



District 35 District Council Meeting – Virtual Teleconference

Saturday, September 19, 2020

9:00 a.m.

WHERE LEADERS ARE MADE

Call to order and welcome – District Director Kris Pool, DTM

Review of the District Mission – District Director Kris Pool, DTM

- The district mission is “We build new clubs and support all clubs in achieving excellence.”
- District Director shared her “HUGS” vision: **H**elping **U**s **G**row **S**tronger by providing the support and resources for our members and clubs to thrive in District 35 and achieve distinguished status.

Review the Meeting Agenda – District Director Kris Pool, DTM

Credentials Committee Report – Credentials Committee Chair Ed Thelen, DTM, PDD

- Number of clubs in good standing = 112
- X2 = 224 Total Club Presidents and Vice Presidents Education
- Number of club votes required for a quorum (1/3 of eligible clubs X 2) = 75
- Number of District Executive Committee votes issued = 32
- Total votes issued = 131
- Number of votes to equal 50% + 1 vote (simple majority) = 66

Voting Procedures – Parliamentarian Tom Rozga, DTM, PDG

- Tom Rozga explained the voting procedure for the 2020 – 2021 budget
- Motion was made and passed by a majority of votes

Approval of Spring 2020 District Council Meeting Minutes – District Director Kris Pool, DTM

- May 2, 2020 minutes made available on District 35 Website—the minutes will stand as approved as published
- In addition to the meeting minutes, all individual reports from today’s meeting will be included in the Appendix to these meeting minutes.

District Finance Manager Report – Finance Manager Spring Sun, PM5

- The following numbers are as of July 31, 2020.
 - Available Funds
 - Cash – Associated Bank \$22,011
 - District Reserve \$20,899
 - Total Cash & District Reserve \$42,910
 - Minimum District Reserve Required at Year End (\$8,629)
 - **Total Available Funds \$34,280**
 - Profit & Loss 07-01-2020 through 07-31-2020
 - District Revenue
 - Actual \$255

• Budget	\$201
• Variance	\$54
▪ District Expenses	
• Actual	\$185
• Budget	\$253
• Variance	\$68
▪ Total Net Income	
• Actual	\$69
• Budget	(52)
• Variance	\$121

- No questions on the financial report; it will be filed for audit.

Business Requiring Adoption:

Adoption of District Budgets – District Manager Kris Pool, DTM

- 2020 – 2021 District 35 Budget – highlights include:
 1. **Membership Revenue:** The goal of membership revenue is to reach at minimum Distinguished status for membership payments. We expect the loss of corporate clubs due to layoffs and restructuring during COVID-19. District is holding additional training for clubs to increase membership.
 2. **Reallocation of district reserve fund:** The district reserve has increased 185% for the past during 2011-2018, Toastmasters International would like districts to use the fund effectively and move budget towards an annual zero profit and loss state. Since this year, Toastmasters International will require 50% of the surplus of the June 30th District reserve amount that exceeds 1.25 times the required retention to be reallocated to Toastmasters International to support the organization’s strategic plan and enhancing overall member value. Reallocation will happen at the end of the Toastmasters year.
 3. **Winter TLI:** We are not able to get out the contract to have an all-virtual meeting, but two makeup sessions will be offered virtually in January and February.
 4. **Spring Convention:** Currently it is planned as in person meeting. There is a chance that it may go to virtual meeting; the budget for both revenue and expenses will then go down dramatically.
 5. **Mileage reimbursements:** Despite the mileages budget for District Director and Club Growth Director, we haven’t budgeted mileage for the first half of the year as we assume that all of the meetings will be held virtually.
- The proposed budget continues its focus on the District Mission, supporting training, speech contests, and most importantly building and sustaining clubs and membership
- Finance Manager moved to adopt the District 35 budget as presented.

Year-End Audit Report – Audit Committee Chair Tom Rozga, DTM, PDG

- Year-End Audit Report as of August 26, 2020
- Revenues are down, but expenses are significantly down; this is expected because the district has been operating in a virtual environment.

- Items of highlight: continue to ensure all expenses are tax exempt; approvals over \$500 require additional approval.
- Compliments to Finance Manager Spring Sun for her excellent job of record keeping and accuracy of reports.

Division Director Reports:

- **Division A – Barbara Judd, CC, CL**
 - Written report submitted and included in the appendix
 - Stressed to the area directors to confirm their clubs' contact information in Club Central is accurate and share with clubs the opportunity about club coaches
 - Mixed opinions on virtual versus in-person Winter TLI – some excited for in-person, some want virtual due to COVID, some love Zoom, some Zoom fatigue, some corporate clubs not coming back until 2021
- **Division B – Tim Griep, DL4**
 - Written report submitted and included in the appendix
 - COVID pandemic has had profound effects upon the clubs in Division B and affects members and clubs differently; many clubs are quickly adapting to virtual meetings.
 - Club officer training completed with 62.5% of Division B clubs training 4 or more officers.
 - One club has suspended meetings due to COVID. Members feel that virtual meetings are not meeting their needs.
- **Central Division – Robin Cosgrove, VC5 (presented by Rhonda Williams, DTM, PDG)**
 - Written report submitted and included in the appendix
 - Late area director appointments but making up lost time. Still looking for C3 Area Director.
 - Corporate clubs Blackhawk Talk and JDF are corporate clubs that have been impacted by COVID and cannot sustain meetings at this time.
 - Walworth County restored to good standing.
 - Clubs are discussing various member building events.
- **Division D – Jason Feucht, DTM**
 - Written report submitted and included in the appendix
 - Clubs are adjusting to the more current virtual world due to COVID.
 - 71.43% of the clubs had 4 officers or better trained during the virtual Summer TLI.
 - Brenda Quale and Gladys Rivera achieved their DTM.
- **Eastern Division – Leslye Erickson, DTM (presented by Karen Brouwer)**
 - Written report submitted and included in the appendix
 - Several clubs have been bringing in members; we are pleasantly surprised to see club growth early in the Toastmasters year.
 - Efforts are being made to connect clubs with one another by creating joint meetings or visiting other clubs.
 - Primary challenge is lack of response from certain clubs and officers. This correlates to low overall membership and minimal membership renewal.
 - Goals in the coming months include membership status, club visits, supporting club goals.

- **Division F** – Robert Wall, DTM
 - Written report submitted and included in the appendix
 - Clubs in the division adapting, surviving, and thriving in the online world and seeing this as an opportunity.
 - Membership continues to be challenge.
 - Offering twice-monthly support calls to club officers and members to communicate best practices.

- **Northern Division** – Karen Polege, DTM
 - Written report submitted and included in the appendix
 - N4 Area Director position is vacant
 - Online meetings have been an advantage due to the geographical issues in Northern Division.
 - Rasmussen College Toastmasters created a Technology Ambassador position to help club members learn to utilize technology better. The TA usually gives a short presentation/tips at the beginning of meetings.
 - Priorities this year include improving PR on social media, increasing virtual Pathways training, and helping members stay connected to their clubs.

Public Relations Report – Janet O’Rourke, DTM

- Led three PR sessions as part of the summer TLI
- Additional training in the words for members wanting to learn more about Facebook and other social media to promote their club.
- Participated on Zoom calls with regional Public Relations Managers. This has been helpful with sharing ideas and best practices.
- Jean Rossett is the Newsletter Chair.
- Lucas Roberts is the Social Media Chair.

Club Growth Director Report – Jennifer Kibicho, DTM

- Due to personal emergency, CGD Jennifer Kibicho was unable to attend the meeting.
- The focus was club coaching program—given by Keith Cumiskey
- 2 clubs to build is the goal to get to distinguished district status by June 30, 2021
- For member payments, 20 of the 112 clubs have at least 8 members

Program Quality Director Report – Teri McGregor, VC5

- Held the first ever District-wide virtual Summer TLI for incoming club officers.
 - 441 club officers trained
 - 66% of clubs had 4 or more officers trained
 - Division F had 79% of club officers trained
 - Guests from around the world attending, including Canada, Nepal, Districts 30, 37, 27, 94, 62, and undistracted online clubs from New York and Chili
- Members have already earned 184 education awards in all 11 paths. This includes 5 DTMs and 9 level 5 completions.
- All speech contests, from Area and above, will be conducted online.

- Monthly training sessions are offered for members and club officers to enhance the member experience and improve club quality.
- Winter TLI will also be district wide and held virtually.

Immediate Past District Director Report – Rozaline Janci, DTM

- The Winter TLI will be held on November 7, 2020 and described the 3 in the trip

District Director Report – Kris Pool, DTM

- Communications will be coming out regularly; everyone is encouraged to review and act as needed as soon as possible.
- Reach out to club members and verify their contact information is correct in their profile with Toastmasters International. This is how we get in contact with our members (email, mail, phone).
- Become a member of the District 35 Facebook page and share the posts to your network.
- Club events will not be included on the district website calendar, but will be allowed on the District 35 Facebook page.
- Members are encouraged to visit other clubs online
- Members are encouraged to become a dual member.

Unfinished Business – NONE

New Business – NONE

Announcements – District Director Kris Pool DTM

- Spring Convention—Marshfield
- 5/15/21—Next Council Meeting to be held virtually
- 11/7/2020—the first of the Winter TLIs
- Makeup sessions in January and February 2021 TBA

Meeting Adjourned

- Meeting adjourned at 10:04 a.m.

Respectfully submitted,

Ronda Borowski, DTM
Administrative Manager

APPENDIX

Credentials Committee Chair Ed Thelen

Credentials Committee Report

Number of Eligible Clubs	=	___ 112 ___
Clubs Eligible X 2	=	___ 224 ___
Quorum (1/3 of Clubs Eligible X 2)	=	___ 75 ___
Presidents and Vice Presidents Education Represented	=	___ 99 ___
District Executive Committee Members Represented	=	___ 32 ___
Total Ballots Available	=	___ 131 ___
Simple Majority (50% of the Total Ballots Available + 1)	=	___ 66 ___

Signed: Credentials Chair

___ Ed Thelen, DTM, PDD ___

Report from District 35 Audit Committee

Thomas F. Rozga, DTM – Chairman,

Laurie Baker, DTM & Justin Gottfried, DTM

Year-End Audit – August 26, 2020

The District is now using the Concur Expense Reporting system for reimbursement processing.

This system enables to Finance Manager improved controls of all District funds. The system includes an auditor function which streamlines the audit function.

Overall, District revenues are down, per the budget, but expenses are significantly down. We expect that because the entire district has been operating in a virtual environment that would be the case.

Item #1 – Ensure that all expenses are tax exempt. Do not reimburse sales tax for any expense. We are tax exempt and should use our Wisconsin Tax Exempt Number for all purchases. The Finance Manager is aware of this issue and is taking appropriate steps to control the situation.

Item #2 – Approvals over \$500 require an additional approval. All the entries in Concur have an email attachment giving approval or a voucher added with the appropriate approval. This was an audit issue in the past, but the Finance Manager has taken appropriate steps to address the issue.

Item #3 – We see the District Revenue is down, but also understand that the district is operating in a virtual environment and may lose several members as a result. Expenses are significantly down, again as a result of operating in a virtual environment. This year has been a historical challenge to the district team and we hope that things will return to some form of normalcy soon.

Overall, the committee would like to compliment the District Finance Manager, Spring Sun, for her excellent job of record keeping and accuracy of the reports. The documents were well organized and made for a more efficient audit.

Financial Section
09/19/2020

Good morning District 35 Toastmasters:

I'm honored to again serve the district as Finance Manager this year. The 2019 – 2020 Toastmasters year was very different due to COVID-19, our lives, our speeches, and our meetings have been changed from in person to virtual. We are expecting the new Toastmasters year will be the same.

The first item today is **Financial Report**.

First, I would like to thank the outstanding efforts of our Audit Committee, I thank the committee for their help and counsel.

Toastmasters International has only closed district reporting as of July 31. The following numbers are as of July 31, 2020.

Available Funds	7/31/2020
Cash - Associated Bank	22,011
District Reserve	<u>20,899</u>
Total Cash & District Reserve	<u>42,910</u>
Minimum District Reserve Required at Year End	<u>(8,629)</u>
Total Available Funds	34,280

Profit & Loss 07/01/2020 through 07/31/2020

	Actual	Budget	Variance
District Revenue			
Membership Revenue	255	201	54
Total District Revenue	<u>255</u>	<u>201</u>	<u>54</u>
District Expenses			
Public Relations	-	72	72
Administration Expense	185	181	(4)
Total District Expenses	<u>185</u>	<u>253</u>	<u>68</u>
Total Net Income e	<u>69</u>	<u>(52)</u>	<u>121</u>

The financial report has been presented, are there any questions? Hearing none it will be filed for audit.

Next the **2020 – 2021 District 35 Budget**

We have established a budget that was built to directly support the District Mission of building and supporting clubs and the Districts Goals as outlined in the District Success Plan that was developed by the District Executive Committee. I will highlight the following budget items.

1. **Membership Revenue:** The goal of membership revenue is to reach at minimum Distinguished status for membership payments. We expect the loss of corporate clubs due to layoffs and restructuring during COVID-19. District is holding additional training for clubs to increase membership.
2. **Reallocation of district reserve fund:** The district reserve has increased 185% for the past during 2011-2018, Toastmasters International would like districts to use the fund effectively and move budget towards an annual zero profit and loss state. Since this year, Toastmasters International will require 50% of the surplus of the June 30th District reserve amount that exceeds 1.25 times the required retention to be reallocated to Toastmasters International to support the organization's strategic plan and enhancing overall member value. Reallocation will happen at the end of the Toastmasters year.
3. **Winter TLI:** We are not able to get out the contract to have an all-virtual meeting, but two makeup sessions will be offered virtually in January and February.
4. **Spring Convention:** Currently it is planned as in person meeting. There is a chance that it may go to virtual meeting, the budget for both revenue and expenses will then go down dramatically.
5. **Mileage reimbursements:** Despite the mileages budget for District Director and Club Growth Director, we haven't budgeted mileage for the first half of the year as we assume that all of the meetings will be held virtually.

Our proposed budget continues its focus on the District Mission, supporting training, speech contests, and most importantly building and sustaining clubs and membership. We will monitor and spend district fund prudently.

District Director Kris, I move for adoption of the District 35 Budget, as presented.

Division A Director Report
Barbara Judd

Area Directors

- A1 Shontina Gladney
- A2 JR Swantz
- A3 Dave Hendrickson

Club Officer Training / Speech Contests:

- Speech Contest Update
 - Informed Area Directors Area and Division contests will be virtual
 -
- Club Officer Training - NA

Membership issues and concerns:

- 09/11 A2 JR reports Charter Chatter is experiencing severe membership issue and attendance due to Covid and work from home mandate. They are considering pausing the club until 2021.
 - Club Coach Chair Keith has been approached and spoke with Charter Chatter President Britany on 09/14.
 - Club will have to discuss and vote on next steps

Pathways adoption issues / concerns / successes:

- There has been no urgent contact from Area Directors to me

Contact with Area Directors (Division Council Meetings):

- Had Division Council meeting kickoff on 08/31 Monday night with all 3 Area Directors attending (A1 Shontina Gladney, A2 JR Swantz, and A3 Dave Hendrickson)
- Asked Area Directors if they have made initial contact with all of their clubs:
 - A1 – Not all clubs responded
 - A2 – Yes, contact has been made with all clubs
 - A3 – Hasn't heard back from clubs, but is having an Area Council meeting in Sept. 7-11
- Asked if any clubs brought concerns to them?
 - A1 – 1 issue corporate club (see Aug report)
 - A2 – Clubs asking when Club Success Plans are due and what is the incentive. (Barbara to follow-up with Terri)
 - A3 – Hasn't heard back from clubs
- Have the Area Directors made their club visits or arranged dates?
 - A1 – 1 club visit
 - A2 – 2 club visits, with 3 scheduled in September
 - A3 - Hasn't heard back from clubs
- I stressed to the Area Directors to confirm their clubs' contact info in Club Central is accurate
- I asked Area Directors about clubs coaches (per Keith C) – they will mention to club officers

<u>Area</u>	<u>Club</u>	<u>Name</u>	<u>Members</u>	<u>Coach Y / N</u>	
A1	6769364	Speak Up!	9		Shontina will have to confirm
A1	924120	Direct Supply Champion Chatters Club	10		No, per JR. Have aggressive leaders right now.
A2	5523418	Finest In Speech	10		No, 2 DTMs on board and fresh board
A2	7023433	Charter Chatter 12			Yes, Keith is getting a club coach.

A3 5010 Tosa / Medical Club 8 Dave has not heard from club

- Asked Area Directors for their opinions on virtual / in-person Winter TLI (mixed opinions – some excited for in-person, some want virtual due to COVID, some love Zoom, some community clubs miss in-person meeting, some zoom fatigue, some not zoom fatigue, some no opinion, some corp clubs not coming back until 2021)
- Ask Area Directors if they need any assistance from District – no one needed anything at this point.
- Ask Area Directors for their opinion on Division Town Halls – some believe sparse attendance, for some corp clubs if outside work hours will not attend, some like the idea as it gives club officers direct access to Trio, some view it not as competition to the Area Council meeting, some express meeting fatigue (suggest making attendance optional).
- Area Directors voted to meet quarterly, more often during contest season
- Next Steps:
 - September Dues are approaching – will closely monitor club numbers by Club Central
 - Start planning Winter TLI advertisement campaign, and then discuss with Area Directors
 - Purchasing a Zoom license (although it pains me greatly to spend not-for-profit money)
 - Start mapping out 2021 virtual Contest Season and checklist

Club Successes:

- Nothing brought to my attention

Club Struggles:

- Nothing brought to my attention

DCP goals:

- Nothing brought to my attention

Education awards by area:

- CC:
- CL:
- Pathways:
- DTM:

New Clubs / potential leads:

- NA

Clubs in need of a coach:

- NA

Suggestions for future Area and Division Directors:

- Requests for newsletter articles should go directly to Area Directors as they are closer to the clubs.

Other information, comments, and concerns:

- Sunday evening meetings are hard as a person is running around trying to get things ready for Monday work day and forget to dial in. However, vacation is over and should be back to normal schedule.a

Division B Director Report
Tim Griep

The COVID-19 pandemic has had profound effects upon Division B clubs. The pandemic effects members and clubs differently. Many clubs are quickly adapting to virtual meetings.

The Area B1 Council meeting was held on 9/12/2020. All clubs had representation. This was a great event, participants discussed at length ways to motivate members to sign-up for roles well in advance of the club meetings.

Club Officer training has been completed with 62.5% of Division B clubs training four or more officers.

Dues renewals are trickling in and lagging other Divisions.

One Division B club has suspended meetings due to COVID-19. Members do not feel that virtual meetings are meeting their needs. Area and Division leaders are working with the club to get them back on-track.

Club visits by the Area Directors are on-going. If your club has not scheduled a visit, reach out to the Area Director ASAP.

Division B Council meeting will be held on Saturday December 5, 2020 from 9:00 to 11:00 AM. The meeting will be held via Zoom. More information to follow.

Respectfully submitted,

Tim Griep, DL4, MS3, EH1
Division B Director

Central Division Director Report
Robin Cosgrove

Madame District Director, District Leaders, Members of the District Council and Guests,

Central Division is progressing very well in spite of some late area director appointments. We are making up for the lost time, and club visits by area directors are either scheduled or completed. The reports are being compiled with many in progress and some completed. I expect that we will reach 100% completion.

Two clubs in Central will likely be suspended in November. Corporate clubs Blackhawk Talk and JDF are sponsored by business that have been impacted enough by the pandemic that they cannot sustain meetings. While this loss is difficult, there are also bright spots. Walworth County Toastmasters started the year as unpaid having 6 members and was restored to good standing yesterday - now having 8 members. As for the clubs that are folding, efforts are being made to recruit those members to other clubs.

Clubs in the division are discussing Open Houses, Speechcraft and other member building events. All the active clubs are collecting dues, well aware of the September 30 deadline.

Fellow Toastmasters, don't forget you must serve in district leadership to earn the highest distinction of Distinguished Toastmaster. Central Division needs an Area Director for C3. This is a great opportunity.

According to Thomas Edison, "Opportunity is missed by most people, because it is dressed in overalls and looks like work." Please don't let this opportunity dressed in overalls pass by. The work is made light by the many hands that are helping to support the division. If you want to serve, contact Kris Pool immediately. The appointment needs to be made by September 30th to earn credit for it.

Many thanks to my peers Lee Samson, Charles Eftman, Connie Cmelak, and to our leader Robin Cosgrove for this opportunity. Our gratitude to the many other members of the district who are helping us this year is immeasurable. You are too numerous to name, but I hope that very soon we will all be together where we can celebrate our successes.

Respectfully submitted,

Rhonda Williams, DTM, PDG

on behalf of Robin Cosgrove, Central Division Director.

Division D Director Report
Jason Feucht

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.

Division D currently has 223 members across 14 clubs. 3 Clubs in the division are at full strength of 20+ members (Cream City Communicators, Rumble Don't Mumble Toastmasters, NM Speaks!. 5 Clubs are at 12 or less members and eligible for club coaches. 2 of those clubs have coaches. I want to thank the Coaches working with clubs in Division D: Michelle Runte, Stephan Church, & Robert Wall.

Overall there continues to be concern at all levels regarding membership, the commitment of members to renew and membership growth. As I write this Division D has 71 renewals on the books (31.84%), and our clubs have added 12 new members since the start of the Toastmasters Year. We also have 16 "Full Year" renewals where members renewed through 9/30/2021! Congratulations to North Shore Badgers and NM Speaks! on getting this commitment from your members.

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

TLI

Division D clubs found value in the District lead "Virtual" Summer TLI's this year, and that was reflected in their attendance. 71.43% of our clubs (10 of 14) had 4 officers or better trained. Two of our clubs, Smokey's Sensations and NM Speaks! had 7 of 7 trained, while 3 other clubs had 6 of 7 trained.

Education Awards

Since the start of the Toastmasters Year Division D has had 23 members earn education awards. Congratulations to all of you, especially our two newest DTM's Brenda Quale and Gladys Rivera! 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 several of our clubs have already completed DCP goals! Congratulations and keep up the good work, Cream City Communicators with 4 goals, Wisconsin Club & Smokey's Sensations with 2 Goals and Long Story Short, North Shore Badgers & NM Speaks! with 1 Goal.

I expect this Toastmasters year to be a challenging yet rewarding one in the unusual circumstances we currently find ourselves, however Division D has a great leadership team, and great clubs and we will not only survive but thrive. I encourage all Division D clubs to stay focused on the member and the member experience and reach out to your Area Director or I if you need assistance.

Respectfully Submitted,

Jason P. Feucht, DTM

2020-2021 Division D Director

District 35

Eastern Division Director Report

Leslye Erickson

As Division Director I'd first like to thank my team of Area Directors that include:

- Karen Brouwer, E1
- Yanet Fernandez, E2
- Nichole Polster, E3
- Atul Sharma, E4
- David Taylor, E5

Each are working hard on behalf of our clubs to collaborate and support clubs.

As we reflect on our short tenure in these new roles, we are pleased to share in several successes that include:

- A handful of clubs have been bringing on new members. Given these unique circumstances, we are pleasantly surprised to see club growth early in the Toastmaster year.
- Additionally, the Area Directors are demonstrating creativity to engage clubs and club officers. Specifically, efforts are being made to connect clubs with each other by creating joint meetings or visiting other club meetings. As a team we feel strongly that this is an area that our current virtual meeting structure supports and much can be learned through these visits. We look forward to collaboration and club sharing to strengthen all clubs.

The primary challenge we are facing includes a lack of responsiveness from certain clubs and club officers. This lack of responsiveness also correlates to clubs with low overall membership and minimal membership renewal. In one area, a potential club closure looms. Patience and perseverance will be keys to making a positive impact on these clubs and hopefully turning these club challenges, one by one, into our division successes.

Looking ahead, membership status, club visits and supporting club goals will be areas of focus for the next several months. My team's collective strength is the willingness to connect and learn from one another. I'm confident this collaboration will be a huge contribution in growing membership and identifying club best practices.

Respectfully Submitted,
Leslye Moraski Erickson, DTM
Director, Division E

Division F Director Report
Robert Wall

The challenge of leadership comes not when you're met with those challenges that you've prepared for, not when you're faced with the situations for which you've trained, but rather when you're met with those challenges which you couldn't have even expected, let alone prepared for.

Last March, we had what we thought might be a temporary lockdown until we "flattened the curve". Now, almost half a year later, the formerly temporary situation has become our new day-to-day reality. And while the curve may be flattening, it gives me great joy to note that the same is not happening to the spirits of our members and officers in Division F.

In new and unexpected ways, the Toastmasters of Division F have taken to the online space. In a time when some Toastmasters clubs have stopped meeting entirely, our clubs are adapting, surviving, and thriving. Allis Chalmers is creating excellent, energetic themed online meetings. Oak Creek is getting creative with attracting guests and building membership. SpeakEasy is doing joint meetings with other clubs outside District 35. Milwaukee Metro and Resource Advanced made their qualifying dues early in September, and while all clubs in F met their training goal, Rockwell, Oak Creek, and Resource Advanced had all 7 officers trained. Kenosha is working with community organizations to build membership. Oh, and did I mention Spectacle City just hosted a hybrid pot luck?

Rather than seeing this moment in time as a hardship, I believe the majority of Toastmasters in Division F are seeing it as an opportunity.

Our only challenge is the perennial one - membership. To that end, our community clubs are taking advantage of the fact that their "community" now includes the entire world. Our corporate clubs are typically meeting using the same platforms they use for their job, which creates real-world value and provides a potential draw. And these efforts seem to be working. As of September 1st, our member numbers are more than they were at the last renewal period, and one of our clubs - Speakeasy - has added three members since July 1st!

As a division leadership team, we're supporting those efforts in every way we can. My area directors and I are offering twice-monthly support calls for club officers and members to both communicate best practices and brainstorm solutions to challenges. Special credit goes to Theresa Flynn, our F3 area director, for spearheading that initiative. And my area directors - Jackie Breezer, Nicole Preussler, and Theresa Flynn - all deserve credit for the fantastic work they're doing to support their clubs.

Last February, none of us could have predicted that this is what Toastmasters would look like in 2020. But Division F has risen to the challenge. We're serving our members, we're giving value to our communities, and our success is sure to follow. No matter what 2020 holds, I'm confident that the members of Division F will continue to improvise, adapt, and overcome. Here's to a great Toastmasters year!

Respectfully submitted,

Robert Wall, DTM
Division F Director

Division Director's Report: Northern Division
September 19, 2020

All sixteen clubs in the Northern Division are currently meeting at least once a month. Many clubs have their meetings exclusively online, while most of the rest have hybrid (online and in-person) meetings. As online meetings can be attended from anywhere, some Northern Division clubs have welcomed guests who are not local, including people who live in other states and other countries. A few clubs have added members who live far away from the club and would not be able to attend meetings in-person because of the distance.

The Northern Division is geographically the largest division in District 35, and while the pandemic has forced a number of inconveniences, problems, and changes upon everyone, the Northern Division in particular has found a silver lining in these dark clouds: online meetings negate distance. Members from various clubs have visited other clubs via virtual meetings, which they would never have done if they had to make a four-hour round-trip drive. This enables visiting Toastmasters to experience other clubs' meetings and pick up best practices to share with their own club. In effect, Ambassador visits are now as convenient as attending a meeting of one's own club.

There is currently a vacancy at the N4 Area Director position, which works with the Eau Claire area clubs. If anyone is interested, or knows of someone who is interested in this role, please contact the Trio. All of the N4 area clubs are currently meeting virtually.

Virtual meetings involved a steep learning curve for many of us, and not all Toastmasters are tech-savvy. One Northern Division club, the Rasmussen College Toastmasters, created a quasi-officer position called the Technology Ambassador to help club members learn to utilize technology better. The Technology Ambassador often gives a short presentation at the beginning of meetings to teach topics such as how to change one's background on Zoom or how to share one's screen.

Virtual training also enables Toastmasters to learn from the comfort of their own homes. As Pathways is now the only education program being used, and since most Northern Division clubs have a few members who are still not enrolled in Pathways, virtual Pathways trainings for Northern Division Toastmasters will be offered throughout the year. These are in addition to Steve Wittmann Pathways trainings for the entire District.

The year's priorities for the Northern Division include improving PR on social media, increasing virtual Pathways training opportunities, and helping members stay connected to their clubs and their fellow Toastmasters.

Respectfully submitted,
Karen Polege, DTM
Northern Division Director 2020-2021

PR Report

Name: Janet O'Rourke
Date: September 19, 2020

Below is a summary of activities for the District 35 Public Relations Manager and items to report at today's District Council Meeting:

Club Officer Training:

Led 3 Public Relations sessions as part of the Division-wide TLI. Thank you to all the members who attended and provided input and shared ideas. Additional training is in the works for VPPRs and any member who wants to find out more about how to use FaceBook and other social media to promote their club.

Participation on Region 5 PRM Calls

Participated on 2 Zoom calls with regional PRM managers. This has been very helpful as the 5 PRMs in the region are enthusiastic about sharing ideas and best practices for public relations in their respective districts.

Public Relations Successes

As you know, Jean Rossett is our Club Newsletter Chair. Club Presidents and VPEs, I would encourage you to submit articles of interest if your club is accomplishing goals or adopting new practices that are helping in our new virtual environments.

We have a new member on the Public Relations Team. Lucas Roberts has joined the PR Committee team as Social Media Chair. Lucas has some great ideas on how to use social media to increase membership and foster club retention – stay tuned for more information.

CGD Report

- Due to personal emergency, CGD Jennifer Kibicho was unable to attend the meeting.
- The focus was club coaching program—given by Keith Cumiskey
- 2 clubs to build is the goal to get to distinguished district status by June 30, 2021
- For member payments, 20 of the 112 clubs have at least 8 members

PQD Report

A year like no other – a unique challenge -- and an opportunity to learn and grow like never before – that is my prediction for District 35 this Toastmaster year.

We have been navigating our way to a new normal for 6 months and from where I stand, we are off to a great start. The year began with the district's first ever district level, virtual, summer TLI for incoming club officers. Offering all TLIs at the district level allowed us to provide a consistent training experience to all officers across the district with an agenda that addressed our immediate needs. Train the trainer sessions gave our presenters an opportunity to learn new technology and become comfortable on camera. Our Keynote presenters helped to attract guests and added something extra to the training experience.

Some highlights to mention here:

- 441 D35 Officers were trained.
- 66% of our clubs had 4 or more officers trained.
- Congratulations to Division F for training a high of 79% of all club officers.
- We attracted guests from across the globe. We saw members from Canada, Nepal, D30, D37, D27, D94, D62, as well as club officers from Undisricted online clubs from NY & Chili.

Our members have already earned 184 education awards. Awards have been earned in all 11 Paths. This includes 5 DTMs and 9 Level 5 completions! Congratulations to everyone who has earned an education credit in the first 3 months of the year!

Now, let me introduce my team. Pathways Chair, Steve Wittmann has a plan to help all members get started and continue their work in Pathways. Training Coordinator, Nick Lechnir, is ready to help plan engaging training sessions on a broad range of topics. Incentives Chair, Kimberly Thomas is tracking all of the incentives that clubs and individuals can earn for the good work they do this year.

Here are some things you can expect from the PQD team this year.

Virtual contests: Toastmasters International made the decision that all Area, Division & District Speech contests must be conducted virtually. Contest season begins December 1 and we are hosting the Evaluation and International contests. We are going to learn how to execute fair, online contests and teach our members to do the same.

Quality Education Sessions: The Enhanced Program Quality series will offer monthly training sessions for members and officers to help enhance the member experience and improve club quality. You can expect topics like Pathways, Effective Online Club Meetings, Succession Planning, Marketing, Parliamentary Procedures and more.

District Level Winter TLI events: With the success of hosting 3 district training opportunities this summer, we plan to offer the same for the winter officer training season.

One could look at all that is going on in the world today and think, *I just gotta get thru this*. I want to do more than just live thru this year, I want to thrive through it and I want the same for every member of District 35. To do that, we will have to think differently, try new things, fail and succeed while we learn. In May, when I give my next report, I want you to be proud of the work you have done this year. Imagine, if everyone was a proud Toastmaster, they would never leave – that is what I want and I look forward to working with Kris, Jennifer and the entire DEC team to make that happen!

Respectfully Submitted,

Teri McGregor, VC5

2020-21 D35 Program Quality Director

District Director Report

It's all about the HUGS! Helping Us Grow Stronger! But with everything that has happened to us and how we've needed to adapt since March, maybe HUGS should stand for Humongous Unusual Gigantic Snafus. Or perhaps a little bit more positive – Highly Unique and Genuine Saga.

When updates, changes, and new resources have been communicated to the district leaders from Toastmasters International, we have been passing them onto you. At times, it may seem like we are inundating you with emails, information, and requests, but I would rather err on the side of over-communication than under-communication. I ask each of you to do your part when you receive these emails from the district, whether it is from the Trio, your Area or Division Directors, or another member acting on behalf of District 35. Please quickly scan or read the information, then take action immediately.

An example of this was the request to assign the club proxy vote for the International Annual Business Meeting in August. We had 83% of our clubs complete their club proxy, which was the highest of the ten districts in Region 5, but still, it would have been fantastic to have 100% participation. I do know that one reason why not all clubs acted on this and it is because they did not receive the email. Why is that? Members move, change their email address, or accept another job. And they forget to update their contact information in their profile on Toastmasters.org. If your contact information is not current and correct, we can't communicate with you. Reach out to your club members and verify their contact information is correct with Toastmasters.

For those of you on Facebook, I encourage you to become a member of the District 35 Facebook page. We share updates, tips, and successes on this page. For those of you who have chosen not to participate on Facebook, you can get the majority of the posts on the district website. Just click on News, then Facebook.

I also encourage you to continue to be proactive in your learning and development. Regularly visit the calendar on the district35.org website and plan to attend one or more of the monthly training sessions that Program Quality Director Teri McGregor mentioned. These trainings are not limited to club officers – all members can attend.

We have been asked to begin including club meetings and events on the district calendar, and the Trio has decided against this. But we did decide that clubs can post their meeting and events on the district Facebook page for all to see and hopefully use to start visiting other clubs. Another option is to share your event on the Toastmasters International Official Facebook page – reminder if you do this – be sure to include the time zone (GMT -5 or CST-Chicago time) because members from around the world are viewing it and don't know always know where our clubs are located. Several of the clubs in which I'm a member have had guests from other countries or time zones pop in. Oftentimes, we ask those guests to be the general evaluator and get a completely different viewpoint of our meeting.

Along these same lines, I encourage all our members to visit other clubs online. Without needing to physically go much further than the computer in our living room, basement, or bedroom, you can travel the world and meet Toastmasters from so many locations! This is a great opportunity to see how other clubs operate, listen to diverse speakers, hear different evaluations, and gain ideas for Table Topics or your own speeches and projects.

If you are a seasoned member or just looking for a new challenge, consider becoming a dual member and join another club. You'll expose yourself to a new venue and different audience, and it will allow you to grow beyond your comfort zone. You'll gain additional networking and leadership opportunities, ideas, mentors, and friends. If you join a new or struggling club, you will be able to help teach which is a great

way to continue developing your leadership skills. Or maybe a specialty club is in your future. Yes, this means an additional membership fee, but for approximately 25 cents per day per club, aren't you worth it?

Speaking of what you're worth, have you committed to invest in yourself the next six months or the next year? Renewals are due at the end of September. At this time, only club officers can enter payments into Club Central for dues renewals. Toastmasters International plans to have their system updated so members can pay the \$45 directly to TI by September/October 2021. Local dues would still need to be paid to the club. If you are one of the clubs that has voted to waive local club dues this year because you are not meeting in person and there is no need to purchase items with the local dues, please be sure to update Club Central, Addendum of Standard Club Options, Club Dues. When we return to regular meetings, you will need to update this same section of Club Central to reinstate the local dues.

I hope to see you at the in person Winter TLI on Saturday, November 7 at the Crowne Plaza Airport in Milwaukee or one of the virtual makeup sessions in January and February. We will try to live stream the Hall of Fame session on November 7 and need to find a creative way to have the Hug Line – I mean – receiving line for all our new DTMs. Invitations for the Winter TLI will be sent out next week. We are looking for donation items for the bucket raffles and we'll have a 50/50 drawing. Along with the hotel, we are taking extra precautions for everyone's safety, so even though we'll be in person, it will look and feel a bit different from in the past. We're also working on a TI store order form for items to be purchased through the District and picked up at the TLI session, which can save shipping costs on your order.

Feel free to reach out to me with questions and concerns as we move forward.

Please continue to be safe. Thank you for your continued dedication and commitment to Toastmasters and District 35. HUGS!

Respectfully submitted,

Kris Pool, DTM

District Director – District 35

2020-2021