



# A B R I E F H I S T O R Y O F T H E TOASTMASTERS PROGRAM

Since Toastmasters began, more than three million men and women have benefited from the organization's communication and leadership programs.

In October 1924, a group of men assembled by Dr. Ralph C. Smedley met in the basement of the YMCA in Santa Ana, California, U.S.A., forming a club "to afford practice and training in the art of public speaking and in presiding over meetings, and to promote sociability and good fellowship among its members." The group took the name "Toastmasters." Soon men in other communities and states asked for permission and help to start their own Toastmasters clubs. By 1930, a federation was necessary to coordinate activities of the many clubs and to provide a standard program. When a speaking club in New Westminster, British Columbia, Canada, expressed interest in forming a Toastmasters club, the group became known as Toastmasters International.

For many years the "Home Office" of Toastmasters International was based in a series of rented office spaces. In 1962, the Toastmasters International staff moved to its first World Headquarters building in Santa Ana, California, not far from where the first club began. By the late 1980s, however, this building could no longer adequately house the increased staff needed to provide services to the growing number of Toastmasters. In 1990 World Headquarters relocated to a new building in Rancho Santa Margarita, approximately 20 miles south of Santa Ana, designed to accommodate Toastmasters International's expected growth well into the 21st century.

Toastmasters International's success and growth is due in large part to the continued development of its educational programs. The organization has come a long way since the first speech manual, *Basic Training*, was developed more than 50 years ago. The current manual, now called the *Communication and Leadership Program*, was most recently updated in 1996. After members of Toastmasters complete all 10 speech projects in that manual, they may apply for their Competent Toastmaster (CTM) award and then choose from any combination of 15 advanced manuals.

Additional educational materials include the Success/Leadership and Success/Communication Series, The Better Speaker Series, and the High Performance Leadership Program. Toastmasters International's education system includes both a communication track and a leadership track. The communication track award progression features the CTM, Advanced Toastmaster Bronze (ATM-B), Advanced Toastmaster Silver (ATM-S), and Advanced Toastmaster Gold (ATM-G); the leadership track award progression includes Competent Leader (CL) and Advanced Leader (AL). The Distinguished Toastmaster (DTM) remains the highest award.

In addition to the various educational materials available through the Toastmasters International Supply Catalog, members receive the monthly publication, *The Toastmaster* magazine. Club and District officers receive a bimonthly publication, *TIPS*, and district officers receive *District Newsletter* each month.

Toastmasters International enters the new century as the undisputed world leader in public speaking training, with more than 8,700 clubs and 180,000 members in approximately 65 countries. In the years to come, more people than ever will benefit from Toastmasters leadership and education.

## A WORD ABOUT GROWTH

Your growth and personal development is what Toastmasters is all about. Won't you help your friends and associates grow, too? Invite them to your club. If they live in another town, send their names, addresses, and phone numbers to World Headquarters, and they will receive a list of clubs in their area and a brochure about Toastmasters. And as the opportunity arises to form a new Toastmasters club in your community or organization, World Headquarters will be happy to help.

In North America, additional information and a list of local clubs can be requested through our voice mail system at 1-800-9WE-SPEAK. A complete list of Toastmasters clubs is available on the World Wide Web at <http://www.toastmasters.org>, and E-mail can be sent to [tminfo@toastmasters.org](mailto:tminfo@toastmasters.org).

Toastmasters sponsors a variety of recognition programs for membership and club builders. Contact your club president for details.



## TI HISTORY AT A GLANCE

October 22, 1924 – The first meeting of the Number One Toastmasters club in Santa Ana, California.

January 19, 1926 – The second Toastmasters club is chartered in Anaheim, California.

August 11, 1927 – Representatives of five Santa Ana Toastmasters clubs plan the formation of a “Federation of Toastmasters Clubs.”

October 25, 1928 – The first *Manual for Toastmasters Clubs* is copyrighted by Ralph Smedley.

October 4, 1930 – The name Toastmasters International is adopted and officers are elected.

December 6, 1930 – Publication of *The Gavel*, the first Toastmasters newsletter.

December 19, 1932 – Toastmasters International is incorporated.

January 9, 1933 – First Toastmasters club outside of California is established in Seattle, Washington.

April 1933 – First issue of *The Toastmaster* magazine is published.

July 6, 1935 – District organization is instituted, starting with District 1 of Southern California.

October 1935 – First Toastmasters club outside the United States is chartered in Victoria, British Columbia, Canada.

January 29, 1938 – Charter No. 100 is presented to the Century Toastmasters Club in Santa Ana.

August 1938 – Inter-Club Speech Contest started. First winner: Henry Wiens of Reedley, California.

July 1946 – District 18 of Scotland becomes the first district organized outside the United States

1948 – First TI Articles of Incorporation and Bylaws are published

1950 – The first “Certificate of Achievement” is issued for the new advanced course, “Beyond Basic Training.”

June 1951 – First Regional Conference is held in Des Moines, Iowa.

October 27, 1962 – Dedication of new World Headquarters building in Santa Ana, California.

1964 – The first Able Toastmaster Award (ATM) is issued.

1968 – The first Competent Toastmaster Award (CTM) is issued for completing the Basic Manual.

August 1969 – The Communication and Leadership Manual is introduced at the International Convention in Cleveland, Ohio.

1970 – The first Distinguished Toastmaster Award (DTM) is issued.

August 1973 – Membership opens to women.

1978 – The multi-manual Advanced Communication and Leadership Program is introduced.

1979 – The first two Success/Leadership Programs are introduced.

1981 – The Accredited Speaker Program begins.

October 1982 – Membership reaches 100,000.

1984 – The Communication and Leadership Program manual is revised, and two new educational awards are introduced: the ATM Bronze and ATM Silver.

April 1989 – Membership reaches 150,000.

July 1989 – The Distinguished Club Program, Distinguished Area Program and Distinguished Division Program are introduced.

June 1990 – World Headquarters moves to Rancho Santa Margarita, California.

January 1993 – Toastmasters International charters its 8,000th club.

January 1997 – The revised Communication and Leadership Program manual is introduced.

July 1997 – An improved two-track educational recognition system begins. The communication track includes the CTM, Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards. The leadership track includes the Competent Leader and Advanced Leader awards. Requirements for the DTM award also change.