



District 35 – Meeting Minutes

Saturday, August 5, 2023

District Director Jason Feucht convened the DEC meeting on Saturday, August 5, 2023 at 10:00am as a hybrid option (Alicia Ashman Library, Madison, WI or Zoom).

Attendees:

DD Jason Feucht	X	DivD C Lee Samson	X	DivD F Yuriy Ksenidi	X
PQD Robert Wall	X	AD C1 Spring Sun	X	AD F1 Liz Urban	X
CGD Theresa Flynn	X	AD C2 Harriet Allen	X	AD F2 Laurie Showers	X
AM Kris Pool	X	AD C4 Charles Elftmann		AD F3 – OPEN	
FM Lisa Elz-Powell	X	AD C3 – OPEN			
PRM Teri McGregor	X			DivD N Karen Polege	X
IPDD Jennifer Kibicho	X	DivD D Paul Anderson	X	AD N1 Jeff Gut	X
		AD D1 Alex Ashley	X	AD N2 Cole Monroe	
DivD A Julie Gerasch	X	AD D2 – Scott Kaizen	X	AD N3 Kathy Shine	X
AD A1 Judy Bauer	X	AD D3 James White	X		
AD A2 Paul Arnhold	X				
AD A3 – Zachary McMillan		DivD E Brandon Birrenkott	X		
		AD E1 Aaron Lau			
		AD E2 Carol Mather	X		
		AD E3 Paul Van Dyck	X		

Agenda:

1. Welcome – Jason Feucht
2. Icebreaker – Kris Pool
3. District Business Meeting and Recognition – Jason Feucht
 - a. Saturday, September 9, 2023 from 9am to noon (will probably end earlier)
 - i. No regular DEC meeting in September due to District Council meeting
 - ii. All DEC members will carry a vote as well as Club Presidents and Vice Presidents Education
 - iii. No proxies allowed (cannot assign your vote to another person)
 - iv. Agenda includes:
 1. Approval of Karen Polege, appointed as Northern Division Director
 2. Adoption of appointees
 3. Reports from Division Directors and Top 6
 - b. Area and Division Recognition
 - i. Details of the Distinguished Area Program is in the Leadership Handbook
 - ii. New Recognition Program – District Gold Medal Program
 1. Specific to District 35 and will ultimately help our clubs

2. Gives recognition as Division Teams and District Teams; work together to meet and achieve team goals and get to GOLD
 - a. Bronze, Silver, and Gold levels
3. Incentives are tied to the District Spring Conference with discounts determined by the District Director
4. Details in the DEC presentation
- iii. Individual recognition program still being developed

4. Club Building Initiative – Theresa Flynn

- a. "Homework" assignment sent to DEC members to watch the new Club Building course in Pathways and watch Morag's video which gives a good summary of the new Club Building Initiative.
 - i. We are at the current club and membership numbers that the organization was in 2013
 - ii. This program will allow us to increase services as a district
 - iii. District budget is based on number of members, not necessarily the number of clubs – more members equals more budget and funds
 - iv. There is not a lot of money to support mileage, contests (venue, food), but if we increased number of clubs, we can increase services
 - v. Club Growth Directors to submit Marketing and Communication plans
 - vi. The District does not have access to monitor Base Camp to see if the DEC leaders have completed this training
- b. Theresa is asking for help
 - i. Volunteers for club sponsors and mentors
 - ii. Volunteers to assist with demo meetings (for starting a new club)
 - iii. Attend other new club meetings as a guest
- c. Club Growth Process
 - i. Lead
 1. Reach out to Theresa for help to organize
 2. Start with an idea for a new club (corporate or community) or a specialty club
 3. Provide contact name and information
 - ii. Meet with the stakeholders for the potential club and share information
 1. Corporations – options to sponsor a corporate club, offer space for community club, pay some costs, etc.
 2. Discuss how Toastmasters can fit into their corporation
 - iii. Demo Meeting
 1. Includes 3-4 Toastmasters (usually former speech contest winners) in attendance, one speaker, one evaluator, and Table Topics
 2. Explain the roles throughout the meeting
 - iv. Sponsors
 1. Up to 2 sponsors that work with the club to do the paperwork and get to the chartering process
 - v. Mentors
 1. Up to 2 mentors that work with the new club for 6-8 months after the charter and help guide the club
 - vi. Follow-up with past leads
 1. Touch base with those that were interested in forming a club in the past
 - vii. Theresa will send out a mass mailing to every county asking about their interest in sponsoring new clubs or joining current clubs

d. District 35 is primed for growth

e. Lead Management System

- i. All pending leads in the management system have been talked to, but no demo meeting scheduled/held
- ii. All DEC members should have access to view the lead list
- iii. Leads from last year need to be updated from Robert to Theresa
- iv. <https://www.toastmasters.org/my-toastmasters/profile/district-central/leads-and-prospective-clubs/district-leads-and-prospective-clubs>

5. District Success Plan – Trio

a. <http://dashboards.toastmasters.org/District.aspx?id=35&hideclub=1>

b. Paid Clubs – keep at least 79 paid clubs this year

c. Payments (approximately 1250 members – each member pays twice a year) - Jason

- i. Shared brief analysis of situation
- ii. Money from the members (dues paid to TI) comes back to the District
- iii. No insights into the growth or loss of membership with the upcoming membership renewal increase
 1. This may cause some members to “retire”
 2. Focus should be on club quality – you put in what you get out of it

iv. Key Strategies

1. Early membership renewals; recommit to early renewals and a full year
2. LinkedIn advertising to promote the “Find a Club” feature on TI website
3. Expand the District Meet Up
 - a. District can subsidize costs
 - b. The main account covers the entire state
 - c. Working with folding the Division Meet Up break out and merge all into the District account
 - d. If clubs in an area need additional promotional support, they should contact their Area Director who can connect with the Division Director
4. Focus on Pathways onboarding and understanding the District’s role
5. Training focus on Public Relations and Communication

d. Distinguished Clubs – Robert

- i. Showed the online District Success Plan on the Distinguished Clubs tab
- ii. Shared brief analysis of situation
 1. Clubs missed Distinguished status – most missed the membership requirement
- iii. Key Strategies
 1. Quarterly Pathways training – will be a general overview, not specifics for each club
 2. Bi-monthly Club Support Seminars
 - a. <https://district35.org/club-coach-virtual-session/>
 - b. Yuriy Ksendi will moderate
 - c. Keith Cumiskey will coordinate schedule

3. MailChimp – members may provide an alternate email (if current email is blocked, such as a company email); this provides centralized communication
 - iv. Incentives for this goal include, but not limited to:
 1. District Dollars and ribbons
 2. Club Success Plan (tentative due date – end of September)
 3. Moments of Truth (tentative due date – end of October)
 4. Submit officer lists
 5. Points for other tasks (TBD)
 - e. Club Building – Theresa
 - i. All mailings need to be approved by TI
6. Education Session – Together This is Us – Area A1 Director Judy Bauer
 - a. NOTE: Due to technical issues, this session will be re-recorded and sent to DEC members along with the presentation
 - b. Area Director Reports
 - i. Ask for time at the end of a club meeting
 - ii. Have an outline/agenda of the items to talk to the club about
 1. Area/Division/District/International updates and announcements
 2. Important dates and deadlines
 - iii. Ask the clubs how you as Area Director can help
 - iv. Ask if they complete a club success plan
 - v. Ask if they have conducted a Moments of Truth (see attachments)
 1. <https://district35.org/club-support-seminar-01-16-2022/>
 - vi. Share resources available for them on the district website
7. Club Growth Director Updates – Theresa Flynn
 - a. Tracking reports
 - b. Shared the various tabs and information available on the Dashboards (Distinguished Performance Reports)
 - i. Several ways to get to this page
 1. Home / Membership / Leadership Central / Distinguished Performance Reports
 2. Log in to your account / Scroll down to section “From the Organization to You” and click on the Distinguished Performance Reports box
 3. Bookmark the Dashboards to your browser:
<http://dashboards.toastmasters.org/District.aspx?id=35&hideclub=1>
8. Program Quality Director Updates – Robert Wall
 - a. Officers in a club do not have to all attend the same training session; officers can also attend any District’s TLI training and asked to complete the attendance form
 - b. Contests
 - i. Brief discussion and consensus to have Area and Division Speech Contests virtual
 - ii. Clubs can decide if they want virtual, in-person, or hybrid contests
 - iii. District contest will be hybrid
 - iv. Evaluation and International Speech Contests will be held for 2023-2024
 - c. Contest Dates
 - i. Clubs – hold contests prior to January 18, 2024

1. Begin announcing to clubs now and encourage them to schedule and hold their contests
 - ii. Areas – virtual contests between January 19 and February 29
 - iii. Divisions – virtual contests between March 1 and April 6
 - iv. District – hybrid contests on April 26-27 at the Spring Conference
 - d. Schedule your meeting dates and send details to Robert Wall and Kris Pool to ensure it is added to the district website calendar
 - i. Area and Division Contests are NOT to be scheduled on the day of a DEC meeting unless it is later afternoon after the DEC meeting has concluded
 - e. Spring Conference
 - i. April 26-27, 2024 in Brookfield
 - ii. Kelly Martyn from CNH Industrial is the Spring Conference Chair
 - f. Area Director reports
 - i. Prior to submitting reports, proofread, review stars, and comments
 - ii. Comments should support the review stars given
 - iii. Club Presidents should not be surprised by what is written in the report
 - iv. If there are details you want shared but not necessarily appropriate in the Area Director report, email the Trio and your Division Director
9. 30/60/90 | District Director Wrap-up | Q&A – Jason Feucht
- a. No date announced when the new Learning Management System (LMS) will be launched; this new LMS will replace Cornerstone, the current format for Pathways Base Camp
 - b. New member information from Cream City Communicators: "Become a Member"
<https://creamcity.toastmastersclubs.org/>

The next meeting scheduled is the District Council Meeting which will be virtual only on Saturday, September 16, 2023 from 9:00am – 12:00pm. Details will be sent to all DEC members as well as Club Presidents and Vice Presidents Education.

The October 14, 2023 meeting will be a hybrid option; location to be finalized but is tentatively planned for Northern Division.

Meeting adjourned at 2:30pm.

Respectfully submitted,

Kris Pool

Kris Pool, DTM
Administration Manager

Attachment: Future Meeting Dates – listed below

Distribution: District 35 DEC members

Future Meeting Dates:

Details available on the district website calendar at: <https://district35.org/events/calendar/>

- Saturday, October 14, 2023 – Hybrid – 10am – 2:30pm
- Saturday, November 11, 2023 – Virtual only – 9am – 12:30pm
- Saturday, December 9, 2023 – Virtual only – 9am – 12:30pm
- Saturday, January 13, 2024 – Virtual only – 9am – 12:30pm
- Saturday, February 10, 2024 – Virtual only – 9am – 12:30pm
- Saturday, March 9, 2024 – Hybrid – 10am – 2:30pm
- April – TBD
- Saturday, May 11, 2024 – Virtual only – 9am – 12:30pm





District 35

Executive Committee Meeting

August 5, 2023

Alicia Ashman Library, Madison, WI and Zoom



Welcome

Jason Feucht, DTM

District Director

Welcome and Thank you!

“We learn best
in moments of
enjoyment.”

— Ralph C. Smedley,
Toastmasters Founder

TOASTMASTERS
INTERNATIONAL

HUMOR QUOTES

“Leadership
is an action,
not a position.”

—Donald McGannon

“Before you are a leader,
success is all about
growing yourself. When
you become a leader,
success is all about
growing others.”

— Jack Welch,
retired business executive

If you want to
make everyone
happy,
don't be a leader.
Sell ice cream.

— Steve Jobs

Together as Toastmasters, We are All Stronger

Agenda → Objective: District Success Plan

<u>Time</u>	<u>Discussion</u>	<u>Facilitator</u>
10:00	Welcome	District Director Jason Feucht, DTM
10:15	Icebreaker	Admin Manager Kris Pool, DTM, PDD
10:30	District Business Meeting & Recognition	District Director Jason Feucht, DTM
10:45	BREAK	
11:00	Club Building Initiative	Club Growth Director Theresa Flynn, DTM
11:15	District Success Plan	Trio
12:00	LUNCH	
12:30	Education Session – Together this is US	Area A1 Director Judy Bauer, DTM, PDG
1:15	BREAK	
1:30	CGD Updates	Club Growth Director Theresa Flynn, DTM
1:45	PQD Updates	Program Quality Director Robert Wall, DTM
2:00	30/60/90 DD Wrap-up Q&A	District Director Jason Feucht, DTM
2:30	ADJOURN	



District Mission

We build new clubs and support all clubs in achieving excellence.

Toastmasters International Core Values

Integrity

Respect

Service

Excellence





Icebreaker

Kris Pool, DTM, PDD
Administration Manager

“Never Have I Ever...”



District Business Meeting

Jason Feucht, DTM
District Director

District Business Meeting

- September 9, 2023, from 9:00 AM – Noon
 - Your attendance at this meeting is VERY important
- Key Agenda Items
 - Adoption of the District Budget
 - Adoption of Role Appointments
- Reports
 - Division Directors – 3 Minutes
 - Finance Manager & Public Relations Manager – 3 Minutes
 - Trio – 5 Minutes

Remember to Practice! If you go over by 20 seconds, you will be muted.

Sample Division Report



Jason P. Feucht, DTM

2020-2021 Division D Director

District 35

email: jfeucht.tm@gmail.com

09/19/2020

Good morning District 35 Toastmasters:

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

The Division D team is off to a great start supporting the clubs in Division D and with that District 35. Before I cover anything else, I want to thank my fellow team members:

- Tracy Rothman, LD3 – Area D1 Director
- Jesse Franklin, DTM – Area D2 Director
- Sandra Krzewinski, ACB, ALB, PM2 – Area D3 Director

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

The clubs in Division D, like all clubs in District 35 and all of us in general continue to adjust to the current more virtual world due to COVID-19.



Area & Division Recognition

Jason Feucht, DTM
District Director



Distinguished Area Program

- Qualifying Requirements
 - No Net Club Loss
 - Areas must submit the Area Director's Club Visit Report for 75% of their club base
 - for first-round visits by November 30
 - for second-round visits by May 31
- Club Success Requirement
 - Distinguished Area
 - Distinguished clubs equal to at least 50% of the Area's club base
 - Select Distinguished Area
 - Distinguished clubs equal to at least 50% of the Area's club base plus one more Distinguished club
 - President's Distinguished Area
 - Distinguished clubs equal to at least 50% of the Area's club base plus one more Distinguished club and a net club growth of one

Distinguished Division Program

- Qualifying Requirements
 - No Net Club Loss
- Club Success Requirement
 - Distinguished Division
 - Distinguished clubs equal to at least 40% of the Division's club base
 - Select Distinguished Division
 - Distinguished clubs equal to at least 45% of the Division's club base
 - President's Distinguished Division
 - Distinguished clubs equal to at least 50% of the Division's club base plus net growth of one

District Gold Medal Program

- District 35 Specific
- Team Effort – work together to meet the goal!
- Set goals for critical tasks to be completed **AHEAD** of schedule
- Aligned to existing Distinguished Programs
- Tied to Spring Conference



District Bronze Medal

- All team members attend DEC Training by 9/30
- Collectively attend 50% or more of DEC meetings before 4/1/2024
- Collectively hold 4 Area Council Meetings before 4/1/2024
- Collectively hold 2 Division Council Meetings before 4/1/2024
- Visit 50% of your clubs by 9/30
- Visit 50% of your clubs between 11/1 and 3/31

Recognition: Awarded Bronze Medal, Special Team Recognition at Spring Conference, and 20% off your Spring Conference Registration

District Silver Medal

- Meet all requirements of the Bronze Medal
- Collectively attend 75% or more of DEC meetings before 4/1/2024
- Collectively hold 6 Area Council Meetings before 4/1/2024
- Collectively hold 4 Division Council Meetings before 4/1/2024
- Visit 75% of your clubs by 10/15
- Visit 75% of your clubs between 11/1 and 3/31

Recognition: Awarded Silver Medal, Special Team Recognition at Spring Conference, 30% off your Spring Conference Registration

District Gold Medal

- Meet all requirements of the Silver Medal
- Collectively attend 90% or more of DEC meetings before 4/1/2024
- Collectively hold 8 Area Council Meetings before 4/1/2024
- Collectively hold 6 Division Council Meetings before 4/1/2024
- Visit 100% of your clubs by 11/1
- Visit 100% of your clubs between 11/1 and 3/31

Recognition: Awarded Gold Medal, Special Team Recognition at Spring Conference, and 40% off your Spring Conference Registration

District Gold Medal Program

- Other individual and group recognition will also occur
 - Sample of individual Recognition
 - Perfect DEC meeting attendance
 - Find an Assistant Area Director
 - Recruit your successor and have them successfully submit District Leadership Candidate information by the deadline
 - ‘Special’ Team Recognition
 - All Divisions reach Gold Medal status
 - Distinguished District

Break





Club Building Initiative

Theresa Flynn, DTM
Club Growth Director



District Success Plan

Jason Feucht, DTM
District Director

District Success Plan

- Roadmap for the year
- Collective input from all DEC members
- Supports the District mission and goals; supported by the District budget
- Today we will review the Draft plan put together by the trio
- We will review implementation periodically



Three Measurable Goals

District 35 Performance

0% Growth



Paid Clubs

Base	To Date
79	79

Goals

Distinguished
79
Select Distinguished
80
President's Distinguished
82
Smedley Distinguished
83

-72.32% Growth



Payments

Base	To Date
2,507	694

Goals

Distinguished
2,533
Select Distinguished
2,583
President's Distinguished
2,633
Smedley Distinguished
2,708

0% of Clubs



Distinguished Clubs

Base	To Date
79	0

Goals

Distinguished
32
Select Distinguished
36
President's Distinguished
40
Smedley Distinguished
44



Member Payments

Jason Feucht, DTM

District Director

Member Payments

- Situation:
 - 2022-2023 ended with Payments Down 40 members from 2021-2022 (2,500 vs 2,540 Base).
 - District 35 has been slowly losing members since the last time it was distinguished in 2016-2017, which is the last time the District was positive in member growth.
 - 2017 ended with 4,829 member payments, since then we have seen a decline of 2,329 (51.77%)
 - The good news in this data, is the loss of 40 member payments is the smallest year over year loss since that time.
 - We are optimistic if we continue to focus on the District Mission and keep clubs focused on quality meetings, we can potentially turn this number around for the first time since 2017.

Member Payments

- Strategy:
 - Keep the District Team focused on the main thing.
 - The DEC focused on the District Mission and Clubs promoting their quality meetings.
 - Focus Area Directors and Division teams on Quality Club Visits to focus on quality meetings.
 - Focus PRM training opportunities for clubs, as well as explore marketing opportunities, and create incentives to reward clubs for meeting quality and positive growth.

Member Payments

- 5 Key Strategies

1. Promote Early Membership Renewals to take advantage of the discount prior to dues Increase in the fall and committing for a full year in the spring
2. Execute on Linked In Advertising to Promote "Find a Club" to Potential Toastmasters in Counties in the District with existing Toastmaster Clubs
3. Promote and Expand the District Meet Up
4. District New Member Orientation - Focused on Pathways onboarding and understanding the District's role.
5. Training focus on PR and Communication Strategies for Clubs



Distinguished Clubs

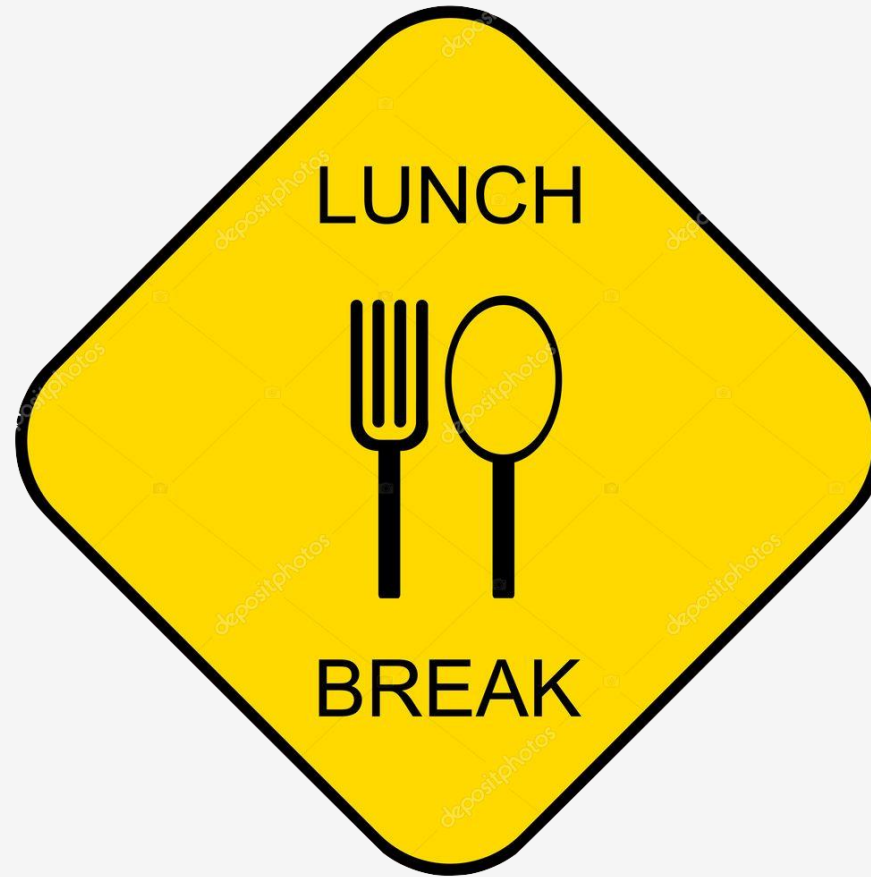
Robert Wall, DTM
Program Director



Paid Clubs

Theresa Flynn, DTM
Club Growth Director

Lunch





Education Session

Together this is US

Judy Bauer, DTM, PDG
Area A1 Director

**Judy will record this session
– link to be sent to DEC**

Break





CGD Updates

Theresa Flynn, DTM
Club Growth Director



PQD Updates

Robert Wall, DTM
Program Quality Director



30 / 60 / 90 || Wrap Up || Q&A

Jason Feucht, DTM
District Director

lets
Celebrate

Your Next 30 Days – mid-September (a)

- Communicate with your supported clubs
- Complete initial club visits and submit reports online
 - Goal: 50% or more by 9/30
- Virtual District Council Business Meeting on September 9 → **Attend and Vote**
- Review your [Division](#) / [Area](#) Success Plan and make necessary adjustments
- Review your personal goals and make necessary adjustments

Your Next 30 Days – mid-September (b)

- Follow up with clubs to ensure they received credit for attending Summer Club Officer Training / TLI
- Schedule and lead Division / Area council meetings
- Remind clubs of dues renewals before September 30

Your Next 60 Days – mid-October (a)

- Communicate with your supported clubs
- Complete club visits and submit reports online
 - Goal: 75% or more by 10/15
 - Even if you have completed a visit and report, consider visiting again
- Attend the [October 14](#) hybrid DEC meeting
- Review your [Division](#) / [Area](#) Success Plan and make necessary adjustments
- Review your personal goals and make necessary adjustments

Your Next 60 Days – mid-October (b)

- Follow up with clubs to ensure they received credit for attending Summer Club Officer Training / TLI
 - No changes can be made after October 31
- Schedule and lead Division / Area council meetings
- Share information about Winter TLI and Club Officer Training as it becomes available
- Start thinking about and planning your Area / Division Contests

Your Next 90 Days – mid-November (a)

- Communicate with your supported clubs
- Complete club visits and submit reports online
 - Goal: 100% by 11/1
 - Even if you have completed a visit and report, consider visiting again
- Attend the [November 11](#) virtual DEC meeting
- Review your [Division](#) / [Area](#) Success Plan and make necessary adjustments
- Review your personal goals and make necessary adjustments

Your Next 90 Days – mid-November (b)

- Follow up with clubs to ensure they received credit for attending Summer Club Officer Training / TLI
 - No changes can be made after October 31
- Schedule and lead Division / Area council meetings
- Share information about Winter TLI and Club Officer Training as it becomes available
- Start planning your Area / Division Contests

***You sure they're absorbing
all of this?***



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Next Meeting

- [Fall District Council Meeting](#)
- September 9
- 9am – 12pm
- Virtual Only

See district website for Zoom link

Agenda Items to Include:

- *Written and Verbal Reports from District Leaders (Top 7 and Division Directors)*
- *Approval – Credentials Report*
- *Approval – District Budget*
- *Approval – Appointed Roles*

Mark Your Calendars – Future Meetings

- [October 14, 2023 - Hybrid - 10 AM - 2:30 PM](#)
- [November 11, 2023 - Virtual - 9 AM - 12:30 PM](#)
- [December 9, 2023 - Virtual - 9 AM - 12:30 PM](#)
- [January 13, 2024 - Virtual - 9 AM - 12:30 PM](#)
- [February 10, 2024 - Virtual - 9 AM - 12:30 PM](#)
- [March 9, 2024 - Hybrid - 10 AM - 2:30 PM](#)
 - *(Note: this will hopefully be at the Spring Conference venue)*
- April 26 & 27 - Spring Conference & District Business Meeting
- [May 11, 2024 - Virtual - 9 AM - 12:30 PM](#)

Remember... It's all about the MEMBER

Let's help our clubs help their members

TOGETHER

because

Together as Toastmasters We are All Stronger!

Questions?



Meeting Adjourned

Contact Information

- District Director Jason Feucht
jfeucht.tm@gmail.com
- Program Quality Director Robert Wall
rswall@rswall.com
- Club Growth Director Theresa Flynn
Tflynn_d35@yahoo.com