaking by top businessmen to a jarring halt by his statement (while a member of President Eisenhower's cabinet), "What's good for General Motors is good for the country." The resulting uproar became even louder when he continued his malapropisms in public. On one occasion, in a speech on organized labor, he stated that he preferred "working dogs" to "lap dogs."

Appalled by the side effects of Wilson's foot-in-mouth statements when amplified by the media, there came a period when few top businessmen would speak publicly at all. Those who did speak read speeches carefully screened in advance, and even then gave them only before friendly audiences like chambers of commerce and business conventions.

This abdication of the lecture platform to the opposition has seriously damaged

American business. Business leaders, afraid to appear on a Round Table discussion before an audience with someone like Ralph Nader, would send a lower echelon company representative, not appreciating the fact that Nader, having a famous name, would get most of the attention and publicity. The next morning, Nader would probably appear on the Today Show to repeat his remarks to fifty million people while his unknown, third echelon corporate opponent slunk home completely ignored. Those years when only the adverse side of business was presented to the audiences of the American lecture platform have cost business billions of dollars.

Now, due in large part to a campaign on the part of the International Platform Association to be sure that business has "equal time" on the lecture platform, business appears to have wakened up to realize that in a democracy, the real rulers, the voters, can destroy anything they wish, as illustrated recently in

Continued on Page 22

## Billy Mills

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# THE NEW IPA CONVENTION SPEAKING LADDER WINNERS

by Robert Leiman

The 1983 International Platform Association's new "Speaking Ladder" at the 152nd annual convention in Washington DC has turned out to be one of our greatest innovations in recent years. Its roots from past conventions include many years of previews; the Hal Holbrook Showcase, the two-minute Mini-showcase and the 7-Minute Professional Showcases.

This year 52 people ranging from beginning amateurs to professional speakers participated in the first and lowest rung of the Speaking Ladder before the early IPA audience. They were judged by three experienced speakers, with most of their evaluations returned to each speaker. Eight winners joined six pre-selected participants in ascending to the second rung of the Ladder for the semi-finals.

The second rung of the IPA Speaking Ladder, the two-minute Mini-showcase, was structured to afford an opportunity for speakers to perform on the platform. It was used as an educational workshop with professional speech teachers or program bureau officers publicly evaluating each speaker so members in the audience could benefit from the knowledge of these experts. Four speakers were selected to move up to the third rung of the ladder. Judging on this level was by an audience poll with ballots offering the options "excellent," "above average," "average," "below average," and "poor."

The third rung, the 7-Minute showcase, included ten preselected professional speakers and four others who had worked their way up from the two minute Showcase. These members spoke in prime time on the main convention platform. Judging was done by the above mentioned audience polls, the same polls used for the main program speakers.

Congratulations go to William Doherty of Palm Beach Gardens, Florida, our winner of the first IPA Speaking Ladder with a rating of 91% "excellent" and "above average," one of the highest rated speakers on this year's program. His speech was on education. First runner-up in the Ladder was Minerva Braden-Black from Houston, Texas, and the second runner-up was Sue Beard from Indianapolis. This was Sue's first time at an IPA Convention.

We sincerely thank all the speakers, the judges, and the audience who made

this new event, though a diamond in the rough, such an outstanding success. We are considering several innovations for next year.

We wish you many great speeches in the future and a happy and prosperous year. Next year's convention is July 31 through August 4. We are already accepting applicants for next year's Speaking Ladder. If you would like a chance to shoot for the main program at the 1984 IPA Convention, please send a letter asking for more information to: Ann Allen, International Platform Association, 2564 Berkshire Road, Cleveland Heights, Ohio 44106.

*Below are photographs of those speakers who appeared on the last competitive rung of the speaking ladder, the Seven Minute Showcase. In each case, the title of the presentation is given after the speaker's name (Not pictured Marie Shepherd, "American Women - Historical and Hysterical.")*



Chairman and co-ordinator of the Speaking Ladder, IPA Governor Bob Leiman.



Beatrice Sparks, "Everything's Driving Me Crazy."



Neal Peirce, "An American Odyssey: Inside 50 States Today."



Lois Fahs Timmins Ed.D., "Your Human Emotions and How to Cope with Them."



John Creighton, "Helping Audiences Remember."



Fred Lemberg, "America . . . Still a Land of Opportunity."

# IPA SPEAKING LADDER WINNERS



Rhoda Daum, "Conflict for Women in the 80's: Too Many Choices."



Sue Beard, "Write Your Own Script."



Capt. Thomas A. Hudgens, "World Peace Through World Law."



Dr. Robert Fuson, "The Bilingual American: Become One in Seven Minutes."



Col. Minerva Braden Black, "After the Company Dinner."



Darrell Randall, "World Human Needs, Interdependence and Survival."



W.T. Toney, Jr., "Penalize the Employers of Illegal Aliens."

## THE IPA MOURNS THE LOSS OF CHARLES TAFT

IPA members are mourning the death of Charles Taft, a long time member of our Board of Governors and one of the great speakers of the past generation. The son of President Howard Taft, who was also an IPA member, Charles Taft invented the proportional representation system which has been widely adopted throughout the world. He was a past mayor of Cincinnati, and one of the founders of the American Council of Churches.



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World traveler Shirley Duncan, during her slide show "From Hunza to the Khyber Pass."



Bernie Yoh (Conference Speakers Int'l), Communications Director for Accuracy in Media presented a "Chinese Revolutionary's View of America."



Everyone has famous ancestors, and Thomas Slavens of the University of Michigan explained how to find them.



The Mad Man of Magic, Friedhoffer (BW1) startled our audience with magic and fun.

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS 7-MINUTE SPEAKERS SHOWCASE	ABOVE 70%	BETWEEN 50% & 70%	CASSETTE NO.
<b>Sue Beard</b> 7222 Brompton Court Indianapolis, IN 46250 (317) 842-3828 "Write Your Own Script"	•		42
<b>Col Minerva Braden-Black</b> 2812 Nottingham Blvd. Houston, TX 77005 (713) 668-6303 "After the Company Dinner"	•		35
<b>John H. Creighton</b> 114 Forrest Way Camillus, NY 13031 (315) 471-5804 "Helping Audiences Remember"	•		6
<b>Rhoda F. Daum</b> 26 Dogwood Drive Danbury, CT 05810 (203) 748-5017 "Conflict for Women in the 80's: Too Many Choices"			6
<b>Dr. Robert H. Fuson</b> 7910 Citrus Drive Tampa, FL 33617 (813) 974-2386 "The Bilingual American: Become One in Seven Minutes"		•	42
<b>Capt. Thomas A. Hudgens</b> 43 Sunset Drive Englewood, CO 80110 (303) 789-9974 "World Peace Through World Law"	•		42
<b>Fred Lemberg</b> 12121 Northwest Frwy, No. 366 Houston, TX 77092 (713) 937-0184 "America...Still a Land of Oppor- tunity!"		•	42
<b>Neal R. Peirce</b> c/o Peabody Communications 1612 "K" St., NW Washington DC 20006 (202) 833-3700 "An American Odyssey: Inside 50 States Today"		•	30



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author

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Humor Award Contestant, P.J. O'Rourke (Greater Talent Network).



# "ALL THINGS CONSIDERED"

We thought you, our members, would enjoy reading this transcript of a radio program called "All Things Considered", with host Noah Adams and reporter Tom Noyes. This program was broadcast over the National Public Radio network on August 9, 1983, and we thank them for giving us permission to share this delightful piece with you.

**NOAH ADAMS:** Every summer in Washington, for a week, a meeting of the International Platform Association. Speakers gather here to compete, to learn from each other's style and to try out their acts in front of booking agents and program committee heads from around the country. Nearly 900 people went to this year's meeting, including our own Tom Noyes, who, on a sweltering August day, found there's more to these speakers than just hot air.

**FEMALE SPEAKER NO. 1:** You have more power to change your own life than you have ever dreamed.

**FEMALE SPEAKER NO. 2:** It's not easy for men or women, parents or children, to deal with the women of the 80's. We are the women of the 80's, and God help us all. (APPLAUSE)

**MALE SPEAKER:** Hasn't this been a great convention so far? Great speakers? You know, we've got four more days of this. (LAUGHTER)

**TOM NOYES:** The sound you've just heard is that of the human animal in agony. No screams, no moans, just a pounding heart, a dry mouth and an unsteady pair of knees. It has been said by those who claim to know that public speaking is the most terrifying human activity this side of armed combat.

So why did a group of seemingly rational people from all over the country fork over \$55 for membership in the IPA, plus a \$245 convention fee, plus transportation, food and lodging for five days to assemble in Washington in August for the privilege of a few moments of terror?

It's just possible that the knowledge that the lecture circuit can provide a quarter million or so in annual income might have something to do with it. So the rookies flock to the tryout camp to test their nerves and to rub shoulders with some lecture 'biz biggies. They're on hand to present and to receive the dozen or so awards the IPA hands out every year. And there's always the possibility of picking up a few pointers from

such superstars as Ralph Nader, muck-raker Jack Anderson and self-acknowledged authority William Buckley.

**WILLIAM BUCKLEY:** I don't deny for a moment that my thoughts are immortal. Whether my words are, I doubt very much that history will sit still for that. But the trouble, of course, is that when you know all of the answers, which I do -- (LAUGHTER)

**SAM DONALDSON:** In 1964, I covered my first presidential campaign. I was assigned to Barry Goldwater. In 1968, Gene McCarthy was my assignment. In 1972, I covered the last campaign of Hubert Humphrey in the primaries. In '80, I covered Jimmy Carter, a landslide defeat. Now, will Ronald Reagan win in '84? Not on your life!

**NOYES:** Buckley, Donaldson and the other platform heavyweights owe their second careers as public speakers and their auxiliary incomes to Daniel Webster. In 1836, Webster, a man who valued the power of the spoken word and the power of the dollar, formed the American Lyceum Association, the direct ancestor of today's International Platform Association. Dan Tyler Moore, director general of the IPA, says the first person to speak for a fee in the United States was Ralph Waldo Emerson.

**DAN TYLER MOORE (IPA DIRECTOR GENERAL):** His fee was \$5.00, plus oats for his horse.

**NOYES:** The fees have gone up a little bit since then.

**MOORE:** They have gone up astronomically. For example, Kissinger will get \$20,000, \$18,000 to \$20,000 plus expenses for a one-hour speech. Dear Abby and Ann Landers will get \$7,500 apiece. Art Buchwald will get \$10,000, and every time he makes a speech, the first thing he asks the people is, give me some good stories that I can use in my column. (LAUGHTER)

**NOYES:** The five-day IPA convention was not just a forum for economists, pundits and politicians. There was some outright frivolity -- an all-male leg show, for instance, with prizes for the hairiest legs, the most athletic, the sexiest, and so forth. Altogether, more than 80 speakers touting their wares in the full spectrum of oratorical styles, from one minute competitions to a stem-winding recitation of James Weldon Johnson's "God's Trombones" by Fanny Carroll Brown of New Orleans.

**FANNY CARROLL BROWN:** In

## AN ERA PASSES WITH THE DEATH OF BENJAMIN FRANKLIN

IPA members were saddened to hear of the death of C. Benjamin Franklin of Topeka, Kansas, one of the great personalities and innovators of the American lecture world. Mr. Franklin, for many years a governor of the International Platform Association, had also been owner and president of the Associated Clubs since 1936. He was president of Associated Chautauquas from 1919 to 1932. He was also organizer and past president of the Knife and Fork Club International.

An early graduate of the Harvard Business School, Franklin was influential in introducing order and sound business practices to the American lecture platform. For his many contributions to the lecture platform he was one of the platform's all time "greats".

the beginning was the word. Amen. And the word, well, was with God. (HUMS) And the word was God. Amen. And God said --

**NOYES:** So now we know what speakers do when they get together for fun and relaxation: they speak to one another. Then the stars go home with their trophies and perhaps a few more bookings, and the neophytes go home to dream their dreams of future fame and riches in the big time. For National Public Radio, this is Tom Noyes.

Well, let's see now, a short speech -- no problem there. And booking every two weeks, 26 times \$1,000, maybe \$2,000. If John McLaughlin can do it -- let's see. Ladies and gentlemen, unaccustomed as I am to public speaking...

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## QUEEN OF THE PLATFORM Dr. Cleo Dawson, Ph.D. Lecturer, Psychologist, Writer



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One of IPA's most colorful members. Author of the Best Seller: "She Came to the Valley," an exciting novel that takes you through the western plains into the lush garden paradise of the Lower Valley of the Rio Grande. The movie based on the book is now being distributed all over the U.S., Australia and Europe.

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David Wise (Conference Speakers Int'l), spoke on the "CIA: the Invisible Government under Ronald Reagan."



Dr. Arthur and Joyce Ann Liebman, in costume for their multi media presentation "An Evening with Sherlock Holmes."

## the MARKETPLACE of the PLATFORM

Percentage of the votes each person received which were marked "Excellent" plus votes marked "Above Average."

1983 CONVENTION AUDIENCE POLL RESULTS 7-MINUTE SPEAKERS SHOWCASE	CASSETTE NO.	70% ABOVE BETWEEN 50% & 70%
<b>Darrell D. Randall</b> 3211 45th St., NW Washington DC 20016 (202) 362-4629 "World Human Needs, Interdependence and Survival"	42	
<b>Marie Shepherd</b> 205-C Madison Lane Jamesburg, NJ 08831 (609) 655-4474 "American Women-Historical & Hysterical"	25	•
<b>Beatrice M. Sparks</b> 174 West 4750 North Provo, UT 84601 (801) 225-5559 "Everything's Driving Me Crazy"	42	•
<b>Lois Fahs Timmins, Ed.D.</b> 6145 Anita Street Dallas, TX 75214 "Your Human Emotions and How to Cope With Them"	30	
<b>W. T. Toney, Jr. (Bill)</b> PO Box 6213 Nacogdoches, TX 75962 (409) 564-9241 "Penalize the Employers of Illegal Aliens"	35	



## IPA THEATRE WORKSHOP



A big thanks to everyone who participated in the 1983 IPA Theatre Workshop programs during the annual convention. Much excitement prevailed for all the activities including the Punch and Munch Party, and the Theatre and Poetry Time, and especially the All Male Leg Parade. The International Fashion Show and the make-up session created so much attention, plans are being made to have a repeat performance.

The first annual Hal Holbrook Theatre Award was presented to the Cleveland Playhouse of Cleveland, Ohio for being the oldest resident professional theatre in the United States. Richard Oberlin, the Playhouse Director, accepted the award which was an engraved silver bowl inscribing that "this theatre has pioneered many of the developments in this important area." Hal Holbrook, best known for portraying Mark Twain, is a native of Cleveland and serves on the Board of Governors of the IPA.

Nominations are in order for the second annual theatre presentation in 1984. Anyone wishing to submit a name of a specific theatre, or an outstanding performer of long standing, please write to one of the co-chairmen of the IPA Theatre Workshop.

Deadline for the next IPA Theatre Workshop newsletter is December 31, 1983. Any IPA member with an interesting story to tell about local theatre pursuits or personal achievements in the field of drama are urged to write a short article for the IPA Theatre Workshop Newsletter. Also, sign up now to be on the mailing list.

WRITE TO: Jean Schaeffer, 3945 Oak Point Road, Lorain, Ohio 44053 or Gary DeChau, 349 Ransford Avenue, Rochester, New York 14622.

# the MARKETPLACE of the PLATFORM

Speaker Evaluation Reports from program chairmen across the country

## \*KEY TO THE EVALUATION AREAS

- 1.....Knowledge of Topic
- 2.....Effectiveness of Presentation
- 3.....Response to Questions
- 4.....Audience Response
- 5.....Cooperation of Speaker
- 6.....Cooperation of Agent

**ELENA BALOVLENKOV** at Johns Hopkins University (MD) February 16, 1983. Topic: "Marriage to a Soviet Hunger Striker." Agency: Direct (17 S. Conkling St. Baltimore, MD 21224); Length of Talk: 1 hour; Attendance: 150; Fee paid: confidential; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. Additional: Mrs. Balovlenkov is the wife of Yuri Balovlenkov of Russia, and a nurse in the Baltimore area. "Elena spoke about her first trip to the Soviet Union, meeting Yuri who became her husband, her subsequent trips and her attempts to bring him to the United States. Yuri fasted for 76 days to protest the denial of his request to emigrate. He still has not received permission." (Sherry B. Gill, reporting).

**MICHAEL BROOME** at the Association of Physical Plant Administrators 70th Annual Meeting July 12, 1983. Topic: "How to be a Liver of Life and Not a Gall Bladder." Agency: Tomorrow's America Foundation PO Box 37106 Charlotte NC 28237; Length of Talk: 45 minutes; Attendance: 750; Fee paid: \$750 plus expenses; Evaluation areas: 1-excellent; 2-excellent; 3-N/A; 4-excellent; 5-excellent; 6-excellent. Additional: "Broome did an excellent job of relating talk to the specific audience. He did his homework. Audience felt he was talking directly to them." (Paul T. Knapp, Executive Director, reporting).

**WILLIAM H. DOHERTY** at the 70th Annual International convention of the International Association of Personnel in Employment Security June 16, 1983. Topic: "The Samurai Warrior Code: A Model for Employee Motivation." Agency: none; Length of Talk: 35 minutes;

### William H. Doherty (Continued)

Attendance: 750; Fee paid: \$750 plus expenses; Evaluation areas: 1-excellent; 2-excellent; 3-N/A; 4-excellent; 5-excellent; 6-N/A. Additional: "Mr. Doherty's presentation was easily the most effective and best received of the week-long convention. His presentation was adapted for his audience of "grassroots" public employees. It also related well to the general international theme of the day's program. In summary, I can think of only one word to describe the presentation - tremendous. I would recommend his presentation to any group desiring to give its managers a lesson on how to manage employees to gain respect and increase productivity." (Michael R. Stone, Executive Director, reporting).

**DR. JEFFREY LANT** at the University of New Orleans (LA) June 18, 1983. Topic: "Establishing and Operating your Successful Consulting Business." Agency: direct; Length of Talk: 7 hours (seminar); Attendance: 250; Fee paid: \$1,000; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. Additional: "An entertaining and knowledgeable speaker who gives alot of bang for the buck!" (Kate Allen, reporting).

**DR. JEFFREY LANT** at the Massachusetts Association of Community Health Agencies May, 1983. Topic: "Effective Fund Raising Techniques for Corporations, Foundations and Individuals." Agency: direct; Length of Talk: 2 hours (workshop); Fee paid: \$300; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. Additional: "From the evaluation and comments made by those in attendance and from my own evaluation, I can most enthusiastically recommend Dr. Lant

### Dr. Jeffrey Lant (Continued)

as a presenter. We were so impressed with his fund of knowledge and his ability to present, that our Association plans to ask him to give another workshop in the near future." (Roberta Leis, reporting).

**DR. LEE RICHMOND** at Johns Hopkins University (MD) February 2, 1983. Topic: "Counselmime: The Combined Use of Counseling and Mime for Self-Awareness and the Enrichment of Communication Skills." Agency: direct (Assoc. Professor of Education, Johns Hopkins U.); Length of Talk: 1 hour; Attendance: 150; Fee paid: confidential; Extra activities: lecture and demonstration; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. (Sherry B. Gill, reporting).

**HARRY RUTSTEIN** at Johns Hopkins University (MD) February 9, 1983. Topic: "On the Roof of the World with Marco Polo." Agency: direct; Length of Talk: 1 hour; Attendance: 150; Fee paid: confidential; Extra activities: slide presentation; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. Additional: Harry Rutstein, photographer, and explorer, is "a former Baltimore businessman who retraced the footsteps of Marco Polo. During this presentation he retraced the trail from Afghan to Peking." (Sherry B. Gill, reporting).

**PHILIP SPERBER** at the Morris County Chamber of Commerce Small Business Committee May 18, 1983. Topic: "Negotiation and Persuasion as a Science". Agency: direct; Attendance: 100; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. Additional: "This is the largest turnout this seminar has been able to attract at such an early hour, and was considered the most successful seminar of the current series." (Martin Fass, reporting).

**JUDITH VIORST** at Johns Hopkins University (MD) March 9, 1983. Topic: "Becoming and Being a Writer Despite (and because of) a Husband, Three Kids, Three Cats and a Hamster." Agency: direct (interested parties may contact us for this information); Length of Talk: 1 hour; Attendance: 200; Fee paid: confidential; Evaluation areas: 1-excellent; 2-excellent; 3-excellent; 4-excellent; 5-excellent; 6-N/A. (Sherry Gill, reporting).

# 1983 IPA Art Show

The 1983 art show gave great pleasure. It was a very important facet of the IPA convention. The variety of the show surprises and delights.

The artist reception drew an enthusiastic crowd — the candid camera shots point up that fact. In the gallery by the escalators some members perhaps saw photos of themselves in groups, discussing a work of art - gesturing, comparing attitudes; one was all alone staring intently while silently downing some lemonade or was it punch? The show, even without refreshments, was a happy place to be.

One of the popular guests at the reception was Martin Amt of the Freer Gallery, who brought his wife, herself an art teacher. She volunteers at a mental hospital teaching art as therapy. We have been fortunate to have had Martin Amt as a guide twice for the IPA art group at the Freer.

Besides the prizes in the photos on this page and page 21, there were three honorable mentions and the popular prize award picture which will be pictured in a later issue of Talent.

1st Honorable Mention: Hazel Schmitkons for 'Beyond the Sun' (oil)

2nd Honorable Mention: Leonard Cave for 'Winterstart' (marble)

3rd Honorable Mention: Francis Jo Curtis for 'Mountain Landscape' (photo).

Popular Prize Picture: José Cintron for "Dulcinea" (oil).

The jurors were Marjorie Herfurth, designer and former artist for the Forestry Department, and Joseph Holback of the Duncan Phillips Collection. Both jurors were from Washington, DC.

Four demonstrations were scheduled: Elizabeth Frater Allen gave a talk on how to use natural materials in compositions. She makes the subject sound so easy to do — but her results are the product of much study and inspiration.

Christian Swartz demonstrated wood carving. He brought his collection of tools as well as a large display of his models of square riggers. His style is like Despián's, the sculptor. His tool marks show intentionality, giving a hand carved quality to



WYOMING MOUNTAINS (oil)  
by JOSEPH ARNOLD

Joseph is an art history teacher at Central Wyoming College. (He's also the grandson of two old friends, Drew Pearson, and Thurman Arnold who was the Assistant Atty. General for F.D.R.).

the form. Mr. Swartz knows the history of his square riggers and their final battles.

Marianna Rossi Decker displayed her decorative tiles on many themes. She custom designs for buildings and homes. Her creations are very effective.

Annette Adrian Hanna did a remarkable sketch of IPA President Glenn Seaborg. She obviously enjoyed her task and did a stellar job. It was so interesting to watch the development of the canvas, from blank white to Glenn, himself, with a characteristic look. Ms. Hanna said that to be a portrait artist, a person should have painted 300 or more portraits. She said she had painted maybe twice that number. After only 10 minutes, she had the sketch looking like Glenn, and from then on, she never lost resemblance. One of the high moments was when Victor Borge came by to kibbitz. He remarked to Annette, "aren't you making him too handsome?"

The artists present and watching could learn a lot from Annette's construction, how she built up the main shape first. Annette mentioned how it was tempting to put in some interesting details that she saw. But, because of the time limit of one hour, this was to be a sketch only, and she had to keep concentrating on the main forms.

1st PRIZE  
BEST OF SHOW

Obviously, Glenn wants all the young geniuses to go into science. "Why didn't you become a chemist?" he asked. Unperturbed, she answered, "I never thought about being anything except a painter," and kept on working.

We should have had a video tape of this event. Few knew about it's scheduling until the last minute. Those who saw the demonstration as it developed were spellbound. I doubt if Annette Hanna realized how excited we were with her work, and I doubt if Glenn Seaborg realized how much delight he had given.

Fortunate are we that next year an agent will unpack deliveries to the art show and repack and return them, via the proper transport for approximately \$30 handling charge. Further details will be in the Art Newsletter.

Dore Hill, newsletter chairman, has moved to Norman, Oklahoma this fall. She wants your news flashes or art exhibition reports. The more she has to put in, the more interesting the newsletter will be. So join the Do-It-Now-Club. Her address is: Rock Creek Polo Club, 2126 Saddleback, Norman OK 73069.

The art show is a composite effort of many remarkable volunteers. They can't be thanked here individually, but let it be said they are a lively, capable and inspiring group. Carry on you fine artists. A good year to you.

2nd PRIZE



ASTROLITE FOR MAURY  
AND JENNIFER (light sculpture)  
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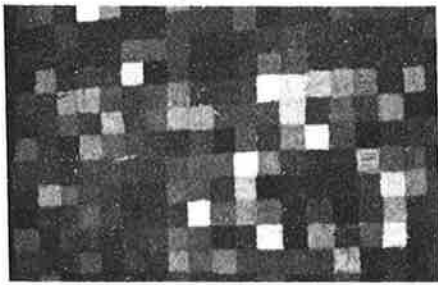
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## IPA ART SHOW WINNERS



3rd Prize — HOT (wool) by LEZA McVEY. Leza originally won recognition for ceramics, but created this wall rug of wool in vivid warm colors with cool accents in just the right places.



Glenn Seaborg, and portrait painter Annette Adrian Hanna with her demonstration sketch, done in less than one and a half hours. Annette won Best of Show in 1982.

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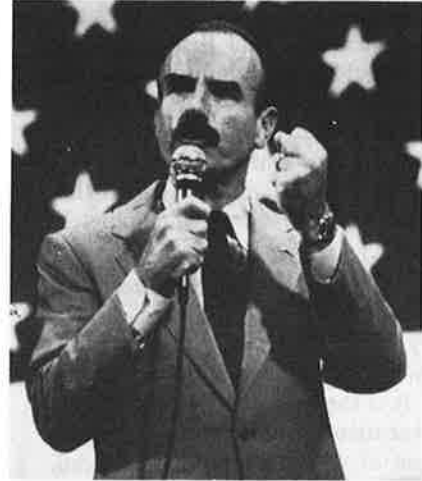
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If two of the people you have recommended join the IPA within 12 months of your suggestion, you receive a year's FREE membership. When you receive your bill, simply write "endowment member" and return your now paid bill in the envelope provided. (Please remember it's your responsibility to inform us if you are an endowment member).

Clip and fill out this form, and send it in today!

I BELIEVE THAT THE PEOPLE LISTED BELOW WOULD BE VALUABLE ADDITIONS TO THE IPA MEMBERSHIP, PLEASE SEND THEM AN INVITATION TO JOIN US.

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Name Address

City, State & Zip

Use my name as sponsor: ☐ Yes ☐ No

2 \_\_\_\_\_  
Name Address

City, State & Zip

Use my name as sponsor: ☐ Yes ☐ No

REMEMBER: If two of the people you nominate for IPA membership join within one year, you will receive a year's free (endowment) membership. Please note the names of those you have nominated within the past year on your IPA renewal form.

Member Name Address

City, State & Zip

(No invitations will be issued unless the recommendation is signed.)

Member's Signature

Additional names welcome, please attach separately

(print or type all information)

# THE GREAT BUSINESS SPEAKERS -

Continued from Page 13

France and England. Any institution that allows itself to get unpopular in a democracy does so at its extreme peril. Businessmen are also beginning to realize the humbling fact that if a questioner asked a thousand people on the street if they knew the names of the president of General Motors, Dupont, IBM, and Exxon, they would find that practically no one would know anything but the famous name of the corporation itself. Their chief executive officers, except in those rare cases when the company's founder was still active, have names that are virtually, to most people, completely unknown.

This leads to the obvious corollary that a spokesman for big business has virtually no status, except that given by the fame of the corporation he or she heads. It is the fact that he or she is the chief executive officer of an organization, the name of which is a household word, rather than the executive's name that carries the publicity punch. A speech by anyone else in the corporation, unless it is about some specialized problem to a group of specialists which needs the expertise of a subordinate, is usually just a "Sunday punch."

The persons on our cover, are all top flight business speakers who have won awards for their speaking ability from the International Platform Association. They are the new brand of speaker, most of them perfectly capable of speaking extemporaneously, (most of them use 3x5 reminder cards) and most of them are not afraid to get down and roll in the broken glass by giving speeches to audiences that are not already sold on American business.

There is, astonishingly enough, one father-son combination in the group. Malcolm Forbes, the publisher of Forbes Magazine is probably the top business speaker in the US and his son Malcolm Forbes, Jr. evidently caught the virus from his father. This statistical anomaly of having two top speakers in one family was one of the reasons that IPA approached Malcolm Forbes on giving the joint IPA Forbes Magazine Award, which is now presented every year by Malcolm (Steve) Forbes, Jr. at the Washington DC convention of the International Platform Association. This year the award was won by James D. Robinson III, Chairman and CEO of the American Express Corporation.

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Returning to his birthplace, former IPA member Clarence Darrow met a doctor friend.

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"What's wrong with being a lawyer?"

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"No," said Darrow, "you doctors have the better of us there."

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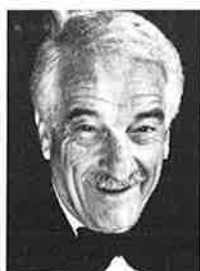
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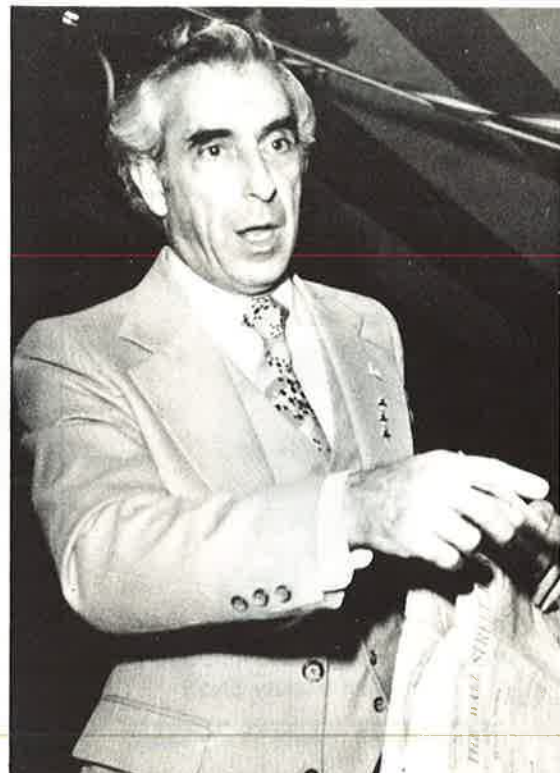
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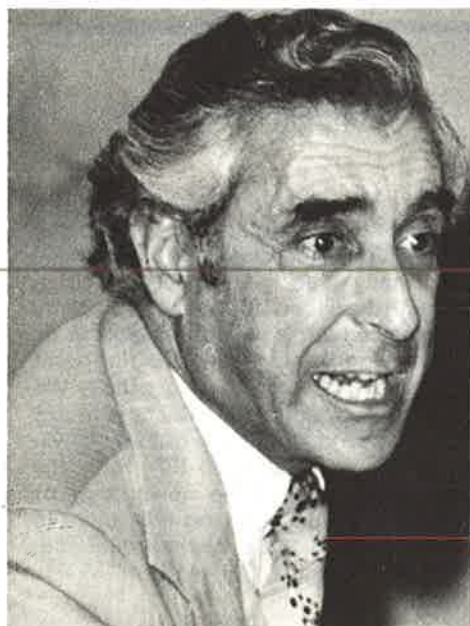


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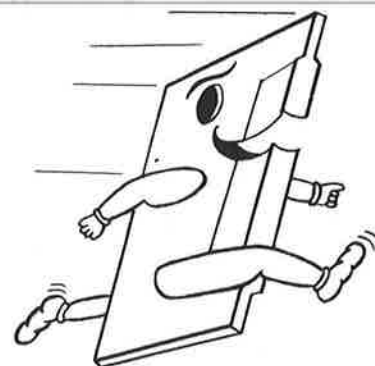
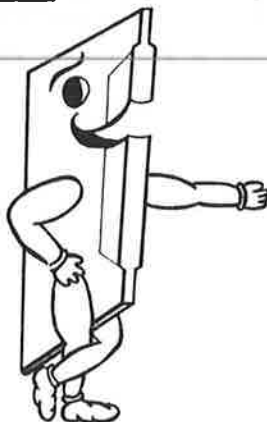
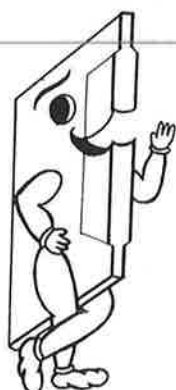
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