



**District 35 2023 Fall District Council Meeting
Saturday, September 9, 2023**

**2023 Fall District Council Meeting
Saturday, September 9, 2023
9:00 a.m.
Virtual Meeting via Zoom**

Link to Meeting Agenda:

https://district35.org/wp-content/uploads/2023/08/20230909_D35-Fall-Business-Meeting-Agenda.pdf

Call to Order and Welcome – District Director Jason Feucht, DTM

- Meeting was called to order at 9:00 a.m.
- Timer: Kris Pool, DTM, PDD, Admin Manager
- Parliamentarian: Tom Rozga, DTM, PDG
- Credentials Chair: Eric Young, DTM

Review of District Mission – District Director Jason Feucht, DTM

- “We build new clubs and support all clubs in achieving excellence.”

Credentials Committee Report – Credentials Committee Chair Eric Young, DTM

- Number of clubs in good standing = 79
- Total Club Presidents and Vice Presidents Education x 2 = 158
- Number of club votes required for a quorum (1/3 of eligible clubs X 2) = 53

A quorum has been established.

- Number of eligible voting District Executive Committee (DEC) members = 30
 - Number of credentialed District Executive Committee members = 28
 - Total ballots available = 152
 - Simple majority (number of votes to equal 50% + 1 vote) = 77
 - Two thirds vote = 102
-
- The credentials report is adopted
 - Written report submitted and included in the appendix

Review Meeting Agenda – District Director Jason Feucht, DTM

- Published agenda included in the appendix

Voting Procedures – Parliamentarian Tom Rozga, DTM, PDG

- Explanation of voting procedure for the 2023-2024 District Budget
- Two voting items will be voted on via poll which is the equivalent to a voice vote
- Members of District Council are allowed to vote (Club Presidents, Club Vice Presidents, DEC members)
- The most number of votes allowed by any one individual is three votes

Appointment of Division N Director – District Director Jason Feucht, DTM

- Brandon Birrenkott, Sentry Toastmasters Club #4596 and Division E Director moved to approve the nomination of Karen Polege as Division N Director. Liz Urban, Spectacle City Club #2602 seconded motion.
- Motion passed unanimously. Congratulations to Karen Polege.

Approval of 2023 Spring District Council Meeting Minutes – District Director Jason Feucht, DTM

- Minutes from the April 29, 2023 were made available on the district website; the minutes will stand as approved as published

Presentation and Adoption of District Budget – Finance Manager Lisa Elz-Powell

- Written report submitted and included in the appendix
- Link to the 2023-2024 district budget: <https://district35.org/wp-content/uploads/2023/08/D35-Annual-Budget-2023-2024-Draft.pdf>
- Finance Manager Lisa Elz-Powell moved for the adoption of the District 35 budget as posted. Ronda Borowski, Waukesha Club #1173 seconded
- Questions:
 - Liz Pollock: dues are raised, what happens if we have additional money?
 - District Director response: The budget is a framework for how we spend our funds and we will adjust as necessary
 - Yuriy Ksendi: thought he saw reference to 7 divisions instead of 6.
 - District Director: Will double check for any typos in the budget but it is noted that there are 6 divisions.
- Motion passed unanimously. The 2023-2024 District 35 Budget is approved.

District Financial Report – Finance Manager Lisa Elz-Powell

- District Financial Summary was presented and will be filed for audit.

<u>District Revenue</u>	June YTD Actual	June YTD Budget	Variance
Membership Revenue	\$ 27,436.27	\$ 26,369.83	\$ 1,066.44
Conference Revenue	\$ 17,038.45	\$ 13,000.00	\$ 4,038.45
Fundraising Revenue	\$ 3,811.16	\$ 8,000.00	\$ (4,188.84)
Total District Revenue	\$ 48,285.88	\$ 47,369.83	\$ 916.05
<u>District Expenses</u>			\$ -
Conference Expenses	\$ 19,852.93	\$ 13,000.00	\$ 6,852.93
Fundraising Expenses	\$ 4,921.70	\$ 5,734.00	\$ (812.30)
Recognition	\$ 1,383.91	\$ 3,750.12	\$ (2,366.21)
Club Growth	\$ (1,502.67)	\$ 3,000.00	\$ (4,502.67)
Marketing Outside of Toastmasters Expenses	\$ 451.62	\$ 2,000.04	\$ (1,548.42)
Public Relations Expense	\$ 617.95	\$ 1,200.04	\$ (582.09)
Education & Training Expense	\$ 373.48	\$ 1,999.96	\$ (1,626.48)
Speech Contest Expenses	\$ 1,236.80	\$ 1,200.00	\$ 36.80
Administration Expenses	\$ 2,515.70	\$ 2,500.04	\$ 15.66
Food and Meals Expense	\$ 1,969.75	\$ 2,190.00	\$ (220.25)
Travel Expense	\$ 1,779.99	\$ 3,438.95	\$ (1,658.96)
Lodging Expense	\$ 5,735.43	\$ 6,039.00	\$ (303.57)
Allocation Expenses	\$ 1,319.54	\$ 1,318.44	\$ 1.10
Total District Expenses	\$ 40,656.13	\$ 47,370.59	\$ (6,714.46)
			\$
<u>Total Net Income</u>	\$ 7,629.75	(0.76)	\$ 7,630.51
Unposted Accruals to 2023-2024	\$ 7,600.00	\$ -	\$ 7,600.00
			\$
<u>Updated Net Income</u>	\$ 29.75	(0.76)	\$ 30.51

Year-End Audit Report – Audit Committee Chair Ed Thelen, DTM, PDD

- Written report submitted and included in the appendix
- In addition to the submitted report, Ed Thelen will review the District Procedures Guide during the coming year specifically for updates to the financial section

Division Director Reports

- **Division A** – Julie Gerasch
 - Written report submitted and included in the appendix

- **Division C** – Lee Samson
 - Written report submitted and included in the appendix
- **Division D** – Paul Anderson (Alex Ashley presented on Paul's behalf)
 - Written report submitted and included in the appendix
- **Division E** – Brandon Birrenkott
 - Written report submitted and included in the appendix
- **Division F** – Yuriy Ksenidi
 - Written report submitted and included in the appendix
- **Division N** – Karen Polege, DTM
 - Written report submitted and included in the appendix

Public Relations Report – Teri McGregor, DTM, PDD

- Written report submitted and included in the appendix

Immediate Past District Director Report – Jennifer Kibicho, DTM, IPDD

- Written report submitted and included in the appendix

Club Growth Director Report – Theresa Flynn, DTM

- Written report submitted and included in the appendix

Program Quality Director Report – Robert Wall, DTM

- Written report submitted and included in the appendix

District Director Report – District Director Jason Feucht, DTM

- Written report submitted and included in the appendix
- Be solution focused, keep it simple, and do your best

Unfinished Business – District Director Jason Feucht, DTM

- None

New Business – District Director Jason Feucht, DTM

- None

Announcements – District Director Jason Feucht, DTM

- Next District Council Meeting will be a hybrid is scheduled for Saturday, April 27, 2024.
- Items for consideration should be submitted to District Director in writing by March 30, 2024.

The District Council Meeting adjourned at 10:04 a.m.

Respectfully submitted,

Kris Pool

Kris Pool, DTM, PDD
Administrative Manager

Appendix:

1. Published meeting agenda
2. Credentials Committee report
3. Finance Manager report
4. Audit Committee report
5. Division A Director report
6. Division C Director report
7. Division D Director report
8. Division E Director report
9. Division F Director report
10. Division N Director report
11. Public Relations Manager report
12. Immediate Past District Director report
13. Club Growth Director report
14. Program Quality Director report
15. District Director report



2023 District 35 Council Meeting

September 9, 2023 - 9:00 AM

Presiding

Jason Feucht, DTM

District 35 Director

Agenda

Agenda Order	Person Responsible	Time
Call to Order and Welcome	District Director Jason Feucht, DTM	9:00 AM (3 min)
Review of the District Mission	District Director Jason Feucht, DTM	9:03 (1 min)
Inspiration	Dave Schmitt, DTM, PDG	9:04 (3 min)
Credentials Committee Report	Eric Young, DTM – Credentials Committee Chair	9:07 (3 min)
Review the Meeting Agenda	District Director Jason Feucht, DTM	9:10 (2 min)
Voting Procedures	Parliamentarian Tom Rozga, DTM, PDG	9:12 (3 min)
Appointment of Division N Director Karen Polege	District Director Jason Feucht, DTM	9:15 (3 min)
Approval of Spring 2023 District Council Meeting Minutes	District Director Jason Feucht, DTM	9:18: (2 min)
District Financial Report, Presentation & Adoption of District Budget	Finance Manager Lisa Elz-Powell	9:20 (5 min)
Year-end Audit Report	Audit Committee Chair Ed Thelen, DTM, PDD	9:25 (3 min)
Division Director Reports	Division A - Julie Gerasch	9:28 (3 min)
	Division C - Lee Samson	9:31 (3 min)
	Division D - Paul Anderson	9:34 (3 min)
	Division E - Brandon Birrenkott	9:37 (3 min)
	Division F - Yuriy Ksenidi	9:40 (3 min)
	Division N - Karen Polege, DTM	9:43 (3 min)
Public Relations Report	Public Relations Manager Teri McGregor, DTM, PDD	9:46 (3 min)

Immediate Past District Director Report	Immediate Past District Director Jennifer Kibicho, DTM	9:49 (3 min)
Club Growth Director Report	Club Growth Director Theresa Flynn, DTM	9:52 (5 min)
Program Quality Director Report	Program Quality Director Robert Wall, DTM	9:57 (5 min)
District Director Report	District Director Jason Feucht, DTM	10:02 (5 min)
Unfinished Business	None	
New Business	None	
Announcements	District Director Jason Feucht, DTM	10:07 (3 min)
Meeting Adjourned		10:10 AM

All reports for this meeting were to be submitted by email to the Administrative Manager no later than Friday, September 2, 2023.

Order of the day may change at the discretion of the District Director.

Request for items to be included on the agenda must have been sent to the District Director no later than 4 weeks prior to the council meeting.

Next District Council Meeting will be held on Saturday, April 27, 2024.

Items for the April 27, 2024, District Council meeting should be submitted to the District Director in writing by March 30, 2024.



Eric Young, DTM

2023-2024 Credentials Chair

District 35

email: toastmasterericyoung@gmail.com

September 9, 2023

District 35 Credentials Committee Report

		Notes
A	<input type="text" value="79"/> Eligible Clubs in District 35	the current number of Clubs In good standing
B	158 Eligible Voting Officers (A x 2)	every Club President and VP of Education of every eligible Club qualify for one vote
C	53 Quorum (B x 1/3)	a quorum is based on 1/3 of all Eligible Club Officers being credentialed
D	<input type="text" value="127"/> Credentialed Club Officers	this total is based on the eligible Club Officers who acknowledged this meeting
	YES Has a quorum been established? (D ≥ C)	actual attendance is not required to establish a quorum for business
E	<input type="text" value="30"/> Eligible Voting District Executive Committee Members	every DEC member is eligible for one vote
F	<input type="text" value="28"/> Credentialed District Executive Committee Members	equals the number of credentialed DEC Members
G	<input type="text" value="152"/> Total Ballots Available	based on total credentialed voters and limits for multiple-office holders (see below)
H	77 Simple Majority (G x 1/2 + 1)	based on regular business, and without regard to actual attendance

Respectfully submitted,

Eric Young–, DTM
2023-2024 Credentials Chair
District 35



Lisa Elz-Powell

2023-2024 District Finance Manager

District 35

email: laelz@powellfamilywi.com

September 9, 2023

Good morning District 35 Toastmasters:

I'm excited for the opportunity to serve the District this year as Finance Manager. I want to give a special thank you to last year's Finance Manager, Distinguished Toastmaster Paul Freiberg for partnering with me on a smooth transition.

In working with the Trio, we have established a budget that was built to directly support the District Mission and goals as outlined in the District Success Plan. The District Success Plan was developed by the trio with input from the District Executive Committee. District Revenue is directly correlated to our member dues paid to Toastmasters International. Toastmasters International requires all districts to adhere to certain allowable expense percentages based on the type of expense. Additionally, all District events, and the overall District must be budgeted to a net zero profit and loss. This requirement does not give the District any flexibility to leverage excess reserves to underwrite events such as the District Conference or support our lower operating budgets due to reduced membership. Our budget has been built to meet these requirements and constraints.

Despite these requirements we feel we have developed a budget that is set up to continue its focus on the District Mission, most importantly building and sustaining clubs.

While our budget is tighter than it has been in the past, the thing that makes this all easier is one thing, the member. If we as a district, if we as club leaders and if we as Toastmasters focus on the member, and their journey through the Toastmaster Program, everything else falls into place. With a strong growing membership, revenues increase, and that gives us more funds to support even more strong growing members and clubs.

Financial Report

First, I would like to thank the outstanding efforts of our Audit Committee, led by Audit Committee Chair, Distinguished Toastmaster and Past District Director Ed Thelen.

World Headquarters has been slower than in past years with closing out monthly financial reports; because of this, the most recent financials we have are through June 2023.

Checking Account Balance: \$23,698.23

District Reserve Available Balance: \$25,488.16

Please note, \$6,592.46 of the available balance must remain in reserve with Toastmasters International.

Total Available Funds: \$42,593.93

Total District Revenue: \$47,369.83
This is ahead of budget by \$916.05

District Expenses: \$40,656.13
This is under budget by \$6,714.46

This puts the tentative income number for June 2023 at \$7,630.51. However, there are some 2022-2023 expenses that had to be accrued forward into the 2023-2024 Toastmasters year, along with the District Dollars that have been earned but not yet spent by clubs. This Accrual that has yet to be processed by World Headquarters is \$7,600.00. Once processed this should close the 2022-2023 Toastmasters year out with a net income of \$30.51.

Respectfully submitted,

Lisa Elz-Powell
2023-2024 Finance Manager
District 35

District Financial Summary

<u>District Revenue</u>	June YTD Actual	June YTD Budget	Variance
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<u>Updated Net Income</u>	\$ 29.75	(0.76)	\$ 30.51



Ed Thelen, DTM, PDD

2023-2024 Credentials Chair

District 35

email: edsthelen@gmail.com

September 9, 2023

District 35 Year-End Audit Report

The District 35 Audit Committee convened on August 30, 2023 to conduct the year-end audit for District 35 covering the period of January 1, 2023 through June 30, 2023. The audit committee is comprised of Chairperson Ed Thelen, DTM, PDD and members Mike Dill, DTM and Bethanie Gist, DTM.

The committee reviewed the documentation for financial income and expenses for the period covered above with respect to the following areas: organization, substantiating transactions, and policy review.

Overall, the recordkeeping was very good with supporting documentation for all expenses. Comments relating to budgets and compliance with policies in Concur was complete as well. The hard work of Finance Manager, Paul Freiberg, DTM is to be commended.

Because of the timing of when the documentation for the audit was received and deadlines imposed by Toastmasters International, we are first able to comment for not only the District but the Trio as well during this report. As similar issues tend to crop up over time based upon what can be done within the limitation of direction from World Headquarters, I will give some updates from my mid-year audit report.

The District Finance Manager and Trio implemented the recommendations presented at the May District Council meeting with respect to the following items: Approvals for Expenses over \$500 and Documentation for Deposits.

There are a couple of items still being worked on:

Pre-Authorization of Over \$500 Transactions – The District Trio took note of the Audit Committee's comments from the mid-year audit. The decision that was made was to review specific District procedures to see if certain items that come up consistently over this threshold can be codified within our District procedures. Current District Director Jason Feucht has asked to chair a District Procedures committee again this year specifically for this purpose along with taking another review specifically of Finance related procedures.

Reimbursement of Transactions with Sales Tax – The Audit Committee noted the ideal and practical scenarios regarding sales tax in transactions in the mid-year audit report. During the review in the second half of the year, the committee noted that certain DEC members were submitting amounts with sales tax while others were not doing so. It is the committee's recommendation that everyone be reimbursed for the sales tax where it is difficult to remove the sales tax from particular transaction(s).

A more detailed report will be given to the outgoing and incoming District Finance Manager and Trio as we have additional recommendations for the District to work with the Finance staff at World Headquarters to increase the efficiency and effectiveness of District Finances, the audit process and TI's not-for-profit status.

District 35 is to be commended in its efforts to be financially sound and continually strive for the necessary policies to be able to best use its funds for the members' benefit.

Respectfully submitted,

Ed Thelen, DTM, PDD
2023-2024 Audit Committee Chair
District 35



Julie Gerasch

2023-2024 Division A Director

District 35

email: jewelsger@gmail.com or Julie.gerasch@fiserv.com

September 9, 2023

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division A Director.

The Division A team has had a successful start supporting our members and the clubs in Division A.

Before I cover anything else, I want to thank the Division A Team:

- Judy Bauer, DTM – Area A1 Director
- Paul Arnold, DTM – Area A2 Director
- Zachary McMillan – Area A3 Director

Thank you for all you do for your clubs, your areas, Division A and District 35 so far this year. Please continue to build momentum as we progress through this year.

Division A currently has 238 members across 14 clubs. 5 Clubs in the division are at full strength of 20+ members (Direct Supply Champion Chatters, Menomonee Falls Toastmasters, ROK the Talk, Kapur Communicators, Milwaukee Talkies).

Congratulations to Area A2 Director for completing the first round of area visits prior to first round due date. What a great start.

Overall, most of the clubs in Division A continue to be strong clubs. Kapur Communicators is a newer club with younger members. They have not gone through officer training due to some confusion that the Area Director stated is being addressed. Fiserv Brookfield Club is growing stronger each year with membership and climbing to try and reach distinguished for the first time since they've chartered. With having myself as the Division Director and having the Area Director as home club, we can coach more hands on and on a regular basis. Other than that, no other club has been identified with concerns.

Respectfully submitted,

Julie Gerasch
2023-2024 Division A Director
District 35



Lee Samson

2023-2024 Division C Director

District 35

email: leefsamson@gmail.com

September 9, 2023

District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division C Director.

The Division C team has started doing their visits and working with their clubs.

I want to thank the Division C Team:

C1 Spring Sun

C2 Harriet Allen

C4 Charles Elfman

We do not have an Area Director for Area C3. For now, I am the acting Area C3 Director. I plan on having all my club visits done by the middle of September.

I want to thank Spring Sun for getting all her club visits done before the end of August.

Division C currently has 223 members across 16 clubs. 3 Clubs have 20 or more members (Eastside Madison, Reedsburg Area Club, and Rolling Hills). A total of 9 Clubs in the division have more than 12 members. 7 Clubs are at 12 or less members and are eligible for club coaches. I want to thank the Coaches that have worked with clubs in Division C and encourage those clubs eligible for coaches to request one.

Many clubs are doing well and are seeing more guests attend their meetings. Membership growth and retention is still a major concern for clubs. Some clubs have expressed a concern about not being able to attract guests and members below the average Toastmasters International member age. That is under the age of about 45 years old.

Education Awards

At the time of this report's preparation, Division C has had earned 14 education awards. We still have some clubs that are struggling with Pathways. Some members still have not started to work with Pathways. Other club members are working with it but slowly.

Distinguished Club Program

The clubs are working on plans to address Distinguished Club Program items. Most of the clubs I have talked to are working on plans in specific areas at this point. For example they are working on areas that are high priority items for them like membership plans or education plans.

I want all Division C clubs to continue to do the great work they have been doing. If the Division C Area Directors and I can do anything to help with this work please let us know.

Respectfully submitted,

Lee Samson
2023-2024 Division C Director
District 35



Paul Anderson, PM1

Division D Director

District 35

email: 1luckyguytoday@gmail.com

September 9, 2023

Good morning fellow Toastmasters of District 35!

I would like to thank you for the honor and opportunity to serve as the Division D Director.

First and foremost, I would like to acknowledge and thank my area directors:

- Alex Ashley, Area D1
- Scott Kazin, Area D2
- James White, Area D3

I would like to honor them for their willingness to step up to the plate and be of service. They've already completed and/or started 35% of the area visits.

Division D is off to a wonderful start. We currently have 13 active clubs with 182 members. We have already gained 26 new members this year. Leading the way in that growth NM Speaks with 8, Cream City Communicators with 5, and EQ Leadership with 3.

With most of our clubs nowhere near capacity, growing membership will be the top goal for the division team. I am confident in the leadership and resources we have from the district. Together we will get the job done.

I am excited to report education goals are not being forgotten as clubs strive to achieve excellence. Cream City Communicators has already achieved their five goals needed to be distinguished. I'm sure they're not even close to being done yet. NM Speaks has achieved four. Thank you clubs for being so inspiring to us all.

The clubs in Division D took the summer training to heart. All of our active clubs achieved their training goal. Eight of our clubs had all seven officers trained. Way to go!

Division D has a long and strong legacy of performing. Our predecessors have left us with a good foundation to work from. As we progress through the year, the Division D team will continue to focus on four goals:

1. Membership growth
2. Membership engagement

3. Making sure that all the clubs in the division have the resources they need to succeed
4. And having fun!

Respectfully submitted,

Paul L Anderson
2023-2024 Division D Director
District 35



Brandon Birrenkott

2023-2024 Division E Director

District 35

email: Brandon.Birrenkott@sentry.com

September 9, 2023

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division E Director. This is my second term as Division Director, having served last year as Northern Division Director.

The Division E team is off to a great start supporting the clubs in Division E. We will be meeting the third Monday of each month as a Division (Area Director Team and Division Director team). This will enable us to collaborate as a leadership team in terms of our focus and efforts as we move further into the Toastmaster's year. I want to give special thanks to the following Area Directors in the Eastern Division. Without the Area Director team, we could not do it as a Division. I want to thank my fellow team members:

- Paul Van Dyck
- Carol Mather
- Aaron Lau

Thank you for all you have done and will do for your clubs, your areas, Division E and District 35 this year.

Division E currently has 158 members across 13 clubs. There are 5 Clubs are at 15 or more members. There are 92% of the clubs in Division E with 8 members or higher. In terms of Club Officer reports, 92% of the clubs in Division E have their Club Officer listing submitted. There were 8 clubs who had at least 4 club officers or more trained through the Club Officer Training sessions during the Summer of 2023.

Membership continues to be a focus as we move into 2023 and into 2024. I'm confident that we will continue to encourage membership and the Area Director team does a nice job engaging with their respective clubs. The Eastern Division Area Director team has been off to a very nice start in terms of scheduling club visits and completing the Area Director report/club visits.

I will take a moment to remind all of you, if you have not done so, get your renewals in!

Education Awards

Since the start of the Toastmasters Year Division E has had 8 members earn education awards. A special shout out to the Sheboygan Club (Club 2121) with earning 2 Level 1 awards, 1 Level 2 award, 1 Level 3 award, and then 2 Level 4 and 5 awards.

Keeping our members focused on their personal development, and growth through the education program is essential to all our overall success and why we are here.

Distinguished Club Program

I am pleased to also share that some of our clubs have already completed DCP goals! Congratulations and keep up the good work, Sheboygan Club 2121 with 3 goals, Talk of the Town and Fox Speak Toastmasters with 1 goal thus far. Keep up the great work!

Conclusion

I am anticipating a productive year for the Eastern Division. We have a very solid Area Director team in place, we have very committed members and officers within the clubs within the Division, with several prior leaders within these clubs. Through the Division Director and Area Director monthly meetings moving forward, we will ensure no club feels left behind and continue to work to support the members within Eastern Division. For planning ahead purposes, the Division E speech contest will be held on Saturday March, 2, 2024. Details will emerge as we get closer but mark your calendars for the Division E Speech Contest.

Respectfully submitted,

Brandon Birrenkott
2023-2024 Division E Director
District 35



Yuriy Ksenidi
2023-2024 Division F Director
District 35
email: warhawkforlife@gmail.com

September 9, 2023

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division F Director.

Before I cover anything else, I want to thank my Division F Team:

- Liz Urban – Area F1 Director
- Laurie Showers – Area F2 Director
- Jennifer Kibicho, DTM – Immediate Past District Director, has been kind to visit three clubs in Area F3 and submit club visit reports while we are seeking an Area Director.

Thank you for all you have done and will continue to do for your clubs, your areas, Division F and District 35 this year.

I would like to share information about membership, area club visits, officer training, education awards and Distinguished Club Program goals as of 8/30/2023.

Membership:

Division F has 161 members across 14 clubs. One club has 21 members, four clubs have 13-19 members and nine clubs have 12 or fewer members. Division F has 108 renewal payments (through 3/31/2024) on the books (67.08%), and our clubs have added 11 new members since the start of the Toastmasters Year.

Area Club Visits

Here is the breakdown of Area Director visits to clubs:

- Area F1: four out of the five clubs have been visited; a visit to one club is scheduled for September 6.
- Area F2: visits to clubs have yet to be scheduled.
- Area F3: four out of the five clubs have been visited; a visit to one club is planned in September.

I anticipate that all clubs in Division F will be visited by mid-October.

Club Officer Training

Division F clubs have shown commitment to building healthy teams and club success by attending the District led summer officer training. All 14 of our clubs had at least 4 officers trained.

Eight clubs had 7 of 7 trained:

- Long Story Short
- Oak Creek Toastmasters
- Racine Club
- Rockwell Automation A-B Club
- Spectacle City Club
- Southshore Toastmasters Club
- Southwest Toastmasters
- The Breakfast Club

Three clubs had 6 of 7 trained:

- Allis Chalmers Toastmasters
- Milwaukee Metro Spkrs Club
- Resource Advanced Toastmasters Club

Education Awards

Collectively, clubs have earned eight educational awards. Congratulations to all of you! Please continue to support each other. One way to do this is to give members a chance to be involved within and outside of the club by focusing on their strengths and then asking them to stretch themselves. When members feel supported, they will be even more awesome and our District will see a continuous inflow of leaders.

Distinguished Club Program Goals

I am pleased to also share that six of our clubs have already completed DCP's Administration goal! They are CNH Industrial Toast Team, Long Story Short Toastmasters, Milwaukee Metro Spkrs Club, Resource Advanced Toastmasters Club, Southwest Toastmasters and The Breakfast Club. One club, Landmark Toastmasters Club, has completed an educational goal (Level 4 in Pathways).

In closing, from attending officer training to volunteering at speech contests, and everything in between (supper club, meeting on Sundays, fundraising at WI State Fair) you can count on all clubs to show up and crush it. I encourage all clubs to reach out to your Area Director or I if you need assistance. Above all else keep sharing your wins and ideas, big and small. Likewise, I encourage everyone in attendance today to check out the fantastic clubs in Division F. Please reach out to me for meeting information.

Respectfully submitted,

Yuriy Ksenidi
2023-2024 Division F Director
District 35



Karen Polege, DTM
2023-2024 Division N Director
District 35
email: karen.polege@gmail.com

September 9, 2023

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division N Director. I have accepted appointment to this position this year when the person elected to it in May became unable to serve. This appointment is contingent upon a vote of approval at the District's September business meeting.

I'd like to thank Area N1 Director Jeff Gut and Area N3 Director Kathy Shine for their service to the District and to the Northern Division this year. The Area N2 Director has recently submitted a resignation from the position, so we are currently looking for an Area Director for N2. If you are interested or know of someone who might be interested, please contact District Director Jason Feucht or me.

Many Northern Division clubs have taken advantage of the opportunity to renew dues early, before the price rose on August 1 of this year. However, two Northern Division clubs are not in good standing due to low membership: the Wausau Morning Toastmasters in Area N1 and the Chippewa Valley Toastmasters in Area N3. They are working with their Area Directors to determine their intentions and plans for the future.

The thirteen clubs of the Northern Division have 176 members on their rosters. Three clubs (Royal, Ayers, and Eclectic Image) have 20 or more members. The Church Mutual Club is close to full strength, with 19 members currently. Eight new members have joined Division N clubs so far this year.

Several clubs have had at least four officers trained during the summer officer training season: Church Mutual, Marshfield, Rasmussen, Stevens Point, Sentry, Wisconsin Rapids, Heart of Eau Claire and Royal Toastmasters. Four clubs already have one DCP goal complete: Church Mutual, Rasmussen, Marshfield, and Eclectic Image.

Most Northern Division clubs are out of pandemic-survival mode and are developing or solidifying their identities and their places in the ever-changing world in which we live. Many clubs are hybrid and are utilizing digital tools to connect with people living nearby and far away, as well as enabling their members to become competent at using a number of online meeting and communication

tools. Many Toastmasters are still able to enjoy the in-person fellowship they value, with most Northern Division clubs offering the option to attend a meeting in person. This will likely be a year of gradual change for many Northern Division clubs and their members; change is, after all, truly a constant. We look forward to continuing to support the clubs of the Northern Division as the year progresses.

Respectfully Submitted,

Karen Polege, DTM
2023-2024 Division N Director
District 35



Teri McGregor, DTM
2023-2024 Public Relations Manager
District 35
email: tmcgd35@gmail.com

September 09, 2023

Greetings Members of the District Council and District Executive Committee,

Here we are, two months into the new Toastmasters year and we are already making waves in the public relations space. The fast start we've had is sure to support the success of the district.

We have a plan in place – a Communication Plan to be exact. Much like any success plan made in this organization, it was a team effort. The plan outlines our communication goals with details about how we intend to meet those goals. The main goal is to support all clubs in increasing awareness about Toastmasters in their local communities.

Some things to look for from the PR team this year include:

- **Additional Public Relations Training Sessions.** We've had one already and there is a plan to continue PR-specific training and presentations, giving all members an opportunity to learn how to spread the word about our organization.
- **Club and Member Recognition.** I feel like celebrating and supporting each other's success is a cornerstone of every club meeting – you know, after the speaking and evaluating part. I mean, we clap for everything! We plan to recognize clubs and members for accomplishments throughout the year.
- **LinkedIn advertising.** We will pick up with advertising Toastmasters on LinkedIn pointing anyone interested in learning more about our organization to clubs in District 35.
- **Changes to the Newsletter.** Look for a quarterly version of the EDGE, our District's Newsletter. Our first one will be sent to your inboxes this month.
- **The Weekly News.** This space will continue to be the best way to stay current on all announcements from the District. If you are not receiving this message in your email every Wednesday, reach out to me to let me know.

I look forward to reporting back to you in the spring about the success of these plans in the recruiting efforts of our clubs.

Respectfully submitted,

Teri McGregor, DTM
2023-2024 Public Relations Manager
District 35



Jennifer Kibicho, DTM

2023-2024 Immediate Past District Director

District 35

email: kibichodtm@gmail.com

September 09, 2023

Dear District 35 Council Members:

It is with excitement that I submit my report as your Immediate Past District 35 Director. Since the year ended on June 30, 2023, I have been actively engaged in helping our District achieve its mission—building new clubs and supporting all clubs in achieving excellence.

Because I strongly believe that no Club should be left behind, and that all clubs in our District must be served, whether or not there is an Area Director appointed to oversee the specific clubs in the area, I have committed to support Division Directors that have Areas without an Area Director. Collaborating with Division F Director, Yuriy Ksenidi, I have had the pleasure of visiting 3 clubs in Area F3—The Breakfast Club, SpeakEasy Toastmasters and Long Story Short. Making those Area Director visits have reinforced the importance of clubs getting outside perspective in how they can recruit new members and retain existing members so that our members get value for the \$0.33 a day investment in Toastmasters membership.

I anticipate to conduct more Area Director visits during the Toastmasters year.

In addition, I am working with 2 Club Coaches to support an existing club that is struggling to retain membership.

As I finalize my report, I would like to thank Division F Director Yuriy Ksenidi for supporting my efforts to add value to clubs in Division F.

Respectfully submitted,

Jennifer Kibicho, DTM
2023-2024 Immediate Past District Director
District 35



Theresa Flynn, DTM
2023-2024 Club Growth Director
District 35
email: tflynn_d35@yahoo.com

September 9, 2023

Good morning District 35 Toastmasters:

Why did you join Toastmasters? What was your goal? Was it to develop those communication skills and professional skills? Maybe it was to get out of the house and meet your neighbors, meet new people, and network. Maybe you wanted to develop that self-confidence and personal growth that's a cornerstone of all of our clubs.

Have you reached some of those goals? Many of us have been around a while – I'm looking around – and one thing that happens in Toastmasters is developing new goals. What are your new goals? Many of us stay in Toastmasters because we love to help others reach their goals. Sometimes we find out that we actually want to develop additional professional skills, and we enjoy the challenge of the new opportunities we find in our clubs and in our District. Have you been challenging yourself?

We're going to hear a little bit more from Jason and Robert, but this morning I want to talk to you a little bit about some of the opportunities we have coming up this year: We have an incentive program that encourages everyone to try new challenges. Opportunities include getting out there and trying to bring in new members to your Club by getting out into the community and publicizing your Club. Opportunities include supporting the district mission of developing new clubs by helping us worked toward new club growth. And sometimes those opportunities are going to include leading within the club, during events, and helping others reach their goals by being a club coach or mentoring other members throughout the District.

All of these opportunities are ways that you can continue to develop your communications and professional skills. These are ways that you can get out there and meet new people and ways that you can develop that self-confidence and personal growth that comes from meeting new challenges. I encourage you to check out our new incentives and try new things:

<https://district35.org/resources/incentives/>

<https://district35.org/events/calendar/>

Keep being challenged.

Now for some numbers:

Since 2017, we've lost over one-third of our clubs. And in the past years, for example, in '20-'21 we lost over 900 member payments, '21-'22 we lost 317, but last year we were only down by 32 member payments. We're beginning to turn around. For you physics and calc geeks, we're approaching a critical point, the derivative is approaching zero, and we can look toward the opportunity of so many companies and communities who don't have Toastmasters to develop those new clubs and this year with your help we will have significant net growth. I'm working towards developing new clubs in all divisions and this means the Toastmasters throughout the district will have the opportunity to meet new people and to help those new people find Opportunities in Toastmasters, and develop that self-confidence and personal growth that Toastmasters can engender. I hope you'll work with me over this year, check out the incentives, watch for training opportunities including the Demo Meeting event next Monday, and tell your treasurers about the treasurer support session on 9/20.

I look forward to working with you to build new clubs and to support all clubs in excellence. Thanks.

Respectfully submitted,

Theresa Flynn, DTM
2023-2024 Club Growth Director
District 35

Opportunities and breakdown

points	segment	task	Documentation
1 Support	Visit another club		Use find a club, get a photo or screenshot of yourself and email to TMincentives@gmail.com
2 Support	Visit another club that has fewer than 13 members, take a role if one is available		Use list13, get a photo or screenshot of yourself and email to TMincentives@gmail.com
4 Support	Visit a club with four other members of your club (see criteria)		Use find a club, get a photo or screenshot of yourself and email to TMincentives@gmail.com
5 Support	Commit to visit a club with fewer than 13 members six times in six months – per visit		Use list13, get a photo or screenshot of yourself and email to TMincentives@gmail.com
6 Support	With four other members of your club, commit to visit a club with fewer than 13 members six times in six months		Use list13, get a photo or screenshot of yourself and email to TMincentives@gmail.com
4 Publicity	Publicize your club by tabling at an event in the community.		Take a photo and email to TMincentives@gmail.com
5 Publicity	Attend a table at a community event with members of at least two clubs.		Take a photo and email to TMincentives@gmail.com
10 Leadership	Organize a table at a community event with members of at least two clubs.		Take a photo and email to TMincentives@gmail.com
1 Publicity	Post about your club in social media (not your club's page.) Use the Brand Manual for any graphics.		Get a screenshot and email to TMincentives@gmail.com
2 Publicity	Post invitations to your club on a public bulletin board. Use the Brand Manual for graphics or layouts.		Take a photo and email to TMincentives@gmail.com
5 Membership	Bring a non-Toastmaster guest to your club		Email from president or vpm (not you) acknowledging sent to TMincentives@gmail.com
10 Training	Attend a TLI/Club Officer Training		We have a database
10 Training	Attend a Sunday Night Club Support event		Starting July 29, we will keep track of attendance
10 Training	Organize a new member orientation for your club that results in the new member enrolling in pathways within two months of joining the club		Email TMincentives@gmail.com – we can check date of joining and if they're on Pathways.
2 Networking	Attend a virtual Toastmasters club or area non-meeting event		Screenshot including date/time (lower right corner of computer screen), email TMincentives@gmail.com
5 Leadership	Organize a club or area non-meeting event		Forward email of invitation with a photo of the event to TMincentives@gmail.com
3 Networking	Attend an in-person Toastmasters club or area non-meeting event		Take a selfie/photo and email to TMincentives@gmail.com
40 Support	Become a Club Coach		Complete the Coaching educational material in Pathways, let Theresa know you're interested, and if you have a club in mind, let us know that too.
40 Growth	Become a Club Mentor		Volunteer for this ~six month chance to train and mentor new Toastmasters!
40 Growth	Become a Club Sponsor		Volunteer for this ~six month chance to bring new people into Toastmasters!
20 Leadership	Lead a Speechcraft		Forward email of invitation to TMincentives@gmail.com z
5 Membership	Support a Speechcraft – per session		Screenshot including date/time (lower right corner of computer screen) or selfie, email TMincentives@gmail.com
20 Leadership	Develop an educational event to highlight your club or area		Forward invitation or recruiting email to TMincentives@gmail.com z
5 Membership	Support an educational event to highlight your club or area		Screenshot including date/time (lower right corner of computer screen) or selfie, email TMincentives@gmail.com



Robert Wall, DTM

Program Quality Director 2023-2024

District 35

email: rswall@rswall.com

September 9, 2023

Hello, fellow Toastmasters!

We're only two months into the year, and so much has already happened. The big news is that we're starting to reverse the trend of the past few years. Last year, we just about broke even on membership payments — and our distinguished club numbers are on the rise. These are positive signs as we move into the future.

We started the year with two huge wins and one new program.

First — we had an absolutely fantastic TLI season. Thanks to the hard work of Cindy Laatsch, our TLI Dean, the Division Director teams, and our district PRM Teri McGregor, we planned and promoted four great training sessions. This resulted in 68.3% of our total club officers being trained and 82.3% of our clubs had four or more officers trained. TLI attendance is one of the single biggest predictors of club success, so it's exciting that our numbers are continuing to rise every year.

Second — we had a huge win in July. You might remember that Toastmasters dues are going up to \$60 in October, and Toastmasters offered members the opportunity to renew at the \$45 rate through the end of July. We structured an incentive around that, and over half of both our clubs and members took advantage of the discount. That means that half of our district is already renewed for the October dues cycle — and half of our clubs have their 8 members for October.

Third — we're doing our first district-level Pathways and Toastmasters onboarding on September 24 at 7:00 p.m. This isn't intended to replace club onboarding, but to offer additional support to clubs and new members. Look at the district calendar for more details.

We've set a good foundation for success in the coming year.

That said, the elephant in the room is still "membership." "But why is the PQD talking about membership?" you ask? Membership is required to qualify for the Distinguished Club Program, and in the past several years has been the single biggest factor that results in clubs not being distinguished. Fortunately, Toastmasters helped us out last year by lowering the qualifying requirement to a growth of 3 members. That change means we have less work to do — but we still need to do the work.

Here's the thing. Membership numbers are about value, and the calculus is pretty simple. Toastmasters costs \$10 or so per month, plus a few hours of investment. If it's worth that to somebody, they'll join. If it's not, they won't. And the number one driver of that value, believe it or not,

isn't Pathways—it's the club experience. Fortunately, the club experience is completely within our control—and having a good one is easier than you might think.

Last year I gave you a “3-2-1” countdown to success, and that seemed to work well, so here's your new 3-2-1 countdown.

Three...

Speak three times this year – about once every four months. That's close to a Pathways level each year. One of the biggest challenges clubs are facing is a lack of speakers. If every member in our district spoke three times per year, we not only wouldn't have any more meetings without speakers, but we'd have more than enough education awards for every club to be distinguished.

Two...

Too many people are still trying to “go it alone,” and they're burning out. If you're doing something you're good at, invite somebody else to help and mentor them along the way. If you're doing something you've never done before, recruit a mentor. If you're a struggling club, reach out to another club for help. And if your club is successful, reach out to a struggling club. There's an old proverb: “If you want to go fast, go alone. If you want to go far, go together.” Get together and support one another.

And that leaves us with “**One.**”

You're a Toastmaster. You've obviously found some value in the program. Just reach out to one person, share your experiences with them, and find a way to bring them to a meeting. If everybody did this, not only would the qualifying requirement be a complete non-issue, but finding people for meeting roles would be easier as well.

That's your 3, 2, 1 countdown to success.

We have our work cut out for us this year, but I know we can do it. And whenever you feel overwhelmed, just remember: speak 3 times, mentor or be mentored, and bring a person to a meeting. When we all work together, success is as simple as 3, 2, 1.

And if you have challenges, let us know how we can help. Reach out to your area or division director or give me a call. My door is always open. Here's to a great Toastmasters year and to our success!

Respectfully submitted,

Robert Wall, DTM
2023-2024 Program Quality Director
District 35



Jason P. Feucht, DTM

2023-2024 District Director

District 35

email: jfeucht.tm@gmail.com

September 9, 2023

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as your District Director.

This Toastmasters year has gotten off to a strong start. While we have more work to do, we are trending in a more positive direction. I'm a numbers person as many of you may recall, and I could fill this report with statistics that in my view would help us understand how we are doing as a District. But I'm not going to bore you with a ton of those today. I want to share with you two statistics and two ideas.

First, Our average club size. The average club size currently is 13.91 members per club. The last time the average club size was above 13 in early September was in 2020.

Second, so far this year on average our clubs have grown by 0.79 members per club. Now that may not seem like a lot but the last time we were close to that level of growth in early September was 2014, 10 years ago.

Should we start throwing confetti and saying all our challenges are solved, of course not, but there are some real positives happening.

As I look at the District and our clubs, I see many good things. I also hear from members, and our Area Directors as they visit clubs that good things are happening across district. We still have struggles, but we have successes, and successes are coming more and more frequently.

I had the privilege of being in person to participate in District Leader Training and represent the District at the International Convention in the Bahama's last month. One thing I heard from many other district leaders from around the world, is that the organization is struggling. As I talked with others the one thing I heard overwhelmingly as a solution... stop focusing on the problems and the past and focus on the solutions and the future. Simply: Be Solution Focused.

Being Solution Focused is a mindset shift. Rather than focusing on the things we wish were different, or the struggles we are having, we focus on the actionable things we can do about them.

What if we all started to Focus on being the best Toastmaster we can be, and having the Best Toastmaster Club and Club Meetings that we can. Those things are within our control.

A member in one of my clubs this week was Toastmaster of the day for I believe his second time. Something he said really struck me... he talked with the club about the idea of "Do your Best." For context, Do Your Best is the Cub Scout Motto, and he is a Cub Scout leader. He decided to set a simple goal for himself and all of us at our meeting... "Do Your Best." Not to worry about what can go wrong or already has gone wrong but let's do our best to work together to have the best meeting, and member experience that we can. I'll say people took it to heart and we had an outstanding meeting.

Two simple ideas: Be Solution Focused and Do Your Best.

While it may feel too simple... often the simple solutions are the best ones. Is anyone familiar with the KISS method of problem solving... Keep It Simple S...

I challenge us ALL to be more solution focused... let's keep things simple... rather than worry about how much time we don't have, or what we can't do, or how hard something is, or being nostalgic for a past that likely can never return... think about what we CAN do with the time and talents we have. Time is limited. Isn't it more productive to think about solutions and Doing Your Best than fretting over the challenges that may collectively feel overwhelming?

I believe if we all start focusing on what CAN be... not what we can't do, used to do, or wished we could do... we could all accomplish so much more.

Be solution focused. What can you do right now that helps your club, that helps your members, that helps you on your Toastmasters Journey? Do that one thing, then move on to the next thing.

Remember also that you are not in this alone. The District Mission as I reminded us of at the start of today's session is We Build New Clubs and help All Clubs Achieve Excellence. Remember The District is all of us, and we are all here to help each other together.

While we can't wave a wand magically solve all of our challenges, we want to help. Please take advantage of District programs like the Club Support seminars and District Dollars among others. Also watch for some new things this year, like our participation in the Global Linked-In Marketing Campaign Sponsored by World Headquarters, as well as the launch of a "District Orientation" focused on new members to augment the onboarding that is already happening in our clubs. Watch the Weekly News over the course of the year go learn about all the things the District is trying to do to help.

Finally, the Area Directors are your club level resource for support. You should have already heard from your Area Director or someone from the Division team that your Area Director is part of. The Area Directors are a resource and connection between the clubs and the District. To help your club with questions and reinforce information coming from the District. If you have not heard from, or do not know who your Area Director is, please reach out to your Division Director, if you

do not know who either your Area or Division Director is, please reach out to me and I will be happy to get them connected with you. If you have any concerns, ideas, or want to help the District in any way, my email is open, please reach out to me at any time via email at jfeucht.tm@gmail.com.

I believe we are on the verge of something great... Do Your Best, and Be Solution Focused. We can, we will, and we must, move forward together because Together as Toastmasters We are All Stronger!

Respectfully submitted,

Jason Feucht

Jason P. Feucht, DTM
2023-2024 District Director
District 35