

## PERSUADE WITH POWER SPEECH

To be delivered Wednesday, July 27, 2016

### *Go Out and Buy a Bread Machine*

Mister/Madame Toastmaster, fellow Toastmasters, and esteemed guests:

I'm going to start with a show of hands again... who here has been part of Toastmasters since before January 2015? Ok, thanks. So at least some of you have known me during my entire tenure here in this organization. By my estimates, that comes to somewhere around 60 meetings that we've had together. Now, here's the question: on any given week, if you had to guess, what am I going to be having for lunch? Peanut butter and jelly sandwiches, right? I think the only time that I have *not* had that for lunch at Toastmasters is when we had the pizza event a few months ago. Have you ever wondered how exactly it is that I can have the *same thing* week after week? Well, quite honestly, I wonder that too, and it might have something to do with the fact that I'm just a strange "engineerd." But there certainly is some degree of magic in one part of the sandwich, and I'll tell you that it's not the PB or the J. That leaves only one thing: the all-natural, wallet-friendly, fresh and tasty machine-baked bread. My goal today is simple: to persuade each one of you to *go out and buy a bread machine*. You are going to hear three reasons to do this relative to store-bought bread: (1) Bread machine bread is more natural, (2) Bread machine bread is less expensive, and (3) Bread machine bread is fresher and tastier and has greater variety.

First, we'll talk about home-made bread being more natural. I've printed off a list of my common bread machine recipes here. Notice how short the ingredients lists are; for French Bread, there's only four items listed. In contrast, take a look at the list for Wonder Bread in this photo. There are about 30 items on this list. I can't even pronounce some of these things. At five PB&J sandwiches for lunch every week, those add up quite quick, potentially to something destructive. But because I use a bread machine to make my own bread, I retain control over what my ingredients are, where I purchase them, and how much of each I use. For this reason, using a bread machine results in more natural loaves than bulk-produced, store-bought bread. Therefore, in order to eat more natural bread, you should *go out and buy a bread machine*.

All this talk of buying a bread machine – is it worth the expense, you ask? Good question. Let's consider the cost of making bread using a bread machine. The one-time cost of a decent machine is about \$150, and the ingredients for most loaves cost \$1 or less when the ingredients are purchased in bulk. At one loaf of bread per week, that comes out to about \$300 total for three years. On the other hand, our friend Wonder Bread costs about \$4 a loaf, and each loaf may last you two weeks if you freeze one half during the first week to keep it from getting moldy. Over three years, that comes out to be about \$300 as well, meaning the break-even time for buying a bread machine relative to store-bought bread is about three years. Thereafter, you're only paying about \$50 per year for bread machine bread, compared to about \$100 per year for Wonder Bread. But what if we bought

a “Ford” bread maker instead of a “Cadillac” model, and what if we didn’t want to freeze half a loaf of Wonder Bread every other week? Well, in that case, with a \$50 bread maker like mine, in three years you’ll have spent \$200 with the bread machine, whereas buying a fresh loaf of Wonder Bread each week will set you back a whopping \$600 over three years! Thus, I think it’s clear that in order to save money, you should *go out and buy a bread machine*.

I’m not convinced you say – even if it’s (1) more natural and (2) less expensive to make bread in a bread machine, I still want to just pick up my Wonder Bread at the store each week. Fine – but have you considered how it might get old to eat Wonder Bread five days a week, year after year? The third and perhaps most important reason to purchase a bread machine is that you can make fresher, tastier loaves with greater variety than you can find in store-bought bread. Just look at the types of bread on the recipe sheet I passed out – and these are just a handful of possibilities. There are so many options, it can be hard to pick each week when it’s time to bake! But rather than have your ears and eyes do the work, I’m going to appeal to your tongues and noses. I have two loaves here – one is White Bread, and the other is Squaw Bread – and I hope you all will cut a sample of each and experience it for yourselves. After feeling the soft texture in your mouth, tasting the sweet flavor, and savoring the yeasty aroma, you’ll understand why you should *go out and buy a bread machine*.

So there you have it. If you use a bread machine, you get (1) more natural, (2) less expensive, and (3) tastier results compared to store-bought bread. Of course, there are many other reasons to take up the cause, however. A particularly relevant point for a hot day like today is the fact that a bread maker can be used to cook many foods such as jams, dips, and cakes, but it does so without heating up your entire kitchen like your conventional oven does. And if all that isn’t enough, consider that (1) I’ve been baking bread since high school and I’m not tired of it yet, and (2) my office mate here at Sandia, after seeing me eat so many varieties of bread every day at lunch, recently purchased a bread machine and has successfully baked several loaves thus far. Now you know why you should *go out and buy a bread machine*.

Mister/Madame Toastmaster.