

District 35 DEC Meeting
Saturday, August 10, 2019
10:00 am to 2:00 pm
Location: Quad Graphics



WHERE LEADERS ARE MADE

Attendees:

DD - Rozaline Janci	DivD Central – Tom Carlson	F2 AD – James Seaton
PQD - Kris Pool	C2 AD – Charles Elftmann	N2 AD – Dick Hawley
CGD - Teri McGregor	C4 AD – JT Theisz	N3 AD – Nathan McNaughton
IPDD - Ed Thelen	C5 AD – Robin Cosgrove	Guests:
Treasurer - Spring Sun	DivD D – Jane O'Rourke	Laurie Baker
DivD A – Dmitry Lapan	D1 AD – Gladys Rivera	Dave Reed
A3 AD – Jesse Franklin	DivD Eastern – Paul Freiberg	Jim Kohli
B1 AD – Bud Matthews	DivD F – Jennifer Kibicho	
B2 AD – Michael Graney	F1 AD – Jeff Werwie	

Welcome – Rozaline Janci, Division Director

- Phone calls from Trio to Area Directors and Division Directors, rotated monthly to connect and build relationships with district leadership
- Reach for the Stars – JT and Jennifer Young received \$20 gift cards. Certificates for Rising Stars: Craig Carpenter, JT, Paul Freiberg, Larry Penke, Jennifer Young, Janet O'Rourke

Team Building Activity – Jim Kohli, DTM

- Communication styles – trying to explain abstract ideas using noises and gestures, no words.

Club Growth Updates – Teri McGregor, Club Growth Director

- 122 clubs – base July 1, 2019
- Currently working 9 new club leads, including 8 corporate clubs (Milwaukee, Appleton, and Madison areas) and 1 community club in Madison (bi-lingual Chinese and English)
- Thank you to last year's Trio for helping this year get off to a great start regarding club leads
- Need to assist our struggling clubs. Currently 49 clubs (38.9% of our clubs) qualify for a club coach; 40 clubs do not have a club coach and have not reached out for a club coach. Clubs need to ask the district for the help and take the initiative.
- Growth Plan goals
 - Getting the word out – word of mouth is best. Everyone is on the Club Growth Team and tasked with talking about Toastmasters; ask what their goals and needs are how that matches with what Toastmasters offers. If every club can gain one new member, that's 122 new members (equivalent to 6 new clubs). Work with PRM Kamal Soan to increase the word of what we're doing. Plan to expand MeetUp through the district
 - Charter 9 new clubs this year. 2 of the 122 already have indicated they will fold this year.

- Strengthen the Club Coach Program and decrease the number of clubs that need a club coach by 5%
- Club Growth Calls – held monthly for members and officers to call in with questions and discussion on new clubs, club coaches, and other topics. This is for those invested in growing their clubs and membership. Call-in details are on the district calendar. All are invited to call in.
- David Reed – Club Coach
 - Club officer needs to ask Teri McGregor or Dave Reed for a club coach if needed.
 - Handouts distributed – clubs that need a club coach. Area Directors are requested to contact the club presidents and ask them to ask Teri or David to get them a club coach.
 - A coach may not be a member of the club assigned. Coach may join the club at a later date.
 - Club coaches are also needed. Area directors can be a club coach. You can coach more than one club at the same time.
 - If a club doesn't want a club coach, they need to make the necessary steps to bring in additional membership.
 - Some clubs may not even realize they need or qualify for a club coach. We need to share the information.
- Laurie Baker – Club Extension Chair
 - Discussed how to charter a new Toastmasters Club in 5 Steps
 - Step 1 – Working the new club lead
 - Leads come into WHQ or to Teri (Toastmasters Lead System).
 - Need to qualify the lead
 - Email material to the lead – How to Build a Toastmasters Club file
 - Step 2 – The Demonstration Meeting
 - Work with the lead the guidelines – costs, who does what, promotion of the potential club (need at least 25 attendees to schedule a demo meeting on site or invite them to attend your club).
 - Ask 6 of your friends (fellow Toastmasters) to assist at the demo meeting to fill the various meeting roles
 - Demo meeting – 45 minutes for meeting with 15 minutes Q&A. Bring along charter applications and ask attendees to complete application right away.
 - Step 3 – The Organization Meeting
 - Two weeks later, schedule Organization Meeting
 - Sent out a survey to all potential members to get their input ahead of time.
 - Use parliamentary procedure (use script) to discuss and vote on club name, elect officers, when and where will they meet.
 - Bring up new VP Education to fill out roles for the first meeting
 - Step 4 – The Charter Paperwork
 - Two weeks later, schedule the first official meeting
 - 6 parts to paperwork -Form 1 is most important. Application to start a new Toastmasters club. Lead can begin completing this form right away and send to WHQ along with the \$125 charter fee. WHQ will send a box of supplies.
 - Form 2 – all about how to make payments and total dues
 - Form 3 – all charter member applications (3 pages times the 20+ new charter members). 17 new members and 3 can be dual.
 - Form 4 – all about the club officers and contact info
 - Form 5 – club information
 - Form 6 – constitution and bylaws
 - Step 5 – The Charter Party Meeting
 - Wait until about 4 months after the club charters which gives the club time to be a club and learn about Toastmasters

- Invite Trio and Division and Area Directors to the charter; also include company management if a corporate club
- Two sponsors and two mentors per new club.
- Offering Speechcraft at companies may be an option to get companies interested in forming a future club. Future club growth call will focus on running a Speechcraft program with Dick Hawley taking the lead.

Division Director Reports

- Tom Carlson – shared idea for a standing tower of Toastmasters information (sample at Quad Graphics)
- See attached for submitted written reports
- District Director is encouraging all members to begin Pathways now instead of waiting until July 2020.

Area & Division Director Round Table

- Discussion of best practices and questions on how to do the role

Budget Review – Spring Sun, Treasurer

- DRAFT budget numbers
 - Income: \$68,862
 - Expenses: \$68,264
 - Shortage: \$1,402
- Need to increase membership to increase income
- Budget and history slide

8/10/2019	2017	2018	2019 Interim	AVERAGE	Projected 2020 Plan
District Revenue					
Total Membership Revenue	\$ 49,339	\$ 47,980	\$ 43,364	\$ 44,877	\$ 43,362
Total Conference Revenue	\$ 26,534	\$ 22,250	\$ 18,239	\$ 23,123	\$ 18,000
Fundraising Revenue	\$ -	\$ -	\$ -	\$ -	\$ 500
Total TLI Revenue	\$ 2,392	\$ 3,285	\$ 5,306	\$ 3,268	\$ 5,000
Total Speech Contest Revenue	\$ -	\$ 25	\$ 167	\$ 48	\$ -
Total Other Revenue	\$ 232	\$ 88	\$ 462	\$ 205	\$ -
Total District Revenue	\$ 78,497	\$ 73,627	\$ 67,539	\$ 71,522	\$ 66,862
District Expenses					
Total Conference Expenses	\$ 25,267	\$ 20,365	\$ 20,954	\$ 21,640	\$ 18,000
Fundraising Expenses	\$ -	\$ -	\$ -	\$ -	\$ 100
Total TLI Expenses	\$ 10,964	\$ 9,140	\$ 10,683	\$ 9,430	\$ 9,800
Total Marketing Expense	\$ 15,510	\$ 16,188	\$ 9,136	\$ 15,565	\$ 7,054
Total Communications & PR Expenses	\$ 451	\$ 647	\$ 264	\$ 507	\$ 700
Total Education & Training Expense	\$ 2,723	\$ 4,833	\$ 4,402	\$ 3,432	\$ 4,455
Total Speech Contest Expenses	\$ 3,577	\$ 2,657	\$ 2,086	\$ 2,811	\$ 4,905
Total Administration Expenses	\$ 586	\$ 1,642	\$ 594	\$ 1,088	\$ 1,000
Total Travel Expense	\$ 23,816	\$ 28,115	\$ 18,798	\$ 23,536	\$ 19,850
Total Other Expenses	\$ 4,233	\$ 36	\$ 2,861	\$ 1,782	\$ 2,400
Total District Expenses	\$ 87,125	\$ 83,624	\$ 69,779	\$ 79,792	\$ 68,264
Total Net Income	\$ (8,628)	\$ (9,997)	\$ (2,240)	\$ (8,270)	\$ (1,402)

- Preliminary draft budget

8/10/2019	AVERAGE	Projected 2020 Plan	% of Revenue / Expenses	2020 Notes
District Revenue				
Total Membership Revenue	\$ 44,877	\$ 43,362	64.85%	Typically last Year's Final
Total Conference Revenue	\$ 23,123	\$ 18,000	26.92%	Conferences should be Net \$0
Fundraising Revenue	\$ -	\$ 500	0.75%	
Total TLI Revenue	\$ 3,268	\$ 5,000	7.48%	Same as 2018-19
Total Speech Contest Revenue	\$ 48	\$ -	0.00%	Minimal, do not plan
Total Other Revenue	\$ 205	\$ -	0.00%	Minimal, do not plan
Total District Revenue	\$ 71,522	\$ 66,862	100.00%	
District Expenses				
Total Conference Expenses	\$ 21,640	\$ 18,000	26.37%	Conferences should be Net \$0
Fundraising Expenses	\$ -	\$ 100	0.15%	Licenses & Tickets
Total TLI Expenses	\$ 9,430	\$ 9,800	14.36%	\$7k District TLI + 7 * \$200 * 2 Division TLI
Total Marketing Expense	\$ 15,565	\$ 7,054	10.33%	Adjust here to make total net \$0
Total Communications & PR Expenses	\$ 507	\$ 700	1.03%	Average, can't exceed 25%
Total Education & Training Expense	\$ 3,432	\$ 4,455	6.53%	9 DEC@\$400 + 45 Badges@\$8 +700 gift to DEC
Total Speech Contest Expenses	\$ 2,811	\$ 4,905	7.19%	Average, can't exceed 10%
Total Administration Expenses	\$ 1,088	\$ 1,000	1.46%	Average, can't exceed 20%
Total Travel Expense	\$ 23,536	\$ 19,850	29.08%	Policy Maximum, can't exceed 30%
Total Other Expenses	\$ 1,782	\$ 2,400	3.52%	TI Chargebacks @ \$200 per month
Total District Expenses	\$ 79,792	\$ 68,264	100.00%	
Total Net Income	\$ (8,270)	\$ (1,402)		Net \$0

- Marketing is what is available after all other expenses are paid for. This has included incentives, advertising, club banners.
- We will only offer minimal incentives: Club Success Plan, WOW! Factor video, new club banner, and Club Coach
- Travel expenses – cannot exceed 30% of total budget (per WHQ requirements)
- In past years, the district had more available in reserves and that needed to be spent down; we are down to the normal amounts which means there is less for incentives this year.
- Trio and Treasurer will continue to make updates and corrections to the budget, along with narrative explanations.
- Reminders about using Concur
 - Use Concur for all expense reimbursement
 - Provide documentation for all expenses
 - Submit expenses within 60 days
 - Watch your assigned allocations; check with Rozaline Janci prior to spending if it's additional money
 - District purchases are tax exempt. Download the tax exempt certificate located at <https://district35.org/files/#14-forms-and-instructions>
 - Coding mistakes
 - Meal events – food for events
 - Training Division & Area Directors – food for DEC meetings
 - TLI – TLI events and expenses
 - District – Subsidiary

District Success Plan

- Breakout groups for each of the three goals: membership payments, paid clubs, distinguished clubs.
- The Trio will take this information to the International Convention during their district leadership training and finalize information. The District Success Plan will need to be submitted to WHQ by September 30.

District Council Meeting – Virtual meeting in September – Ed Thelen, IPDD

- Will use WebEx for the virtual meeting
- Kris Pool will send out invitation to all DEC, club presidents, and club vice presidents education about the September 14, 2019 District Council Meeting. Email invite will include links to the agenda and budget (both of which will be posted on the district website before August 15, 2019).

30-60-90 Day Plan

- Next 30 days (mid-September)
 - District Council Meeting on 9-14-19
 - Membership dues due by 9-30-19
 - DivD – record TLI attendance by 11-30-19
 - AD – continue club visits and submit reports by 11-30-19
 - AD and DivD – follow-up / schedule Council meetings
 - District-wide TLI – 12-7-19 – communicate with your clubs the date and encourage early registration
- Next 60 days (mid-October)
 - Ask clubs to review the dashboards to ensure club officer training is correct
 - AD – continue club visits and submit reports by 11-30-19
 - Continue sharing information about Winter TLI.
- Next 90 days –
 - AD - Finish club visits and enter reports by 11-30-19
 - DivD - Plan make-up TLI sessions (December – February)
 - Start planning dates and secure locations for Area and Division speech contests

Next Meetings

- September 14, 2019 – Virtual District Council Meeting
- October 12, 2019 – Hosted by Division F at Medical College of Wisconsin

Meeting adjourned at 2:00 p.m.

Respectfully submitted,

Kris Pool, DTM

Program Quality Director

On behalf of Administrative Manager Robin Grabinski

Division Director Report



WHERE LEADERS ARE MADE

Name: Dmitry Lapan, ACB, ALB

Division: A

Date: August 7, 2019

Educational Awards by Area:

A1: 17 awards, (Speak Up!: 6 L1, 2 L2.)

A2: 39 awards: 8 Ozaukee, 6 Rok The Talk, 15 from TM in Control

A3: 14 awards

Pathways adoption issues/concerns/successes:

Wisconsin club is trying to figure out how to retain members and move forward in Pathways – 4 L1 awards to date.

Membership:

Almost all clubs met the 4 new members goal. A few clubs met both new member goals.

DCP Goals:

9 Distinguished Clubs. TMI website is currently being updated.

Distinguished: Menomonee Falls Toastmasters, Speak Up, Wisconsin Club, Tosa Medical Club.

Select Distinguished: ROK The Talk and Speak Up Milwaukee

Presidents Distinguished: Ozaukee Toastmasters, Finest In Speech, Toastmasters in Control (10 goals).

Club Officer Training:

39 officers trained. Clubs to focus on: Charter Chatter, GE Speaks, Screamin Eagles, Empower Train, TMs in Control, and Finest In Speech. TLI Roster has been updated with attendance and distributed to the DDs.

Contact with Area Directors:

First Division A Council meeting was held on July 1st. Area Directors are in the process of scheduling club visits; ADs have been asked to prepare and send out Club Visit schedules. Hemendra has visited 2 of the Area 2 clubs to date.

Club Successes:

ROK The Talk will have all officers trained after the makeup TLI. 9 Distinguished clubs in the Division A.

Club Struggles:

Meeting Attendance (ROK The Talk, Finest In Speech). Exchanged tips with Rok The Talk Club President to improve attendance.

New Clubs / Prospective Club Leads:

None.

Successors for Area / Division Director(s):

None.

Contest Updates:

ROK The Talk has 2 new members.

Other Information / Comments:

ROK The Talk has recently voted to change one of the meetings from 4:00 pm to noon time.

I am actively looking for presenters for the TLI on 8/12.

Division Director Report



WHERE LEADERS ARE MADE
www.toastmasters.org

Name: Raj Kumar K
Division: B
Date: 8/7/19

Educational Awards by Area:

Area B2, DJAB:

Timothy Bailey, Innovative Planning 2

Rhonda Williams, Visionary Communication Level 2

Area B4, Landmark Toastmasters

Jennifer Young, Visionary Communication Level 2

Pathways adoption issues/concerns/successes:

Generally, going well with Pathways adoption. Next report, will have more details.

Membership:

All clubs are good except for new club i.e. Improvisors

Below clubs have not submitted their new officers list:

- Oconomowoc
- Pro Speaks – club has folded

DCP Goals:

DJAB: Level 2 P2

(2 members achieved P2 Goal)

Club Officer Training:

2 TLIs happened so far. 3rd TLI is upcoming this month.

I will be able to provide accurate and latest snapshot after the 3rd TLI.

Meanwhile, I am following up with clubs that haven't made it so far.

Contact with Area Directors:

Yes, in contact with ADs.

Club Successes:

Same as educational achievements



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Club Struggles:

No data at this time

New Clubs / Prospective Club Leads:

Improvisors (Area B4), Sponsor, Tom Gust. (6/17/19)

Pewaukee Speaks (Area B3), Coaches: Rozaline Janci, Jason Feucht

Successors for Area / Division Director(s):

No data at this time

Contest Updates:

No data at this time

Other Information / Comments:

NA

Division Director Report



WHERE LEADERS ARE MADE
www.toastmasters.org

Name: Tom Carlson
Division: Central
Date: 8/8/19

Educational Awards by Area:

We have not set up a reporting system yet. We need to get the Club VP – Education for each club engaged, reporting to the respective Area Director.

Pathways adoption issues/concerns/successes:

Membership:

We must be aware that clubs need to get membership up to 20 and maintained at 20 so there is a reserve to fill in Meeting Roles. Membership has to focus on RETENTION AND CLUB GROWTH.

DCP Goals:

Goals and Awards are different objectives. Goals should be the focus. Awards are a bonus.

Club Officer Training:

Central Division has 54% of the club officers trained. That is not high enough. I am considering offering Officer Training that will make clubs stronger but it will not benefit the District goals. Quality comes first, Awards are a bonus.

Contact with Area Directors:

Our first Central Division Council will be this Thursday, Aug 8th and if time can be found at the Aug DEC, we will meet face to face.

Club Successes:

Nothing to report via Area Directors yet. Would rather that report comes through the AD than direct from the clubs that is what will keep the AD in touch with their clubs.

Club Struggles:

We have not taken any surveys, but relying on the District's wide survey about 8 or 9 years ago, the struggles probably have not changed; RETENTION and CLUB GROWTH.

New Clubs / Prospective Club Leads:

- Words on Water prospect of joining up with the local hospital is doubtful, either transferring the charter or hospital staff joining WOW. **Addendum #1**



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- Area Director Robin Cosgrove has contacts in the medical field that can be helpful to i.d. contact people at Mercy Health System (MHS) in Southern Wisconsin.
- A prospective Bilingual Club at UW Madison is planning a 2nd Demo Mtg Aug 28 **Addendum #2**
- A prospective corporate club in Beloit has a date established for a Demo Mtg to measure interest. **Addendum #3**
- Madison Club #1 lost its contact for its meeting place and it is doubtful the existing members have interest in saving the club.

Successors for Area / Division Director(s):

I have asked Robin Cosgrove to be my assistant and she was accepted.

Contest Updates:

By the end of this calendar year, we will have a plan for the Spring 2020 Contest. It could KYSO.

Other Information / Comments:

My role is to motivate my Area Directors, not direct them.

Our focus will be on doing the job right and let the awards fall as they may in spring 2020.

Addendums

#1 Words On Water has 4 members have stated they will renew in October. This is not enough to meet TI requirements.

I have had resistance from the hospital leadership trio for opening the club to the full hospital population. They continue to insist that if we can get enough of their management group then they would consider the full population.

August 7 I sent a final email to the 12 hospital employees who have indicated interest in joining our club. I asked for a final decision on joining. The proposed start meeting at the hospital is Thursday September 5th. I informed them we must have at least 8 joining to have a viable club.

I am reluctantly pessimistic about the probability of having enough hospital employees joining.
Bernie Schroeder, current Sectary
Words On Water Sauk Prairie Area Toastmaster

#2 Bilingual Madison

Our next demo meeting is Thursday, August 29th from 6pm-7pm at Calvary Chapel Madison! I hope to see all of you there.

Once we are an official chapter of Toastmasters(have 20 registered members), each session will rotate between Chinese and English.



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Please let me know if you would like to join and I will send you a membership application. Also, we are looking for people interested in a [leadership role](#) as well, so please let me know.

P.S. Come visit us at our booth! We will be at the 4th Wisconsin Chinese Culture Day on August 24th from 10am-2pm, MLK Jr Blvd.

#3 Prospective Club Leads from JT: I had a meeting 8/6 with the Kerry sponsor to discuss charter forms (meeting room has been booked after September 9, meetings will be Mondays 2 & 4 th from 11:30-1:00 initially. This will be a corporate club/restricted. The sponsor will be putting out a communication to the building regarding interest for a corporate club. He will also contact past participants of a communication class for leads of initial club officers. We plan to have a core team/potential officer meeting Thursday August 15 th . This meeting will intro the potential core members to Toastmasters using the TM slide deck. We will continue to work on the charter forms and plan for a demo meeting in September.

Division Director Report



WHERE LEADERS ARE MADE
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Name: Paul Freiberg
Division: Eastern
Date: August 4, 2019

Educational Awards by Area:

TBD

Pathways adoption issues/concerns/successes:

We received feedback that the TLI #1 navigation presentation was helpful; rather than PowerPoint. We plan to demonstrate the Pathways for Base Camp navigation at TLI #2.

Membership:

297 as of August 4th, 2019

DCP Goals:

Club Officer Training: July 27th Completed; August 7th scheduled.

TBD

Contact with Area Directors:

No contact with E5 except for a few emails. I am scheduling a call with the E5 club presidents to discuss general business and how we can support the UP clubs. Tentative date for the meeting is 8/14.

We have had two calls with E1, E2, E3, and E4 area directors in discussing TLI plans. Next area director call will discuss division goals; confirm club visit dates; and schedule contest dates.

Club Successes:

Leading Voices celebrated distinguished status.

Club Struggles:

Fond du Lac and Green Bay Yackers

New Clubs / Prospective Club Leads:

Guardian and US Venture – both in Appleton

Successors for Area / Division Director(s):



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Corey Geurts expressed interest in Area E5 director. Will follow up after the E5 club president call.

Contest Updates:

No update. Dates TBD.

Other Information / Comments:

Division Director Report



WHERE LEADERS ARE MADE
www.toastmasters.org

Name: Jennifer Kibicho, ACG, ALS

Division: F

Date: August 8, 2019

Educational Awards by Area: 4 Education Awards in total: 3 CLs and 1 P5 Award

Pathways adoption issues/concerns/successes: Area Director visits ongoing. No issues reported on Pathways adoption challenges.

Membership: No concerns reported yet.

DCP Goals: on track to achieve DCP goals.

Club Officer Training: 63 officer roles have been trained as of July 16. 12 of the 14 clubs have a minimum of 4 officer trained to date. One club has 3 officers trained. The other club has only 2 officer roles on record—and so technically, all officers are trained. The Area Director will reach out to the club presidents. 30 officer roles are yet to receive training.

Contact with Area Directors: held first Division Council meeting on August 7.

Club Successes: Still early to report club success.

Club Struggles: Two clubs need a coach assignment: 1293995-Kenosha Toastmasters has only 12 members and needs a coach (none assigned). 4719901-Franklin Toastmasters has only 10 members and needs a coach (none assigned).

New Clubs / Prospective Club Leads: Active leads with ongoing conversations.

Successors for Area / Division Director(s): All Area Directors have planned club visits. Area F1 Director has already made one club visit.

Contest Updates: None

Other Information / Comments:

Division Director Report



WHERE LEADERS ARE MADE
www.toastmasters.org

Name: Craig W. Carpenter

Division: Northern

Date: 08/06/19

Educational Awards by Area:

N1=1, N2=0, N3=0, N4=4

Pathways adoption issues/concerns/successes:

Nothing to report

Membership:

DCP Goals:

Nothing to report

Club Officer Training:

2 sessions completed – 45% of officers trained

Contact with Area Directors:

2 conference calls to date

Club Successes:

Nothing to report

Club Struggles:

Nothing to report

New Clubs / Prospective Club Leads:

Nothing to report

Successors for Area / Division Director(s):

Nothing to report

Contest Updates:

Nothing to report

Other Information / Comments:

Nothing to report

TOASTMASTERS
INTERNATIONAL

District 35 DEC Meeting

August 10, 2019

Host – Division D

Quad Graphics, Sussex, WI

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Welcome!



Agenda

Welcome	10:00-10:05	Rozaline Janci
Team Building Activity	10:05-10:25	Jim Kohli
Club Growth Updates	10:25-10:55	Teri McGregor
Division Director Reports	10:55-11:05	All Division Directors
Area & Division Director Round Table	11:05-11:30	All
Budget Review	11:30-12:00	Spring Sun
Lunch	12:00-12:30	
District Success Plan	12:30-1:30	All
District Council Meeting (Virtual)	1:30-1:45	Ed Thelen
30-60-90 Day Plan, Next Meeting and Q&A	1:45-1:55	Rozaline Janci
Group Photos	1:55-2:00	All



Recognition

Stars of DISTRICT 35

Reach for the STARS



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Team Building Activity

Jim Kohli, DTM



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Club Growth Updates

Teri McGregor, VC3



Current State

- ▶ 122 Clubs
 - Distinguished goal = 126
 - Select Distinguished goal = 128
 - President's Distinguished goal = 132
- ▶ 9 active new club leads
- ▶ 49 clubs are eligible for a club coach (38.9%)
 - Of these, 40 **DO NOT** have a club coach assigned

Growth Plan

- ▶ Increase market reach
- ▶ Charter 9 New Clubs
- ▶ Strengthen the Club Coach Program and decrease the number of clubs that need a club coach by 5%



Join me on September 8

District 35 Club Growth Call

Join the District 35 Club Growth Team monthly to learn more about

Starting new clubs Club coaching
Building membership Club & member retention

Sponsors – Mentors – Club Coaches
Club Officers – Area Directors – Division Directors

This call is for anyone currently supporting or anyone
interested in supporting the clubs of District 35

Dial-in number (US): 601-475-4051
Access code: 165015#

Online meeting ID: terimcgregor

Join the online meeting: <https://join.freeconferencecall.com/terimcgregor>

Calls take place monthly. Find dates and times on the D35 Calendar: district35.org/events/

Next Call: Sunday September 8, 2019 7pm-8pm CST



2019 - 2020 Club Growth Team

Laurie Baker, Club Extension Chair

Teri McGregor, Club Growth Director

David Reed, Club Retention Chair

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Club Coaching

David Reed, DTM

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Starting a New Club

Laurie Baker, DTM



Charter a New Toastmasters Club in 5 Steps!

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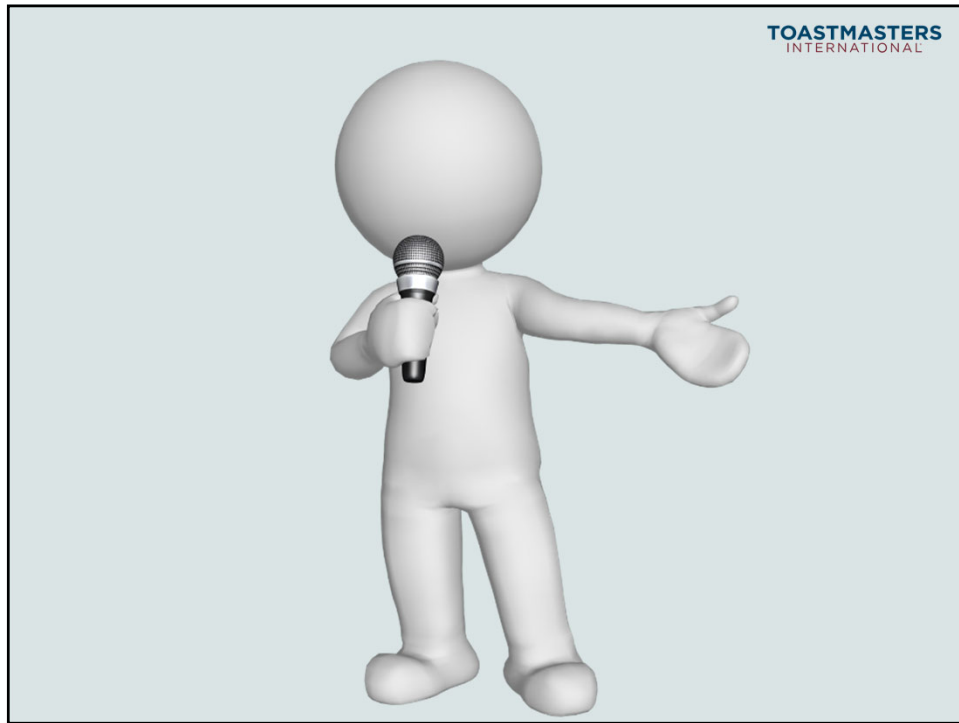
- ▶ **Step 1)** Working the New Club Lead
- ▶ **Step 2)** The Demonstration Meeting
- ▶ **Step 3)** The Organizational Meeting
- ▶ **Step 4)** The Charter Paperwork
- ▶ **Step 5)** The Charter Party Meeting



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Division Director Reports



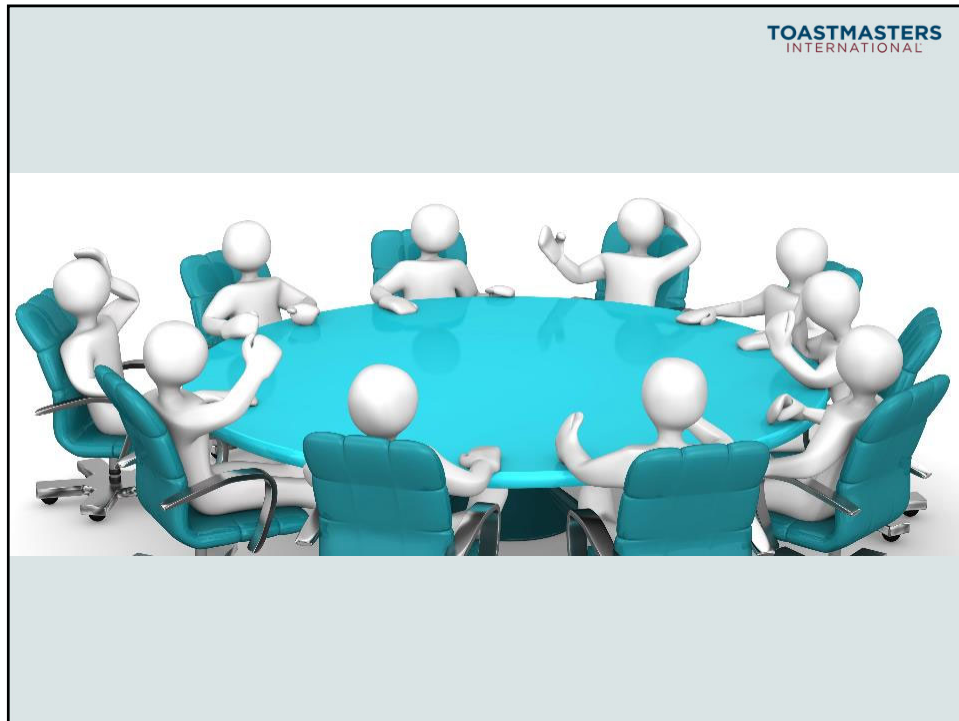


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Area and Division Director Round Table

Teri McGregor, VC1
Kris Pool, DTM

A red square graphic with a white crown icon at the top. Below the crown, the text "WELL DONE" is written in white, followed by "LETS" in a smaller font, and "MOVE TO NEXT TOPIC" in a larger font at the bottom.



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District 35 Budget Review and Concur

Spring Sun
District Finance Manager



Overview

- ▶ 2019-2020 Preliminary DRAFT Budget
- ▶ Concur Reminders



2019-2020 Budget Overview

- ▶ Annual Budgeted Income \$66,862
- ▶ Annual Budgeted Expenses \$68,264
- ▶ Short of Budget \$1,402

Budget and History

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Fundraising Expenses	\$ -	\$ -	\$ -	\$ -	\$ 100
Total TLI Expenses	\$ 10,964	\$ 9,140	\$ 10,683	\$ 9,430	\$ 9,800
Total Marketing Expense	\$ 15,510	\$ 16,188	\$ 9,136	\$ 15,565	\$ 7,054
Total Communications & PR Expenses	\$ 451	\$ 647	\$ 264	\$ 507	\$ 700
Total Education & Training Expense	\$ 2,723	\$ 4,833	\$ 4,402	\$ 3,432	\$ 4,455
Total Speech Contest Expenses	\$ 3,577	\$ 2,657	\$ 2,086	\$ 2,811	\$ 4,905
Total Administration Expenses	\$ 586	\$ 1,642	\$ 594	\$ 1,088	\$ 1,000
Total Travel Expense	\$ 23,816	\$ 28,115	\$ 18,798	\$ 23,536	\$ 19,850
Total Other Expenses	\$ 4,233	\$ 36	\$ 2,861	\$ 1,782	\$ 2,400
Total District Expenses	\$ 87,125	\$ 83,624	\$ 69,779	\$ 79,792	\$ 68,264

Preliminary Draft Budget

8/10/2019	AVERAGE	Projected 2020 Plan	% of Revenue / Expenses	2020 Notes
District Revenue				
Total Membership Revenue	\$ 44,877	\$ 43,362	64.85%	Typically last Year's Final Conferences should be Net \$0
Total Conference Revenue	\$ 23,123	\$ 18,000	26.92%	
Fundraising Revenue	\$ -	\$ 500	0.75%	
Total TLI Revenue	\$ 3,268	\$ 5,000	7.48%	Same as 2018-19
Total Speech Contest Revenue	\$ 48	\$ -	0.00%	Minimal, do not plan
Total Other Revenue	\$ 205	\$ -	0.00%	Minimal, do not plan
Total District Revenue	\$ 71,522	\$ 66,862	100.00%	
District Expenses				
Total Conference Expenses	\$ 21,640	\$ 18,000	26.37%	Conferences should be Net \$0
Fundraising Expenses	\$ -	\$ 100	0.15%	Licenses & Tickets
Total TLI Expenses	\$ 9,430	\$ 9,800	14.36%	\$7k District TLI + 7 * \$200 * 2 Division TLI
Total Marketing Expense	\$ 15,565	\$ 7,054	10.33%	Adjust here to make total net \$0
Total Communications & PR Expenses	\$ 507	\$ 700	1.03%	Average, can't exceed 25%
Total Education & Training Expense	\$ 3,432	\$ 4,455	6.53%	9 DEC @ \$400 + 45 Badges @ \$8 + 700 gift to DEC
Total Speech Contest Expenses	\$ 2,811	\$ 4,905	7.19%	Average, can't exceed 10%
Total Administration Expenses	\$ 1,088	\$ 1,000	1.46%	Average, can't exceed 20%
Total Travel Expense	\$ 23,536	\$ 19,850	29.08%	Policy Maximum, can't exceed 30%
Total Other Expenses	\$ 1,782	\$ 2,400	3.52%	TI Chargebacks @ \$200 per month
Total District Expenses	\$ 79,792	\$ 68,264	100.00%	
Total Net Income	\$ (8,270)	\$ (1,402)		Net \$0

Concur Reimbursements

- ▶ All expense reimbursements should be submitted via Concur
- ▶ All expense reimbursements must be submitted within 60 days of when the expense occurred.

<https://district35.org/files/#14-forms-and-instructions>



Concur – Common Issues

- ▶ Missing Documentation
 - All reimbursements MUST have supporting documentation
 - This is Toastmasters International Policy
- ▶ Overspending – be aware of your allocations
 - Can you / should you spend?
 - Partner with Rozaline prior to spending

Reminders – Reimbursements

- ▶ All District purchases are tax exempt
- ▶ Sales Tax Exemption Certificate
<https://district35.org/files/#14-forms-and-instructions>

Concur – Coding Mistakes

- ▶ Food for events: always use “Meal Events”
- ▶ Food for DEC meeting, reporting code: “Training-Division and Area Directors/Governors”
- ▶ TLI Events and Expenses, Reporting Code: “TLI”
- ▶ Subsidiary: always use “District”

Concur – Common Issues

If your receipt is correctly attached, the receipt tab will appear

New Expense **Receipt Image**

Expense Type Mileage (7062)	Transaction Date 09/16/2017	Business Purpose DEC Meeting	Enter Vendor Name
City of Purchase Pewaukee, Wisconsin	Payment Type Cash/Out of Pocket	Amount 13.57 USD	From Location Pewaukee, WI
To Location Milwaukee WI	Number of Miles 42.4	Reporting Code 1 (954) Travel - District - Finance	Event Period 2 N/A
District 1 (035) District 35	Subsidiary 2 District	Co Type to search by: ☐ Text ☐ Code (Code) Text (958) Travel - Area Director (956) Travel - District - Admin Manager (954) Travel - District - Finance Manager (955) Travel - District - PR Manager (952) Travel - District CGD (951) Travel - District Director (953) Travel - District PQD (957) Travel - Division Director (961) Travel - International President (960) Travel - IPDD	

Subsidiary Should always be District

When submitting Mileage the code is always "Travel" – for your role regardless of the event.

Items Typically NOT Reimbursed

- Travel to:
 - District TLI
 - District Convention
 - International Convention (Except Trio and IPDD)
 - Area Directors – Contests/Events outside your Area
 - Division Directors – Contests/Events outside your Division

Questions?

- ▶ Remember
 - Questions regarding your allocations, if it is okay to spend funds, etc. → Contact Rozaline Janci
 - Questions on Concur and other Finance Policies and Procedures → Contact Spring Sun



Lunch – 30 minutes





District Success Plan

District Trio



Mission Statements

- Toastmasters International
 - We empower individuals to become more effective communicators and leaders
- District
 - We build new *sustainable* clubs and support clubs in achieving excellence
- Club
 - We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth

3 Measurable Goals

District 35 Performance

0% Growth



Paid Clubs	
Base	To Date
122	122
Goals	
Distinguished	124
Select Distinguished	126
President's Distinguished	129
Smedley Distinguished	132

-98.31% Growth



Payments	
Base	To Date
4,139	70
Goals	
Distinguished	4,202
Select Distinguished	4,264
President's Distinguished	4,346
Smedley Distinguished	4,471

0% of Clubs

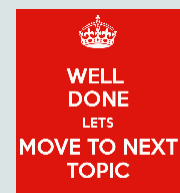


Distinguished Clubs	
Base	To Date
122	0
Goals	
Distinguished	49
Select Distinguished	55
President's Distinguished	61
Smedley Distinguished	68

As of 8-Aug-2019 ▼

District Council Meeting September – Virtual Meeting

Ed Thelen, DTM



Facts about District Council Meeting

- ▶ DATE: Saturday, September 4, 2019
- ▶ TIME: 9:00 a.m. to 10:30 a.m.
- ▶ AGENDA: same as previous years
 - Approve May District Council meeting minutes
 - Approve Finance Report
 - Approve Budget *** MOST IMPORTANT ***
 - Reports from Division Directors, Public Relations Manager, and Quad
- ▶ TIMING:
 - Notification of voting platform – 4 weeks in advance
 - Agenda and supporting items – posted 14 days in advance (differs from Spring Convention where information is posted 4 weeks in advance)

Similarities & Differences from Spring District Council Meeting

Spring District Council

- ▶ In person
- ▶ Quorum: 1/3 of District Presidents and Vice Presidents Education
- ▶ Can proxy vote to another club member if PRES or VPE cannot attend
- ▶ Timing: materials posted 4 weeks in advance
- ▶ Most important agenda items: Elections and Realignment

Fall District Council

- ▶ Virtual attendance
- ▶ Quorum: 1/3 of District Presidents and Vice Presidents Education
- ▶ NO PROXIES are allowed if PRES or VPE cannot attend
- ▶ Timing: materials posted 14 days in advance
- ▶ Most important agenda items: Approval of budget and appointment of elected offices (if needed)

30-60-90 Days



Your next 30 days (mid-September)

- ▶ District Council Meeting – 9-14-19– spread the word!
- ▶ Membership dues – 9-30-19
- ▶ Record TLI attendance by 11-30-19– DivD
- ▶ Continue club visits (and file reports) – AD
- ▶ Follow-up / another round Council meetings
- ▶ District TLI – 12-7-19
 - Communicate to your clubs
 - Share information as communicated from PQD & PRM
 - Complete your registration for Winter TLI (when open)

Your next 60 days (mid-October)

- ▶ Record TLI attendance by 11-30-19; ask clubs to review dashboards to ensure they get the correct credit - DivD
- ▶ Continue club visits and submit reports by 11-30-19 - AD
- ▶ District TLI – 12-7-19
 - Share information about Winter TLI with your clubs
- ▶ Complete your own registration for Winter TLI

Your next 90 days (mid-November)

- ▶ Ensure all TLI training has been recorded by 11-30-19 – DivD
- ▶ Finish club visits and enter reports within 48 hours after visit (due by 11-30-19) – AD
- ▶ District TLI – 12-7-19
 - Continue to communicate and remind clubs to register
 - Share TLI information from PQD and PRM
- ▶ Plan dates for Division Makeup Winter TLI sessions (must complete by end of February)
- ▶ Start thinking about location and date for speech contests
- ▶ Hold another Area/Division Council meeting

Next DEC Meeting

- ▶ Saturday, September 14, 2019
- ▶ Virtual Meeting
- ▶ Login information to be sent
- ▶ Time: 9:00am to 10:30am
 - Login by 8:50am



September District Council Meeting – Proposed Agenda (post by August 31)

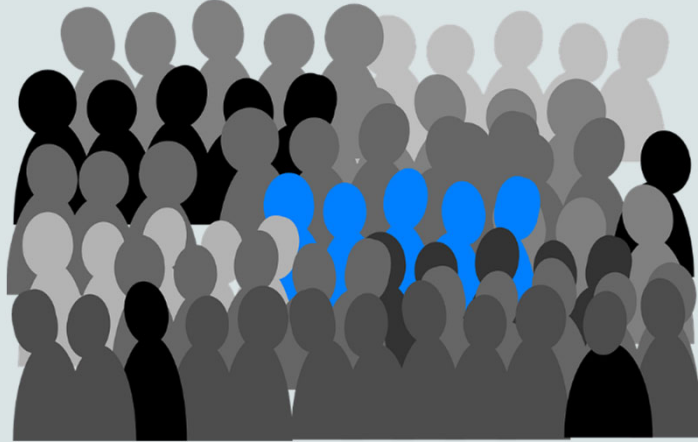
1	Call to order and welcome	Rozaline Janci, DTM	3 min
2	Credentials Committee Report	Ed Thelen, DTM	3 min
3	Administration Manager Adoption of May 11, 2019 District Council Meetings	Robin Grabinski	3 min
	Link: NEEDED		
4	District Finance Manager Report	Spring Sun, PM4	5 min
5	Adoption of the District Budget	Spring Sun, PM4	5 min
	Link: NEEDED		
6	Report of the Audit Committee	Thomas Rozga, DTM, PDG	3 min
7	Division Director Reports		
	Division A	Dmitry Lapan, ACB, ALB	3 min
	Division B	Raj Kumar	3 min
	Central Division	Tom Carlson, DTM	3 min
	Division D	Janet O'Rourke, VC1	3 min
	Eastern Division	Paul Freiberg, DTM	3 min
	Division F	Jennifer Kibicho, ACG, ALB	3 min
	Northern Division	Craig Carpenter, DTM	3 min
8	Public Relations Manager Report	Kamal Soan, DTM	3 min
9	Club Growth Director Report	Teri McGregor, VC3	4 min
10	Program Quality Director	Kris Pool, DTM	4 min
11	Immediate Past District Director Report	Ed Thelen, DTM	4 min
12	District Director Report	Rozaline Janci, DTM	4 min
13	Announcements	Rozaline Janci, DTM	3 min
14	Adjournment		

Then the Next DEC Meeting

- ▶ Saturday, October 12, 2019
- ▶ Host: Division F
- ▶ Time: 10am to 2pm
 - Networking and Sign-in 9:30am
- ▶ Location: TBD



Don't Leave Yet!!



Group Photo Time

