



2024 Annual Meeting of the District 35 Council

April 27, 2024

1. Call to Order and Welcome – District Director Jason Feucht, DTM
 - The meeting was called to order at 1:00 p.m.
 - Reminders that only voting delegates may participate in any discussion and vote.
 - Meeting officials:
 - Timer – Kris Pool, DTM, PDD, Admin Manager
 - District Parliamentarian – Tom Rozga, DTM, PDG
2. Review of the District Mission – District Director Jason Feucht, DTM
3. Inspiration – Craig Carpenter, DTM, PDG
4. Credentials Committee Report – Credentials Committee Chair Jim Vitrano
 - Number of clubs in good standing = 70
 - X2 = 140 Total Club Presidents and Vice Presidents Education
 - Number of club votes required for a quorum (1/3 of eligible clubs X 2) = 47
 - Number of in-person and online voting members = 50
 - QUORUM ACHIEVED
 - Number of District Executive Committee votes issued = 19
 - Total votes issued = 69
 - Number of votes to equal 50% + 1 vote (simple majority) = 35
 - Number of votes for 2/3 majority = 46
5. Review the Meeting Agenda – District Director Jason Feucht, DTM
 - The meeting agenda was emailed in advance to all District Council members and was posted to the district website.
 - By publishing the agenda in advance of the meeting, the Order of the Day was established.
6. Voting Procedures – Parliamentarian Tom Rozga, DTM, PDG
 - Votes will be taken by electronic poll for online attendees and a hand vote for those attending in person.
7. Approval of Fall 2023 District Council Meeting Minutes – District Director Jason Feucht, DTM
 - The minutes of the September 2023 District Council Meeting were published on the district website; no additions or corrections were made.
 - Minutes are approved as published.

8. District Financial Report – Finance Manager Lisa Elz-Powell
 - A written report was submitted and is included in the appendix.
 - Financials through March 31, 2024:
 - Checking Account Balance: \$23,671.18
 - District Reserve Available Balance: \$21,361.16
 - \$8,623.79 of District 35's budget was reallocated from District Reserves Available Balance to Toastmasters International.
 - Total Available Funds: \$38,173.27
 - Total District Revenue: \$25,952.44
 - Total District Expenses: \$11,641.81
 - Net Income (as of 3-31-24) \$11,641.81
 - There were no questions on the financial report. The report will be filed for audit.

9. Mid-Year Audit Report – Audit Committee Chair Ed Thelen, DTM, PDD
 - A written report was submitted and is included in the appendix.
 - Recordkeeping was very good with supporting documentation for all expenses.
 - One system improvement put into practice was the ability of another Trio member to approve the expenses of the District Director within Concur.
 - Recommendations:
 - Consistency of financial reporting package sent to World Headquarters, Audit Committee, Finance Manager, and Trio members.
 - Adding additional comments in Concur when the supporting documentation does not equal the reimbursement amount (usually related to reimbursement of District Dollars).
 - Provide registers in Excel format rather than PDF to the audit committee.

10. District 35 Procedures Manual – Procedures Committee Chair Ed Thelen, DTM, PDD
 - A written report was submitted and is included in the appendix.
 - The summary of all changes to the District Procedures Manual was posted on the district website.
 - Summary of changes:
 - Updates on accountability to reflect direct accountability
 - Details on ribbons, awards, and trophies for consistency from year to year
 - Updates to be aligned with current Toastmasters International policies
 - Minor grammatical changes
 - Procedures Committee Chair Ed Thelen, DTM, PDD moved for adoption of the District 35 Procedures Manual as presented. James White, NM Speaks! seconded the motion. The motion was approved unanimously.
 - The approved Procedures Manual will be saved to the district website.

11. Alignment Committee Report – Alignment Committee Chair Keith Cumiskey, DTM, PDD
 - A written report was submitted on 03-05-24 and is included in the appendix.
 - The report includes a reduction of Divisions from 6 to 5 and reduce the number of Areas from 19 to 17. Proposed club moves are detailed on the written report.
 - Alignment Committee Chair Keith Cumiskey, DTM, PDD moved for adoption of the District 35 Realignment as presented. Carol Mather, Fond du Lac Club seconded the motion. The motion was approved.

12. District Leadership Committee Report – District Leadership Committee Chair Jim Kohli, DTM, PDG, PID
 - The DLC was unable to identify candidates for a number of roles; the report is incomplete.
 - The DLC officially nominates the following individuals:
 - District Director – Robert Wall, DTM
 - Program Quality Director – Theresa Flynn, DTM
 - Club Growth Director – No candidate identified
 - Division A – Susan Brushafer
 - Division C – No candidate identified
 - Division D – Liz Urban

- Division E – No candidate identified
 - Division N – Rhonda Williams
 - Yuriy Ksenidi, Tosa/Medical, nominated himself for the role of Club Growth Director. The Chair confirmed the floor candidate has met the requirements to run from the floor.
 - Division C Director Lee Samson moved that nominations be closed, the rules be suspended, and the District Administration Manager be instructed to cast a ballot for the slate of uncontested officers. Rhonda Borowski, Waukesha Toastmasters, seconded the motion. The motion was approved unanimously.
13. Election of 2024-2025 District Leadership
- Congratulations to the 2024-2025 District 35 Officers
 - District Director-Elect – Robert Wall, DTM
 - Program Quality Director-Elect – Theresa Flynn, DTM
 - Club Growth Director-Elect – Yuriy Ksenidi, PI2
 - Division A Director – Susan Brushafer
 - Division D Director – Liz Urban
 - Division N Director – Rhonda Williams
14. Division Director Reports
- Division A – Julie Gerasch (read by Administration Manager Kris Pool, DTM, PDD)
 - Written report submitted and included in the appendix
 - Division C – Lee Samson
 - Written report submitted and included in the appendix
 - Division D – Paul Anderson
 - 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
15. Public Relations Report – Public Relations Manager Teri McGregor, DTM, PDD
- Written report submitted and included in the appendix
16. Immediate Past District Director Report – Immediate Past District Director Jennifer Kibicho, DTM
- Written report submitted and included in the appendix
17. Club Growth Director Report – Club Growth Director Theresa Flynn, DTM
- Written report submitted and included in the appendix
18. Program Quality Director Report – Program Quality Director Robert Wall, DTM
- Written report submitted and included in the appendix
19. District Director Report – District Director Jason Feucht, DTM
- Written report submitted and included in the appendix
20. Unfinished Business – NONE

21. New Business – NONE

22. Announcements – District Director Jason Feucht, DTM

The next District Council Meeting will be held on Saturday, September 14, 2024. Items for the September 14, 2024 District Council Meeting should be submitted to the District Director in writing by August 17, 2024.

The meeting adjourned at 2:32 p.m.

Respectfully submitted,

Kris Pool

Kris Pool, DTM
2023-2024 Administrative Manager
District 35

Appendix



Jim Vitrano
2023-2024 Credentials Chair
District 35

April 27, 2024

Good afternoon District 35 Toastmasters:

The Credentials Report is as follows:

There are 70 eligible clubs in the district, and therefore 140 possible club officer votes (the club presidents and VPs of education). Needed for a quorum is 1/3 of this total, or at least 47 club representatives registered.

Between in-person and online registrations, 50 club officer votes were registered at the time of the meeting. Based on this, the meeting does have a quorum.

There were also 19 District Executive Committee members registered, who do not count toward a quorum. This gives a total of 69 total votes available.

35 votes represent a majority, and 46 votes represent a 2/3 vote.

Respectfully submitted,

Jim Vitrano

Jim Vitrano
2023-2024 Credentials Chair
District 35



Lisa Elz-Powell

2023-2024 Finance Manager
District 35
email: lisaelpowell.d35@gmail.com

April 27, 2024

Good afternoon, District 35 Toastmasters,

I am honored to be here today as the Finance Manager for District 35. While there remains room for improvement, District 35 is poised for a promising future. This optimism is owed to the collective efforts of all of you, our District Executive Committee, and the leadership of our esteemed Trio, District Director Jason Feucht, Program Quality Director Robert Wall, and Club Growth Director Theresa Flynn.

Thank you to the outstanding efforts of our Audit Committee: Chair and Past District Director, Ed Thelen, and members Mike Dill and Bethanie Gist, Distinguished Toastmasters all. Their time, dedication, and feedback on the mid-year Financial Audit ensure you can trust District 35 is managing funds appropriately.

Financial Report

Now, our Financial Report.

At our September Business Meeting, you may recall that Toastmasters International was behind in closing out monthly financial reports so our numbers were tentative. I am pleased to inform you that world headquarters is now current with their monthly closeouts and that our most recent financials are through March 31, 2024.

Checking Account Balance: \$23,671.18

District Reserve Available Balance: \$21,361.16

- Please note that \$6,859.07 of the available balance must remain in reserve with Toastmasters International
- This year, Toastmasters International reviewed each District's reserve per protocol 8.4.
 - Section 3.B of the protocol states:

If the District reserve exceeds 1.25 times the Required Retention at the end of the program year, 50% of that amount shall be reduced from the District reserve and reallocated to Toastmasters International for purposes related to the organization's mission.

As a result, \$8,623.79 of District 35's budget was reallocated from our District Reserve Available Balance to Toastmasters International.

It is important to note that spending of District Reserves requires the approval of Toastmasters International during the annual budget process.

Total Available Funds: \$38,173.27

Total District Revenue: \$25,952.44

- This is \$619.50 below our forecasted revenue

Total District Expenses: \$11,641.81

- This is \$9,236.01 below our forecasted expenses

As a result, our Net Income through March 31 is \$11,641.81. This includes \$4,853.69 in District Dollars earned by clubs.

If your club has district dollars, you are strongly encouraged to use them before June 30. District Dollars can be used to reimburse your club for anything that supports the entire club. If you have questions on reimbursable expenses, please contact me at lisaelpowell.d35@gmail.com. All reimbursement requests should be submitted with a receipt through Concur.

There are numerous expenses still budgeted through the end of the year where money is planned to be spent in support of the District Mission. With continued club and membership building, and current planned expenses, the District is on track to be in alignment with the net zero net income planned for in our budget.

The Financial Report has been presented and will be filed for Audit.

Respectfully submitted,

Lisa Elz-Powell

Lisa Elz-Powell
2023-2024 Finance Manager
District 35

**District 35
Profit & Loss (Actual vs. Budget Summary) (In USD)**

	07/01/2023 Through 03/31/2024		
	Actual	Budget	Variance
District Revenue			
Membership Revenue	25,614.65	26,571.94	(957.29)
Conference Revenue	337.79	0.00	337.79
Total District Revenue	25,952.44	26,571.94	(619.50)
District Expenses			
Conference Expenses	4,531.06	0.00	4,531.06
Recognition	(382.42)	1,687.50	(2,069.92)
Club Growth	(1,410.23)	2,800.06	(4,210.29)
Marketing Outside of Toastmasters Expenses	2,475.00	2,301.00	174.00
Public Relations Expense	1,003.60	1,575.00	(571.40)
Education & Training Expense	(198.90)	1,850.00	(2,048.90)
Speech Contest Expenses	0.00	1,200.00	(1,200.00)
Administration Expenses	1,069.21	1,500.00	(430.79)
Food and Meals Expense	915.67	2,279.99	(1,364.32)
Travel Expense	619.98	1,583.51	(963.53)
Lodging Expense	4,658.78	5,740.70	(1,081.92)
Allocation Expenses	1,028.88	1,028.88	0.00
Total District Expenses	14,310.63	23,546.64	(9,236.01)
Total Net Income	11,641.81	3,025.30	8,616.51



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

District 35 Mid-Year Audit Report

April 27, 2024

The District 35 Audit Committee met on Wednesday, February 14, 2024. The audit committee is comprised of Chairperson Ed Thelen, DTM, PDD and members Mike Dill, DTM and Bethanie Gist, DTM. This report covers the period of July 1, 2023 through December 31, 2023.

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. Policies that are routinely commented on (sales tax and authorization of \$500 transactions) have been followed appropriately. Comments relating to budgets and compliance with policies in Concur were complete as well. The work of Finance Manager Lisa Elz-Powell, VC3 is most appreciated.

One system improvement that helped the audit was the ability of another Trio member to do the approval of expenses submitted by the District Director within Concur. While email documentation showing approval was also submitted, this is a great new check and balance within the system.

In the spirit of improvement that is a part of Toastmasters, the audit committee has a few recommendations to implement/consider:

Inconsistency in Financial Reporting Package Sent to World Headquarters and Audit Committee – The reporting package sent via email to the audit committee and World Headquarters from month to month. The list of the reporting package was sent to the District Finance Manager and Trio for the second half of the year.

Adding Notes in Concur when Supporting Documentation does not Equal Reimbursement Amount – With the advent of District Dollars, there are an increased number of expense reports in the Concur expense system where the amount of the report does not equal the amount listed in supporting documentation. While it is easy to assume that the difference is due to only having a certain District Dollars balance, this should be noted in a comment in Concur. The audit committee's recommendation is that the individual submitting the expense report should note this when creating the report and, if this is forgotten, the Finance Manager should add information in the comments.

More Convenient Formatting for Registers Used in Audits – Currently, the three registers to be provided to the audit committee for review are only available in PDF format. It would be helpful to the audit committee if these could be converted to another format (Excel) to provide the audit committee the ability to document their procedures more completely. We will be following up with this item for the second half of the Toastmasters year.

The audit committee also had a couple recommendations for either the District or for myself as Audit Committee Chairperson and a Past District Director to discuss with the Toastmasters World Headquarters staff.

Overall, District 35 is to be commended in its efforts to be financially sound and support the necessary policies for Toastmasters International to maintain its not-for-profit status.

Respectfully submitted,

Ed Thelen, DTM

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



Ed Thelen DTM, PDD
2023-2024 District Procedures Chair
District 35

Procedures Manual Update

April 27, 2024

Thank you again, District Director Jason and hello again fellow District Council Members,

District Director Jason Feucht requested that I head the District Procedures Committee and keep the same committee members to review the District Procedures Manual. The committee consisted of myself as Chairperson and Past District Directors Teri McGregor, DTM and Kris Pool, DTM. I want to give special thanks to Kris for compiling all of the changes between District Director Jason's changes and those recommended by the District Procedures committee.

The review of the District Procedures manual was last done last year. It is not normally done every year. However, Jason wanted the manual reviewed again in order to provide some clarity around items where there had been some confusion and inconsistency as well as incorporate other feedback about District procedures, including some items I mentioned in the audit committee reports for last year.

The summary of all of the changes was posted to the District 35 website within the necessary time frame prior to the District Council meeting. Due to the length of the document, we cannot go through all of the changes here, but I will summarize them as best as possible:

- Updates on accountability to reflect direct accountability
- Details on ribbons, awards, and trophies for consistency from year to year
- Updates to be aligned with current Toastmasters International policies
- Minor grammatical changes

Respectfully submitted,

Ed Thelen, DTM

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



Keith Cumiskey, DTM, PDD
2023-2024 District Alignment Committee Chair
District 35

March 15, 2024

District 35 2023-2024 Realignment Committee Report

District Director Jason Feucht, DTM

Upon careful deliberation, the District Realignment Committee submits the following report and realignment proposal for the Toastmaster year 2024-2025 District alignment.

This proposal assumes:

- Our members will be better served with fewer area / division directors.
- Area contests next year (as we move back to in-person) will have a chance of being more meaningful with more clubs per area.
- We don't have an abundance of members who want to serve as Area and Division Directors.

Summary of this proposal

- Consideration was taken for clubs anticipated to charter prior to the end of this Toastmaster year.
- Consideration was taken to accommodate clubs potentially chartering in the next Toastmaster year, without creating an imbalance of areas/divisions.
- Most areas contain 5-6 clubs.
- Reduced Divisions from 6 to 5
- Reduce Areas from 19 to 17
- Solicited and received feedback from the DEC.

Details of the proposed realignment may be found following this report.

Thank you to the District Realignment Committee of Jason Feucht, Robert Wall, and Brandon Birrenkott for their hard work, as well as other members who provided valuable insight and recommendations.

Respectfully Submitted,

Keith Cumiskey, DTM, PDD
2023-2024 District Alignment Committee Chair
District 35

<u>Club Name</u>	<u>Comments</u>	<u>Current Area</u>	<u>New Area</u>	<u>Description</u>
Division A				
Pewaukee Speaks		A1	A1	NE Waukesha County, plus nearest CORP club
Menomonee Falls Toastmasters Club		A1		
Direct Supply Champion Chatters Club	CORP	A1		
Love of Laughter		A3		
Milwaukee Talkies	CORP	A3		
Oconomowoc Toastmasters Club	Disbanding	A1		
Division B				
Wisconsin Club		A2	A2	Northshore and Ozaukee
Ozaukee Toastmasters		A2		
Kapur Communicators	Corp	A2		
ROK the Talk	Corp	A2		
Well Toasted	Corp	A1		
Division C				
Speak Up Milwaukee	Virtual, but with ties to the Milwaukee area	D3	A3	Waukesha/Brookfield, plus a virtual club
Landmark Toastmasters Club		F1		
Waukesha Toastmasters Club		D2		
The Hitchhikers	Virtual - could be moved anywhere	D1		
Generally Speaking Toastmasters		A3		
Division E				
GE Speaks Toastmasters Club	Corp	D2	A4	Tosa area
EQ Leadership		D2		
Tosa/Medical Club		D2		
DJAB	Virtual, but with ties to the Milwaukee area	D3		
Allis Chalmers Toastmasters		F3		

<u>Club Name</u>	<u>Comments</u>	<u>Current Area</u>	<u>New Area</u>	<u>Description</u>
Division D				
Riverview Toastmasters		D1	D1	Closest thing to a "downtown" area
TT & SS on TAP	Corp	D1		
Marq Our Words		D3		
NM Speaks!	Corp	D3		
Fiserv Brookfield	Corp. Moved downtown Milwaukee	A3		
Cream City Communicators		D1		
Division E				
Racine Club		F2	D2	Racine/Kenosha counties
Oak Creek Toastmasters		F2		
Southwest Toastmasters		F2		
CNH Industrial Toast Team	CORP	F2		
Kenosha	In chartering process			
Snap On	In chartering process, CORP			
Division F				
Toast On Tap	Corp	D1	D3	Near south/west side plus virtual club
The Breakfast Club		F3		
Rockwell Automation A-B Club	Quasi CORP	F3		
SpeakEasy Toastmasters	Virtual, but with ties to the Milwaukee area	F3		
Long Story Short Toastmasters	CORP	F3		
Division G				
Speak TV Media Masters Toastmasters Club		D2	D4	Southeast Milwaukee county
Milwaukee Metro Spkrs Club		F1		
Resource Advanced Toastmasters Club		F1		
Spectacle City Club		F1		
Southshore Toastmasters Club		F1		

<u>Club Name</u>	<u>Comments</u>	<u>Current Area</u>	<u>New Area</u>	<u>Description</u>
Division C - Central				
Credit Union Center TM Club		C1	C1	Mid Madison
Expressions Club 9769		C1		
Capital City Club		C1		
Risers From The West Club		C1		
Uptowner Toastmasters Club		C2		
Summit Seekers		C2	C2	Northeast Madison
Keynoters Club		C2		
Eastside Madison Toastmasters Club		C2		
Ayres	Move from Northern	N3		
WEGOFAR Toastmasters Club	CORP	C3	C3	South central Wisconsin
Madison Achievers		C3		
Rock Solid Communicators		C3		
Walworth County Toastmasters Club		C3		

<u>Club Name</u>	<u>Comments</u>	<u>Current Area</u>	<u>New Area</u>	<u>Description</u>
Division E - Eastern				
Leading Voices	CORP	E1	E1	Northern Fox Valley plus UP
Superiorland Toastmasters Club		E1		
Thriving Communicators		E1		
Talk of the Town		E1		
Fond Du Lac Toastmasters Club 498		E2	E2	Fond du Lac / Sheboygan counties
Sturgeon Speakers		E2		
Johnsonville Toastmasters Club		E2		
Sheboygan Club 2121		E2		
Truckmasters		E2	E3	Mid Fox Valley
Guardian Toastmasters: Appleton Campus	CORP	E3		
Fox Speak Toastmasters Club		E3		
NEW AfterHours Toastmasters		E3		
Water City	Currently suspended	E3		

<u>Club Name</u>	<u>Comments</u>	<u>Current Area</u>	<u>New Area</u>	<u>Description</u>
Division N - Northern				
La Crosse Area Toastmasters Club		C4	N1	Southwest part of the state
Coulee Region Toastmasters		C4		
Rolling Hills Toastmasters Club		C4		
Reedsburg Area Club		C4		
Wausau Morning Toastmasters Club		N1	N2	Central Wisconsin
Wausau Evening Toastmasters		N1		
Church Mutual Club		N1		
Sentry Toastmasters Club		N2		
Univ./WI-Stevens Point Club		N2		
Stevens Point Toastmasters Club		N2		
Marshfield	Disbanding	N1	N3	Northwest Wisconsin
Wisconsin Rapids Area Toastmasters Club		N2		
Chippewa Valley Club		N3		
Heart Of Eau Claire		N3		
Royal Toastmasters	CORP	N3		



Jim Kohli, DTM, PID

2023-2024 District Leadership Committee Chair
District 35

March 15, 2024

The D35 District Leadership Committee Report for the 2024 District Elections

Dear District Director Jason Feucht, DTM

With regret, the District Leadership Committee was unable to identify candidates for a number of roles, so this report is incomplete¹.

The District Leadership Committee officially nominates the following individuals for the following roles:

For District Director: Robert Wall, DTM
For Program Quality Director: Theresa Flynn, DTM
For Club Growth Director: no candidate has been identified.

Division Director for A: Susan Brushafer
Division Director for C: no candidate has been identified.
Division Director for D: Liz Urban
Division Director for E: no candidate has been identified.
Division Director for N: Rhonda Williams

¹ In the event of an incomplete DLC report, consistent with Protocol 9.0, section 4, paragraph F: qualified candidates may run from the floor for any position for which the DLC did not nominate the required number of candidates. Qualified candidates must notify the District Director seven (7) days prior to their intent to run from the floor. Any nominations made by the DLC are valid. *Floor candidates who have not completed the District Leadership Committee's evaluation process may only be nominated during the Annual Meeting of the District Council if the District Leadership Committee's work is invalid, which it is not.*

Respectfully submitted,

Jim Kohli, DTM, PID
2023-2024 District Leadership Committee Chair
District 35

With Tere Eckrose, Dick Hawley, Yvonne Lumsden-Dill, Kris Pool, Mark Robinson, and Mike Zelm, DTMs all.



Julie Gerasch, PL2
2023-2024 Division A Director
District 35
email: jewelsger@gmail.com

April 27, 2024

Good afternoon 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 challenging yet successful year 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
- Judy Bauer, Paul Arnold, and I covered Area A3

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

Division A currently has 185 members across 15 clubs. 4 Clubs in the division are at full strength with 20+ members.

- Direct Supply Champion Chatters Club
- Menomonee Falls Toastmasters Club
- ROK the Talk
- Kapur Communications

With the shortage of one Area Director, the team came together to ensure the clubs in Area 3 were not left behind. Congratulations to Division A Area Directors!

Education Awards

At the time of this report's preparation, Division A has 36 earned education awards. Congratulations to all of you!

Overall, the clubs in Division A continue to strive for excellence.

Distinguished Club Program

Finally, I am pleased to also share that at the time of this report's preparation on April 19, the Division has 3 Distinguished clubs. Those clubs are:

- Menomonee Falls Toastmasters Club – Select Distinguished
- Ozaukee Toastmasters – Distinguished
- ROK the Talk - Distinguished

I'd also like to recognize those clubs who have achieved goals but are short of the required membership number; they have had a successful year:

- Pewaukee Speaks – 7 goals
- Love of Laughter – 6 goals
- Fiserv Fintech Toastmasters – 4 goals (the best year they've had and continue to move forward, working on becoming a Distinguished Club)

Congratulations to these, and all clubs in Division A. Keep up the great work as you go to the finish line of this Toastmasters year.

I expected this Toastmasters year to be a challenging yet rewarding one and it has been. Division A continues to strive for excellence and the leadership in this division is outstanding. I continue to encourage all clubs in Division A to keep the momentum going forward and strive to build memberships and lead clubs.

Respectfully submitted,

Julie Gerasch

Julie Gerasch, PL2
2023-2024 Division A Director
District 35



Lee Samson, IP4
2023-2024 Division C Director
District 35
email: leefsamson@gmail.com

April 27, 2024

Good afternoon District 35 Toastmasters:

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

The Division C team has had a successful year supporting our members and the clubs.

I want to thank the Division C Team:

- Area C1 Spring Sun
- Area C2 Harriet Esther Allen
- Area C4 Charles Elftmann

They did excellent work this year in keeping in contact with clubs, doing reports, and organizing events.

I would also like to thank all those who provided help with Division C events. This includes training, speech contests, and other efforts.

Most of the clubs in the Division are healthy and attract guests. Division C currently has 173 members across 16 clubs. None of the clubs have 20 or more members. A total of 9 clubs in the division have 12 or more members. Four clubs are in a low membership status with fewer than 8 members. Membership in Division C as a whole is down this year. Many of the clubs in the Division could benefit from additional members and better member attendance.

Education Awards

So far this year, Division C members have earned 64 education awards. We still have some clubs that are not enthusiastic about working in Pathways.

Distinguished Club Program

At the time of this report's preparation on April 15, the Division does not have any distinguished clubs. We do have six clubs that are listed in the almost distinguished report.

Division C has had its challenges this year. We accomplished quite a bit, but there is always more to do. Division C clubs should feel free to reach out to your Area Director or me if you need assistance as we work to the end of this Toastmasters year and transition into the next.

Respectfully submitted,

Lee Samson

Lee Samson
2023-2024 Division C Director
District 35



Paul Anderson, PM1
2023-2024 Division D Director
District 35
email: 1LuckyGuyToday@gmail.com

April 27, 2024

Hello, fellow Toastmasters and District DEC members:

It has been an honor to serve as a Division D Director this year. Thank you so much for your guidance and support.

First and foremost, I would like to acknowledge my area directors, D2 Scott Kaizen and D3 James White. Thank you so much for your service and time to the division.

Clubs in Division D, like all clubs, continue to push forward despite the trials and challenges.

We have a total of 337 members in 14 clubs leading the way:

- Toast on Tap with 48 new members and NM Speaks! with 18.
- A special shout out to Cream City Communicators; they have already achieved 10 goals and are driving to meet the membership qualification.
- NM Speaks! is Select Distinguished
- EQ Leadership is Distinguished.

We have only two clubs at full strength. Recruiting new members and incorporating new technology must be our top priority.

Respectfully submitted,

Paul Anderson

Paul Anderson, PM1
2023-2024 Division D Director
District 35



Brandon Birrenkott

2023-2024 Division E Director

District 35

email: brandon.birrenkott@sentry.com

April 27, 2024

Good afternoon 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 the Northern Division Director.

The Division E team has had a great year, with the goal of helping and supporting the clubs in Division E. The Eastern Division Area Director and Division Director teams have met on a regular basis on the 3rd Monday of each month as a Division (Area Director Team and Division Director team). This enabled us to collaborate as a leadership team in terms of our focus and efforts as we moved throughout the Toastmasters year. I want to give special thanks to the following Area Directors in the Eastern Division. Without the Area Director team, we could not be successful as a Division. I want to thank my fellow team members:

- Aaron Lau (E1)
- Carol Mather (E2)
- Paul Van Dyck (E3)

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

Area Director Reports: A total of 7 (out of 13 total or 54%) Area Director Club visits have been completed. There are 2 of 13 visits scheduled and reports not yet completed (2 of 13 or 15%), there is 1 report of 13 or 8% that is marked as “report incomplete,” and 23% or 3 area visits not yet completed. The final submission due date is 5/31/2024. The goal is to have all 13 club visits completed within the next 30 days or less.

Area 1: 3 of 4 Area Director visits completed (Aaron Lau)

Area 2: 4 of 5 Area Director visits completed (Carol Mather)

Area 3: 0 of 4 Area Director visits completed (Paul Van Dyck)

CONCERN 1 — AD VISITS: There are no immediate concerns in terms of Area Director visits. We had a concern back in Fall 2023 in terms of being able to connect with the Johnsonville Club, but that is no longer a concern. An Area Director visit was completed on 3/5/2024 for Johnsonville.

CONCERN 2 — MEMBERS: During the Fall 2023 report, we had concerns with 2 clubs that were below 8 members (Thriving Communicators and Water City Speakers). I’m happy to report that both these clubs have returned to good standing with at least 8 paid members. Water City Speakers has 8 members listed as active status; this was an effort that Carol Mather put a lot of time into, including an open house in early March 2024. Thriving Communicators Club has 9 members as of this reporting period. At the moment, Guardian Toastmasters in E3 has 6 members currently listed.

Membership numbers: Division E currently has 144 members across 13 clubs. This represents an increase of a net 10 members since the reporting period from Fall 2023.

There are 6 clubs with 12 or more members. 92.3% of the clubs (12 of 13) in Division E with 8 members or higher.

In terms of Club Officer reports, 100% of the clubs in Division E have their Club Officer listing submitted (13 of 13).

4 clubs had at least 4 club officers or more trained through the Club Officer Training sessions during the Winter session. A special shout out to NEW After Hours Toastmasters with 7 club officers trained and Talk of the Town with 6 club officers trained!

Membership will continue to be a focus moving forward. The membership numbers did increase between Fall 2023 and Spring 2024 with a net increase of 10 total members.

Leading Voice of E1 with 8 members (no change since the Fall 2023 report)

Superiorland Toastmasters of E1 with 8 members (no change since the Fall 2023 report)

Talk of the Town of E1 with 16 members (A net increase of 2 members since the Fall 2023 report)

Thriving Communicators of E1 with 9 members (net increase of 7 since Fall 2023 report)

Fond Du Lac Toastmasters Club of E2 with 9 members (net increase of 1 since Fall 2023 report)

Johnsonville Toastmasters Club of E2 with 15 members (net increase of 5 since Fall 2023 report)

Sheboygan Club 2121 of E2 with 14 members (net decrease of 2 since Fall 2023 report)

Sturgeon Speakers of E2 with 12 members (no change since the Fall 2023 report)

Truckmasters of E2 with with 13 members (no change since the Fall 2023 report)

Fox Speaks Toastmasters Club of E3 with 10 members (no change since the Fall 2023 report)

Guardian Toastmasters club-Appleton Campus with 10 members (net decrease of 4 members)

NEW AfterHours Toastmasters Club of E3 with 15 members (net increase of 1 member)

Water City Speakers Club of E3 with 6 members (net increase of 2 members since Fall 2023)

Education Awards

Since July 2023, Division E has had 39 members earn education awards. A special shout out to the following clubs for their education excellence in terms of educational goals within Pathways:

- Sheboygan Club with 7 educational awards/Pathways level completions
- Fox Speaks with 9 education awards/Pathways level completions
- NEW After Hours with 15 education awards/Pathways level completions
- Fond Du Lac Club: They had 2 level 4, 5, or DTM education/Pathways level completions.

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

Distinguished Club Program

I am pleased to report the following clubs having at least 4 goals met in the Distinguished Club results:

- Sheboygan Club with 4 goals met (1 more to reach Distinguished)
- Fox Speaks with 6 goals met and Distinguished (1 more to reach Select Distinguished)
- NEW After Hours with 10 goals met and President's Distinguished!

Division Speech Contest

The Division level speech contest was held on Saturday, March 2, 2024.

Evaluation Contest:

- 1st Place – Paul Hunt
- 2nd Place – Greg Haugen
- 3rd Place – Larry Penke

International Speech Contest:

- 1st Place – Heather Olmsted
- 2nd Place – Tuba Mansoor
- 3rd Place – Andrew Safranski

Conclusion

It has been a pleasure serving a 2nd term as a Division Director. I did not opt to move forward for District leadership for 2024-2025 because I recently picked up a second “job” to be the voice of my local area high school sports. This is a passion that I’ve been pursuing for a bit. I will continue to stay active in Toastmasters as a member of two clubs in the Northern Division and will also be an Area Director if needed.

Respectfully submitted,

Brandon Birrenkott

Brandon Birrenkott
2023-2024 Division E Director
District 35



Yuriy Ksenidi

2023-2024 Division F Director
District 35
Email: warhawkforlife@gmail.com

April 27, 2024

Good afternoon 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
- Ken Goltz-Area F3 Director

I also want to thank Jennifer Kibicho, Immediate Past District Director, who was kind enough to visit three clubs in Area F3 in Fall 2023 and submit club visit reports while we were seeking an Area Director.

Together, you showed commitment to helping all clubs achieve excellence by visiting them well ahead of the November 30 and May 30 deadlines. Your efforts help our District leadership team understand each club better and identify ways to support them in reaching their goals. In addition, each of you helps your area be one step closer to becoming Distinguished and, in turn, helps our District become Distinguished.

Division F has 15 clubs. The oldest, Allis Chalmers Toastmasters, chartered on 1/1/1950, and the newest Speak-On, chartered on 3/1/2024. Among the clubs, there are a dinner club, a club that meets on Sunday morning, a club that fundraises at the WI State Fair, and a club that has a "Toastmasters Educational Minute" to educate everyone about all aspects of Toastmasters so that newer members can better understand more about the organization. Since July 1, 2023, every club has shown excellence, be it through club officer training, earning education awards, competing in speech contests, volunteering in the community, offering a Friday Night Fun Night, and everything in between.

I would like to share highlights of membership, speech contests, officer training, education awards, and the Distinguished Club Program as of April 19, 2024.

Membership

Division F has 148 renewal payments (through 4/19/2024) on the books, and our clubs have brought in 51 new membership payments since the start of the Toastmasters Year.

Speech Contests

Members from eight clubs across the three areas competed and three members (one from Area F2 and two from Area F3) competed in both International and Evaluation area contests. All three areas had both International and Evaluation contests. Division F will have a contestant in both contest types at the District level. Contestants shared stories of resilience, strength and courage through their International contest speeches. They also shined in evaluating test speakers who are on opposite ends of their Toastmasters journey. Finally, the clubs' commitment extended to taking on contest functionary roles, be it for the umpteenth time or the first time. There was one member who served as Zoom Master at the Division F Contest for the first time and did a fabulous job. Members also served as contest functionaries at other Area and Division Contests (not in Division F).

Club Officer Training

Division F clubs have shown commitment to continuous learning by attending the winter officer training. The focus of winter training was progress, not perfection. Clubs exchanged ideas on what works, and what does not, and left with at least one idea to try.

- One club (The Breakfast Club) had 7 of 7 trained in both summer and winter periods.
- Thirteen clubs had at least 4 officers trained in both summer and winter periods.

My challenge to every club is to strive to train all seven officers in summer and winter. That is an uncomplicated way to build trust among the club members. Share what you learn at these training sessions with all members and set the right tone and model behavior for them to follow.

Education Awards

Collectively, clubs have earned 51 educational awards since 7/1/2023. Three members earned a Triple Crown-achieving three (or more) education awards in a single program year, Two club members are club coaches. Congratulations to all of you! Please continue to support and nudge 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 impressive and our District will see a continuous inflow of leaders.

Distinguished Club Program Goals

I am pleased to share that Racine Club has earned the "Distinguished" status. Yay! Six clubs are "Almost Distinguished," each needing only more members to become Distinguished. Area F2 needs one more Distinguished club to become a Distinguished Area. There are still two months left in the Toastmasters year Continue to work together to identify opportunities and seek support from your Area Director.

In closing, I encourage all clubs to keep it going and look ahead to next year by taking small, simple steps, to help themselves.

- Conduct officer elections in May and submit the list of incoming officers by the end of May.
- Create a transition plan from the outgoing club officer team to the incoming club officer team.
- Give the speech that earns your club one more educational award.
- Mentor a new member.
- Continue to respond to guests' inquiries promptly and make the first meeting memorable.
- Ask guests to join your club: "We would love to have you join our club!"
- Identify your club's culture, top three strengths, and niche.
- Pair club members who have the same path (and level).
- Encourage members to ask questions of each other; someone may know the answer.

The actions you take and the skills you build will lead to greater self-confidence and personal growth that we all need to thrive and make a positive difference in each other's lives.

Respectfully submitted,

Yuriy Ksenidi

Yuriy Ksenidi
2023-2024 Division F Director
District 35



Karen Polege, DTM
2023-2024 Division N Director
District 35
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April 27, 2024

Good afternoon District 35 Toastmasters:

Thank you for the opportunity to serve District 35 as the Northern Division Director.

I'd like to begin by thanking the Northern Division team for their leadership and their support for the clubs in their area. Jeff Gut is the N1 Area Director and Kathy Shine is the N3 Area Director. The N2 Area Director position has been open nearly all year, and several people have stepped up to fill in the gaps. My thanks go to them as well.

The Rasmussen College Toastmasters voted to change their name to the Wausau Evening Toastmasters, reflecting the fact that they no longer meet on the campus of Rasmussen College in Wausau. Area N1 now has the Wausau Morning Toastmasters Club and the Wausau Evening Toastmasters.

Also in N1, the Marshfield Area Toastmasters voted to fold, effective April 1, 2024. All the members of the Marshfield club except one were already active members of at least one other Toastmasters club; this was the primary reason that the club voted to close.

The Northern Division has 129 members across thirteen clubs. Like other Divisions in District 35, some of our clubs have seen growth while others have lost members. I'd like to give special recognition to the Wausau Morning Toastmasters Club, which has more than doubled its membership this year from a base of five to eleven members currently. We challenge every other club in the District to match this level of growth. Very impressive, Wausau Morning Toastmasters!

Collectively, Northern Division Toastmasters have earned 36 Distinguished Club Program Goals, led by the Royal Toastmasters with seven goals, the Wisconsin Rapids Area Toastmasters Club with six, and the Church Mutual Club with five. The Church Mutual Club has already attained Distinguished Status, and the year isn't over yet.

Redistricting will affect the Northern Division and its component Areas as much as any Division in the District. The Northern Division is by far the largest geographically, and the new maps expected to be adopted will increase the geographical area of the Division. However, as most clubs meet in a hybrid or virtual environment, it's possible to connect with clubs located far away. If you're interested in serving as a club coach or Area Director, don't let geography stop you. In situations where an in-person presence is required, such as Area Director visits for clubs that only meet in person or in-person speech contests, the members of the Northern Division have a long tradition of stepping up to help out wherever needed.

Respectfully submitted,

Karen Polege

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



Teri McGregor, DTM

2023-2024 Public Relations Manager

District 35

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April 27, 2024

Good afternoon District 35 Toastmasters:

It is my privilege to provide an update on the Public Relations initiatives within our district since my last report in September.

If you recall, I talked about the team's communication plan. I am happy to report that we have successfully stayed true to the plan. By doing so, we have raised awareness of district activities to our members and our members are increasing awareness of Toastmasters in their local communities.

We have successfully conducted Public Relations Training Sessions throughout the year, equipping our members with the skills to raise awareness about their clubs. I'm committed to continuing these sessions, ensuring all members have the opportunity to enhance their PR capabilities.

Our efforts in Club and Member Recognition have been ongoing and will persist throughout the year. You may have seen club anniversaries and Distinguished Toastmasters being celebrated on our social media sites. We believe that by celebrating the accomplishments of our clubs and members, we are fostering a culture of appreciation and encouragement and deepening engagement.

A notable change is the transition to a quarterly version of the TM EDGE, our district newsletter. The revamped format was a team effort led by Jason Feucht, Susan Brushafer, Jennifer Young, and me. Because of the work of our team, we were able to offer interesting and engaging articles from all across the District. We are proud of the comprehensive insights and updates that we've been able to bring you this year.

Finally, our commitment to timely communication remains consistent with the Weekly News. This platform continues to serve as the primary channel for district announcements. If you're not receiving these updates every Wednesday, please don't hesitate to reach out to me so we can ensure you're included.

In conclusion, our Public Relations endeavors are geared toward enhancing awareness, recognition, and communication within our district. I want to thank District Director Jason Feucht for asking me to be a part of his team this year. I'm proud of the progress we've made and look forward to further advancing our goals in the months ahead.

Respectfully submitted,

Teri McGregor

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



Jennifer Kibicho, DTM

2023-2024 Immediate Past District Director

District 35

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April 27, 2024

Dear District 35 Council Members,

It is a pleasure to submit my Annual Report as your Immediate Past District 35 Director. Being out of the country has limited how much I can be involved in the District. However, with advancements in technology, I have been able to do my part in supporting our District to achieve its mission: building new clubs and supporting all clubs in achieving excellence.

I will summarize four key activities that I engaged in this year.

One:

In the first quarter, under the leadership of Division F Director Yuriy Ksenidi, I visited three clubs in Area F3: The Breakfast Club, SpeakEasy Toastmasters, and Long Story Short, which did not have an Area Director assigned. The decision to conduct the Area Director visits was informed by a strong belief that no Club should be left behind and that all clubs in our District must be served, whether or not they have an Area Director. I am pleased that we now have an Area F3 Director, and that all 3 clubs, and indeed all clubs received an Area Director Visit in the May cycle. 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.

Two:

Collaborated with 2 Club Coaches to support an existing struggling club. I am pleased to announce that the club added 5 new members this year and had 5 club officers trained in the Summer and 3 in the Winter. The Club Coaches are working with the club leadership to ensure that April renewals are submitted so that the club can remain in good standing.

Three:

The quarterly District 35 articles dubbed as Immediate Past District Director Reflections. So far, I have published 2 articles and have 2 more to go!

Four:

Supporting my home club through consistent attendance at each club meeting. Given that I am located 9 hours ahead during Daylight Savings Time and 8 hours ahead during Daylight Standard Time, being part of the club meetings, including taking on my role as VPE, has meant that I wake up at 3:00 am to attend a meeting. That consistency in club attendance, with a core team of Toastmasters, has provided stability to our club, and seen several guests attend and some choose to join Toastmasters. In this regard, I would like to thank the Division F Director for initiating joint meetings between our clubs that have helped to revitalize our respective clubs.

As I finalize my report, I would like to thank you all for the privilege of serving in District Leadership in the last four years. My invitation to you is: Let us recommit to the Toastmasters Promise by holding onto the baton, and ensure we pass it safely to the next generation of leaders. Let us commit to doing everything in our power to ensure that our Clubs, Areas, Divisions, and our beloved District 35 survive and thrives for many years to come!

It has been the honor of my life to serve District 35, and I look forward to contributing to the District's mission in even bigger ways!

Respectfully submitted,

Jennifer Kibicho

Jennifer Kibicho, PhD, CPA(K), DTM
2023-2024 Immediate Past District Director
District 35



Theresa Flynn, DTM

2023-2024 Club Growth Director

District 35

email: tflynn_35@yahoo.com

April 27, 2024

This has been the year of opportunity. We've seen the signs that people are coming back to investing in themselves and getting out into the community and we're ready for them as we work toward our three quantifiable goals for Distinguished Districts: member strength, education (from distinguished clubs), and club building.

This year we started strong. Forty clubs took advantage of Renewal Rush helping to bring clubs into good standing before October and three clubs worked to get to eight members so they were in good standing by at the end of the next dues period. We chartered one new club in March — Welcome Speak-On, a corporate club at Snap-On in Kenosha.

As of March 31, we were 32nd worldwide for club growth and retention and the upper 50% for membership growth and retention. We were 2nd in our region for club growth and retention.

After the past five years of losing about 10 to 18 clubs per year, on March 31, we were down by a net of only one club. After losing up to 450 members in a year in the past few years, on March 31, with three months to go, we were down by about 270.

And then on April 1 with the new dues period, we were down by 22 clubs and 228 payments.

District 35 is still ranked 4th in the region for club growth and retention and in the middle of the pack for payments, but 22 clubs did not hit the minimum 8 members by April 1.

Of those 22 clubs, two were not a surprise. In the past few weeks, a few clubs have pulled in additional payments, either late payments for existing members or some of the 48 new club members for April 1. Of the others, 9 clubs need just one or two members.

We have just over two months until the end of the year, and this year is the closest we've been to distinguished for members or clubs in over six years.

If each club can pull in three or four new members by July 1, we will have that leg of distinguished handled. Reach out to guests, reach out to past members. Corporate clubs: reach out to your employee resource groups and other departments. Publicize your clubs. We have training videos on the website on finding and creating posters and social media images, MeetUp for all community clubs, and we are working on encouraging clubs to attend farmers markets in their communities to get the word out that Toastmasters is a great place to learn skills and meet neighbors.

Another leg of that distinguished triad is in club creation. So far, we've chartered one club. We are working on three virtual clubs as well as physical clubs in Milwaukee, Madison, Kenosha, and Green Bay. Supporting new clubs is part of earning the Distinguished Toastmaster (DTM) designation and it's a great way to help develop a new club culture – helping mentor new officers and attending club meetings gets you out of the comfort zone of your club to see new options and opportunities and to meet people you may not have otherwise. You win with experience and expanding your network, and the club wins with an experienced Toastmaster supporting their goals. Contact me to become a club sponsor or club mentor or if you'd just like to take on a few roles in a new club. We need to get at least two of these clubs up to charter strength before July 1.

Some activity asks through June 30: I'm here to support your club if you have questions, and I'll spearhead new clubs. And your role in getting us all to distinguished:

- Give a Pathways speech (be sure to mark it complete in Base Camp).
- Invite guests to your club to watch you improve.
- Publicize your club on social media and through traditional bulletin boards and community events
- Volunteer to support new clubs, either for DTM credit or because it's fun.

Email me directly to volunteer.

Respectfully submitted,

Theresa Flynn

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



Robert Wall, DTM

2023-2024 Program Quality Director

District 35

email: rswall@rswall.com

April 27, 2024

Hello, fellow Toastmasters!

It seems like yesterday when we started this year, but we're already ten months in. Time definitely flies! First some quick updates.

Due to the hard work of our TLI Dean Cindy Laatsch, the Division Director Team, and our district PRM Teri McGregor, this winter we planned and promoted four quality training sessions. We were on par with previous years in terms of officer participation, having 62% of our clubs with 4 or more officers trained in the winter cycle. As a reminder, TLI attendance is one of the single biggest predictors of club success, so it's exciting that we're maintaining interest in the winter session.

We're about to wrap up our contest season a couple of hours from now. Due to somewhat lackluster participation numbers in the post-COVID years, this year my goal was to bring back a contest that was more accessible to new members – the Evaluation contest – in the hopes of drawing in more people. The number of participants was still lower than I'd have liked, but the overall quality of the speeches was very good. We've also identified some opportunities for future training and reinforcement for next year as we rediscover the process of running 100% in-person contests.

So where are we now?

In the fall I indicated that we were starting to reverse the downward trends from the past few years. And with two months left, it's looking like we have a reasonable shot at being a distinguished district.

Let me start with some stats.

We have around 250 members that have been around for longer than 10 years. We also have about 500 members that have been around for two years or less, and 350 of those members have been around for a year or less. The median membership length in our district is just over 3 years. About 15% of our district isn't enrolled in Pathways, with the majority of that 15% being from the 500 members that joined in the last two years.

With me so far?

I want you to think for a minute how challenging it can be to get a guest to a meeting and get them to join. I think we can all agree that it's much harder to find a new member than it is to retain an existing one, and that all revolves around the member finding satisfying success via the Toastmasters program.

Fortunately, that success – even though it depends heavily on them – is still largely within our control. And their success drives your club's success, which in turn drives the district's success. So, let's talk about how we achieve that success.

First, if a member isn't enrolled in Pathways, they're not doing the education program, they're not getting the value they should be out of their membership – the value they're paying for – and they're even more likely to quit. If you know anybody in this camp, I encourage you to encourage them to choose a path and give their icebreaker. Let's work hard to get that 15% down to zero.

Second, many of those 500 members who joined in the last two years don't understand club leadership, district leadership, or even that simple things like taking meeting roles are developing real-world leadership skills. I encourage you to talk with one of your new members about how they can get the most out of the Toastmasters program by pursuing these opportunities.

Third, for those of you who are fortunate enough to have a solid club culture where people are actively participating in Pathways, volunteering for meeting roles, and stepping up for club-level leadership, we can drive even more value by educating these members that the next step is to go outside the club and volunteer for a role like Area Director. District leadership isn't for everybody, but in your club, you can see the people who would benefit from challenging themselves and reaching outside the club. You can encourage them to reach for the next level and be the catalyst for their success.

If we get good at these things and by positively encouraging our members – especially our new ones – to take the next steps and find value in the program, we're laying the foundation for our future success at both the club and the district level.

And if we do this exceptionally well, many of those 500 new members will be the ones driving our district's success in another 5-10 years.

We have two months left, and we have our work cut out for us this year, but I know we can do it. I encourage all of you to strengthen your focus on driving value for your members and be on the lookout for a new incentive program coming out in the next couple of days to give your club some positive encouragement for making that final push as June 30th approaches.

Of course, if you have challenges, let us know how we can help. Reach out to your area or division director or call me. My door is always open. Here's to an awesome two months and beyond!

Respectfully submitted,

Robert Wall

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



Jason Feucht, DTM
2023-2024 District Director
District 35
email: jfeucht.tm@gmail.com

April 27, 2024

District 35 Toastmasters:

I want to again thank you for the honor and opportunity to serve this year as your District Director.

It's amazing to think that it's already the end of April and that the end of our Toastmasters year is just two short months away. Today, I want to challenge us to work together to reach the finish line and beyond.

From a numbers perspective, we are closer than we have been for several years to meeting the goals Toastmasters has set for us as a District. This year we celebrate Toastmasters International's 100th Anniversary and Our Time is Now, to shift from the struggles of the past to a trajectory for growth and a positive future.

When I look across the District and our clubs, there are, of course, struggles – there always will be. However, there are also many great things going on. We heard about many of them at our Awards earlier, and we will hear about more later at the Hall of Fame.

The District Executive Team continues to work hard to accomplish the District Mission: to build new clubs and support all clubs in achieving excellence, with *Integrity, Respect, Service, and Excellence*. As I prepare this report, we have 68 of our 83 clubs in good standing, seven clubs already Distinguished out of the goal of 34, and as a District, we are about 235 member payments away from our goal. I'm confident that if we continue to work together, we can get there.

To support our efforts at membership growth, I wanted to share some details about the District's participation in the Toastmasters International LinkedIn Advertising Campaign. This is an optional program for Districts to support our clubs. This year is the first year we participated in this program to augment our own LinkedIn Campaign. The three-month program was administered by World Headquarters and ended just a few weeks ago. According to the statistics we received, the campaign resulted in over 234,000 impressions in Wisconsin and Upper Michigan on LinkedIn, over 1,200 click-throughs resulting in over 170 prospective members completing the Find-A-Club form during the campaign. This is an important step the District has taken to support our club's membership growth. However, as we all know, the best member growth is still organic through positive club experiences and efforts in our clubs.

When I spoke before this group in the fall, I talked about two ideas. Those ideas I would like to put back out there for you to consider again now, for the rest of this Toastmaster year and into the future: Be Solution-Oriented and Do Your Best. It's very easy when things get challenging or overwhelming to focus on the problems and what's wrong. "So-and-so" did "such-and-such," that whatever the issue is would be better if people just did things "right," or that there is a "magic" solution somewhere out there that someone has and is keeping from you.

I encourage us all not to fall into those traps, as negativity builds more negativity. Focusing on the possible builds possibility. Taking ownership of our actions and doing our best to help our members, each other, and to learn and grow as Toastmasters helps us all. Building new clubs, bringing new members into existing clubs, and working through the Toastmasters education program helps us all. Not one of us can do these things alone; collectively, we must work together.

Toastmasters instills these ideas in all of us through our Core Values but also through the Toastmasters Promise. I believe the idea of being solution-oriented and doing your best is very much in alignment with the Toastmasters Promise. Every one of us, when we completed our membership application, agreed to the Toastmasters Promise. Do you remember any of the ten points of the Toastmasters Promise? I challenge all of us to take a moment in the next week and review the Toastmasters Promise as we reexamine ourselves and see what opportunities we each have, myself included, to better fulfill that promise and our personal commitment to ourselves to develop through Toastmasters.

Do your best and be solution-oriented. If your club is short members, bring along someone you know who could benefit from Toastmasters. If your club needs meeting roles filled and speaker slots filled, sign up. If your club needs another education level to get help on their path to distinguished, finish that level. If your club needs a club officer, lean in, and try it. Finally, if you are afraid to speak, or like me right now, nervous EVERY time you speak, try it.

Toastmasters is a Learn by Doing Organization, and I encourage us all to Learn and Do through focusing on solutions and doing our best.

I'm very proud of all we have done, continue to do and of all of us here in District 35, I'm confident we will be successful. Let's draw the line here and leave the struggles of the past behind us to make this the most successful year in recent memory. Let's live the Toastmasters Promise to get to the finish line and beyond. Our Time is Now because Together as Toastmasters we are all Stronger.

Thank you.

Respectfully submitted,

Jason Feucht

Jason Feucht
2023-2024 District Director
District 35