



Julie Ritzman
 Administration Manager
 District 35
 D35.julieritzman@gmail.com

District 35 Spring Council Meeting Minutes
5/5/2017
 Crowne Plaza Hotel –Airport, Milwaukee, WI

Meeting was called to order at 1:31PM.

Topic	Presenter	Time Allowed/Start	
Welcome <ul style="list-style-type: none"> • Call to order by Conference Master Host: • Welcome by District Director: 	Kevin Krebs CC, CL Keith Cumiskey, DTM	1 2	1:31 1:32
Credentials Committee Report: <ul style="list-style-type: none"> • There are 124 clubs in District 35. • A quorum is 1/3 of Club Presidents and Vice Presidents Education. Therefore, 124 x 2 = 248 x 1/3 = 82 for a quorum. • The credentials chair has registered 150 members and proxies. • In addition there are 37 voting members of the District Executive Committee present for a total of 187 votes. • A quorum is present. • A Majority consists of 94 votes 	Cindy Laatsch, DTM Credentials Committee Chairperson	2	1:32
District Administration Manager: <ul style="list-style-type: none"> • The minutes from the Spring District Council minutes have been published, are there any additions or corrections? • https://district35.org/files/#18-district-council-minutes 	Julie Ritzman, ACS, ALB	3	1:33
Adoption of the District Budget <ul style="list-style-type: none"> • Motion to accept the budget by Jason Feucht • Seconded by Rick Griggs, CC, ALB, 1366 Eastside Madison Toastmasters <ul style="list-style-type: none"> ○ All in Favor ○ None Opposed • Motion carried ✓ Report is attached	Jason Feucht, CC, ALB	3	1:34
Report of the Audit Committee: ✓ Report is attached	Thomas Rozga, DTM, PDG	3	1:36
Approve interim Division Director <ul style="list-style-type: none"> • Division Director: Theresa Flynn, DTM • Motion to approve by Rick Griggs, CC, ALB, 1366 Eastside Madison Toastmasters • Second by Lois TeStrake, ACB, ALB, 216487 Marshfield Area Toastmasters 	Keith Cumiskey, DTM	2	1:38

<ul style="list-style-type: none"> ○ All in Favor ○ None Opposed ● Motion carried 			
<p>Alignment Committee Report</p> <ul style="list-style-type: none"> ● A motion for adoption was made for adoption of the District Realignment, as presented by Andrew Little, DTM, PID, club 1173 Waukesha ● Seconded by Kris Pool, DTM club 739100 Cream City Communicators ● Discussion by Robert Wall, DTM 1293995 Kenosha – is the realignment legal <ul style="list-style-type: none"> ○ Answered by Andrew Little Andrew Little, DTM, PID, club 1173 Waukesha - Yes ● Heidi Schreiner CC, CL club 6173 Chippewa Valley Toastmasters <ul style="list-style-type: none"> ○ Presents Cons to dissolving West ● Dick Hawley DTM, PID, clubs 4596 Sentry & 1474661 Rasmussen College Toastmasters <ul style="list-style-type: none"> ○ Presented Pro to the realignment. ● Call for a vote <ul style="list-style-type: none"> ○ For – majority ○ Opposed - 1 ● Motioned carried 	Andrew Little, DTM, PID	13	1:39
<p>Fall Conference Advisory</p> <ul style="list-style-type: none"> ● Direction of advisory <ol style="list-style-type: none"> 1. Early December TLI 2. Live Webinar – online presentations - Keynote 3. Division Event <p>Ballots Submitted</p>	Keith Cumiskey, DTM	5	1:51
<p>District Officer Election</p> <ul style="list-style-type: none"> ● Committee Chair District Qualification Report <ul style="list-style-type: none"> ○ These candidates have applied and have been interviewed and have met all required qualifications for the position. ○ Nominations: <ul style="list-style-type: none"> ▪ District Director: Ed Thelen, DTM ▪ Program Quality Director: Rozaline Janci, DTM ▪ Club Growth Director <ul style="list-style-type: none"> ● Kris Pool, DTM ● Robert Wall, DTM ▪ Division B – Ronda Borowski, DTM ▪ Division C – Rick Griggs, CC, ALB ▪ Western Division – Angela Graham, ACG, ALB <p>✓ Report is attached</p> <ul style="list-style-type: none"> ● Nominations from the floor ● Program Quality Director: Laura Croft, DTM, 1366 Eastside Madison nominates Robert Wall, DTM, 1293995 Kenosha ● Robert Wall removed his nomination from the role of Club Growth Director and will run from the floor for Program Quality Director ● No additional nominations from the floor <p>Motion from the floor: Judy Bauer, DTM, club 5296 Resource Advanced,</p>	Jim Hughes, DTM	15	1:56

<p>moved the nominations for District Director and District Club Growth Director be closed and the rules be suspended and the District Manager be instructed to cast a ballot for the slate of uncontested offices.</p> <ul style="list-style-type: none"> • Motion Seconded by Dick Seelig, DTM. 1188276 Menomonee Falls <ul style="list-style-type: none"> ○ All in Favor ○ None Opposed • Motioned carried <p>2 minute speech by Rozaline Janci, DTM 2 minute speech by Robert Wall, DTM</p> <ul style="list-style-type: none"> • Polling of ballots taken. 			
Division Director A Report ✓ Report is attached	David Reed, DTM	3	2:08
Division Director B Report ✓ Report is attached	Kelly Huttelmaier, ACB, ALB	3	2:12
Division Director Central Report ✓ Report is attached	Drake McGoey, CC	3	2:15
Division Director D Report ✓ Report is attached	Theresa Flynn, DTM	3	2:18
Division Director Eastern Report ✓ Report is attached	Gina Glover, ACG	3	2:21
Division Director F Report ✓ Report is attached	Robert Wall, DTM	3	2:25
Division Director Northern Report ✓ Report is attached	Deborah Ginsburg, ACG, ALB	3	2:27
Division Director Western Report ✓ Report is attached	Cassie Volden	3	2:31
Results for election of Program Quality Director <ul style="list-style-type: none"> • Rozaline Janci with a vote of 118 / 60 2018-2019 District 35 Directors <ul style="list-style-type: none"> • District Director: Ed Thelen, DTM • Program Quality Director: Rozaline Janci, DTM • Club Growth Director: Kris Pool, DTM 	Keith Cumiskey, DTM	5	2:34
Nominations from the floor for Division Directors <ul style="list-style-type: none"> • Eastern Division Director: Gina Glover, ACG, ALS 2954460 Mid-Day Women’s nominates Teri McGregor, CC, ALB • Division F Director: John Scott, DTM, 6662264 Sales Masters nominates Jacqueline Scott, CC, ALB • Division D Director: Cindy Laatsch, DTM, 3253329 Oak Creek nominates Shamaine Schoenherr, ACB, ALB • Northern Division Director: Dick Hawley, DTM, PID, 4596 Sentry & 1474661 Rasmussen College Toastmasters nominates Angela Graham, ACG, ALB • Division A Director: Barbara Cate CC, CL 879726 Generally Speaking nominates Carl Ervin, ACG, ALB Motion from the floor: Judy Bauer, DTM, club 5296 Resource Advanced, moved the nominations for Division Directors be closed and the rules be			

<p>suspended and the District Administration Manager be instructed to cast a ballot for the slate of uncontested offices.</p> <ul style="list-style-type: none"> • Motion Seconded by Dick Seelig, DTM, 1188276 Menomonee Falls <ul style="list-style-type: none"> ○ All in Favor ○ None Opposed • Motion Carried <p>2018-2019 Division Directors</p> <ul style="list-style-type: none"> • Division A: Carl Ervin, ACG • Division B: Ronda Borowski, DTM • Division C: Rick Griggs, CC, ALB • Division D Shamaine Schoenherr, ACB, ALB • Eastern Division: Teri McGregor, CC, ALB • Division F: Jacqueline Scott, CC, ALB • Northern Division: Angela Graham, ACG, ALB 			
<p>Public Relations Manager Report: ✓ Report is attached</p>	Jackie Breezer, ACS, ALB	3	2:38
<p>Club Growth Director Report: ✓ Report is attached</p>	Rozaline Janci, DTM	4	2:41
<p>Program Quality Director Report: ✓ Report is attached</p>	Ed Thelen, DTM	4	2:46
<p>Immediate Past District Director Report: ✓ Report is attached</p>	Cindy Laatsch, DTM, IPDD	4	2:50
<p>District Director Report: ✓ Report is attached</p>	Keith Cumiskey, DTM	4	2:52
<p>Announcements: Fall Council Business meeting – online meeting in September date TBD Spring Council Business meeting 2019 Spring Convention Saturday May 10-11 2019 Radisson Convention Center Green Bay, Wisconsin</p>	Keith Cumiskey, DTM	3	2:56
Adjournment			2:58

Meeting adjourned at 2:58 PM.
Respectfully submitted,
Julie Ritzman ACS, ALB
Administration manager – District 35

Next Spring Council Meeting: Saturday May 11 2019 Radisson Hotel and Conference Center, 2040 Airport Drive, Green Bay, WI 54313



Jason P. Feucht, ACB, ALB
 Finance Manager
 District 35
 email: jfeucht.tm@gmail.com

5/5/2018

Good afternoon District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Finance Manager. I want to give a special thank you to Chair Tom Rozga, Harvey Hoernke, and Justin Godfried of the Audit Committee for their service and counsel.

This year's budget was built to directly support the Districts goals outlined in the District Success Plan that was developed by the District Executive Committee.

There are numerous expenses still budgeted through the end of the year where money is still planned to be spend by the District. All expenses for the 2017-2018 Toastmasters year must be submitted and approved prior to the end of June. The submission deadline for expenses is June 15, 2018 in order to ensure timely processing of expenses.

Financial Report

Through March 31, 2018:

Checking Account Balance: \$22,569.16

District Reserve Available Balance: \$10,230.86 of an actual balance of \$22,565.53

- \$12,334.67 of the actual balance must remain in reserve with Toastmasters International.

Total Available Funds: \$32,800.02

District Revenue: \$55,726.08

- Under budget by (\$712.92)

District Expenses: \$54,986.74

- Under budget by (\$22,555.26)

Respectfully Submitted,

Jason P. Feucht, ACB, ALB
 2017-2018 Finance Manager
 District 35

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

Month Ending 03/31/2018			07/01/2017 Through 03/31/2018		
Actual	Budget	Variance	Actual	Budget	Variance
17,453.12	17,044.00	409.12	43,896.88	42,689.00	1,197.88
0.00	0.00	0.00	8,461.65	9,250.00	(788.35)
0.00	0.00	0.00	3,284.56	4,500.00	(1,215.44)
0.00	0.00	0.00	5.00	0.00	5.00
0.00	0.00	0.00	87.99	0.00	87.99
<u>17,453.12</u>	<u>17,044.00</u>	<u>409.12</u>	<u>55,726.08</u>	<u>56,439.00</u>	<u>(712.92)</u>
0.00	0.00	0.00	7,852.03	9,650.00	(1,797.97)
474.72	0.00	474.72	8,390.23	10,750.00	(2,359.77)
1,534.49	2,500.00	(965.51)	7,595.02	17,850.00	(10,254.98)
0.00	166.00	(166.00)	282.10	1,410.00	(1,127.90)
298.79	400.00	(101.21)	3,013.30	3,450.00	(436.70)
365.29	1,080.00	(714.71)	1,679.80	4,260.00	(2,580.20)
24.90	75.00	(50.10)	1,503.49	1,975.00	(471.51)
2,686.63	2,651.00	35.63	24,634.79	28,197.00	(3,562.21)
0.00	0.00	0.00	35.98	0.00	35.98
<u>5,384.82</u>	<u>6,872.00</u>	<u>(1,487.18)</u>	<u>54,986.74</u>	<u>77,542.00</u>	<u>(22,555.26)</u>
<u>12,068.30</u>	<u>10,172.00</u>	<u>1,896.30</u>	<u>739.34</u>	<u>(21,103.00)</u>	<u>21,842.34</u>
			District Revenue		
			Membership Revenue		
			Conference Revenue		
			TLI Revenue		
			Speech Contest Revenue		
			Other Revenue		
			Total District Revenue		
			District Expenses		
			Conference Expenses		
			TLI Expenses		
			Marketing Expense		
			Communications & PR Expenses		
			Education & Training Expense		
			Speech Contest Expenses		
			Administration Expenses		
			Travel Expense		
			Other Expenses		
			Total District Expenses		
			Total Net Income		

District 35 • Where Leaders Are Made

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Report from District 35 Audit Committee

Thomas F. Rozga, DTM – Chairman,

Harvey Hoernke, DTM & Justin Gottfried, DTM

Mid-Year Audit – February 12, 2018

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.

In reviewing the 2017 Fall Conference report we were happy to see the event was close to breakeven, with a small profit. This is how the event should be run.

Overall, District revenues are down, per the budget, but expenses are significantly down. We expect the expenses to get closer to budget during the remainder of the year.

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. The entries in Concur had an email attachment giving approval or a voucher added with the appropriate approval. This was an audit issue, from the last audit and the Finance Manager has taken appropriate steps to address the issue.

Item #3 – We could not find any reference to check number 2290. We are not sure if it was voided or outstanding, but no reference to it.

Overall, the committee would like to compliment the District Finance Manager, Jason Feucht, for his excellent job of record keeping and accuracy of the reports. The presentation of documents is well organized and made for a more efficient audit .



Jim Hughes, DTM, PDG
2018 Leadership Committee Chair

Leadership Committee Report – District 35

March 5, 2018

District Director Keith Cumiskey,

The 2018 District 35 Leadership Committee has reviewed the qualifications of all the candidates who had submitted nomination forms for the elected District offices for the 2018-19 Toastmasters year.

We interviewed all of the candidates and determined they were qualified for the office for which they are running, and are willing to fulfill their duties, if elected.

Based upon our review of their qualifications and their interviews, this committee makes the following recommendations, which will be presented at the District 35 Spring Convention.

District Director – Ed Thelen
Program Quality Director – Rozaline Janci
Club Growth Director – Kris Pool
Robert Wall
Division Director B – Ronda Borowski
Division Director C – Rick Griggs
Division Director W – Angela Graham

Respectfully submitted,
Jim Hughes, DTM, PDG
2018 Leadership Committee Chair



David Reed, DTM
Division A Director
Dfreed1@hotmail.com

2017-2018

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way.” Tale of Two Cities, 1859....Charles Dickens

Division A

Improving the Toastmaster experiencegoal of Division A. Serving the members and serving my leadership team has been my pleasure.

A. We have worked hard to up the ante / raise the bar.

- **Discovered that my leadership team is mostly foodies...**
- **Healthy food choices at all of our functions**

B. Changed pitchers in the middle of the game.

- **Area A 2 changed Area Directors....Craig Mosey stepped up to the challenge**

C. 3 Areas in Division A: A1, A2, A3

- **Mainly Corporate Clubs**
- **A1 (Area Director Jenny Zhang)**
 - i. **2 clubs achieved 5 goals**
 1. **Direct Supply**
 2. **Well Toasted**
- **A2 (Area Director Craig Mosey)**
 - i. **2 clubs achieved 5 goals**
 1. **ROK the Talk**
 2. **Toastmasters in Control**
- **A3 (Area Director Gail Rust)**
 - i. **1 club achieved 5 goals**
 1. **GE Speaks**

D. Amazing TLI's at DFAB

E. Breakdown of Division A

- **Out of the 15 clubs in Division A, over half are corporate clubs.**
- **Corporate clubs have their own set of challenges.**

F. Servant Leadership

- My goal this past term was to leave Division A better than I found it.
 - i. Pushed Keith for a Division Banner and Division Stand.
 - ii. Acquired permanent utensils for serving the great food.
 - iii. Organized a Division A Event Container that includes office supplies needed for contests, food service utensils, etc.
- Worked hard to instill in my Area Directors
 - i. Sense of ownership for contests / clubs, etc.
 - ii. Servant leadership Heart to better serve others.

G. THANK YOU

- Jenny Zhang
- Gail Rust
- Craig Mosey
- Club Members of Division A



Kelly Huttelmaier
Division B Director 2017-18
Kelly.Huttelmaier@gmail.com

Captain Chaos did not flinch at his first defeat. There were still seven possible victories. He turned his sights to Division B and thought of great and chaotic plans. At first, it seemed as though he may succeed.

101 members fled from Division B at the sight of Captain Chaos. It seemed as though the Captain may succeed in his evil plan.

However, Division B had a plan to combat this new threat. They sent the leaders of the various groups to training to sharpen their leadership skills. 60% of club officers were trained. This was a total of 88, an increase of 14 people over fall training.

Next, the Toastmasters of Division B decided to bolster their ranks. 3 new additional clubs were added to the ranks swelling the total number of new clubs to 4 for the year. Pewaukee Speaks spoke out against Captain Chaos, Babbling Badgers babbled coherently at Captain Chaos, and Pro Speaks were professionals at defeating Captain Chaos.

Four valiant area directors led the clubs to victory: Kathy Glaser-Brown, Carl Ervin, Tom Gust and Krystyna Hoffman. With their expert guidance, the average DCP points for a club in Division B was 4 and a quarter.

As a final push to rid the Division of Captain Chaos, the Division was reminded to be brave.

“Be brave. Take risks. Nothing can substitute experience.” - Paulo Coelho

The members of Division B took on the challenge. There were 4 fabulous Area contest that included brand new clubs and clubs who typically do not participate. All 8 first and second place winners competed in the Division contest.

With so much training, strength and bravery, Captain Chaos could not see any weakness to exploit. With that, Captain Chaos fled west to strike at the center of the District.

Respectfully submitted,

Kelly Huttelmaier

Division Director, Division B, District 35 Toastmasters



Drake Mc Goey
Central Division Director
drake.mcgoey.tm@gmail.com

Wow, I can't believe it has been 10 months since the start of the Toastmasters year. There are only 2 months until the start of a next Toastmaster year. I finally understand how my Aunt Ann felt when she would tell me how she couldn't believe how much I had grown since the last time she had seen me. To me I wasn't much different but to her my growth was exponential. The same can be said for District 35 and Central Division. Sometimes it is difficult to see the change while you are in the midst of it. Often times we are caught up in the day to day that we fail to recognize how far things have progressed. With that said I would like to take a look back on the last Toastmaster year and highlight areas where we have grown.

While there have been many successes in the last year there have also been some challenges. In my opinion a life void of challenges would not be much of a life. Challenges make the frosting on the cake all the sweeter. As with all of the divisions in District 35 there is a constant challenge of maintaining and growing our base and Central Division is no different in that regard. Growing as a division with an ever changing of the guard in membership can be daunting at times.

Another challenge that Central Division has faced is the transition to the new Pathways platform. While the new Pathways system will propel the Central Division and the entire District into a new era. It is not without some struggles as everyone learns a new way of progressing through our journey of improvement. As we better understand and embrace this new system over the next year we will recognize the achievements we have all made.

As far as success we have had a few. We had a successful demo with John Deere Credit and are on our way to chartering them as a new club, hopefully by the next Toastmasters year. We also have some great prospects at WPS and QBE North America that hopefully will come to fruition in the next year as well.

I also cannot say enough about the dedication and perseverance of our Pathways Ambassadors. They are truly amazing. To be able to kick off Pathways on short notice and have all of our clubs trained and ready well ahead of schedule was truly a monumental task and they deserve all of the recognition that they receive. Central Division could not have achieved all that we have without them.

We also enjoyed fantastic International Area and Division Contests. While we did not have to fight the blizzard of 2018 as some of our other division brethren we had excellent turnout at both

events and some truly exceptional contestants. Representing Central Division today will be John Skinkis, a first time contestant with a great deal of energy and promise.

I would be remiss in not recognizing the central division area directors with all of their help in making this work. I couldn't have a better crew to work with. I would like to thank Tom Carlson, Rick Griggs, Jack Hoffman and John Krause for all that they do as well as everyone else that have helped me and Central Division.



Theresa Flynn
Division D Director
theresa.flynn@usbank.com

Captain Chaos thought he could easily take Division D, just hit the freeway from Central, but that was his first mistake. Construction foiled his schedule and it was January before he showed up in Downtown Milwaukee. As he arrived, he looked up to the Division Director and said, "Oh...not you again."

"Yes! I'm back with another outstanding team!" I threatened. "We've got a round of visits under our belt and this semester will rock!"

Sure enough, Division D leads the District in retained members; we're in second in numbers of educational awards, and first in awards per member.

Further, (pointing at Shae) we have the first distinguished area in the district!

But Chaos wasn't through with us yet. "NO!!! not the GERBILS!" sure enough, the gerbils that power the computers at home office were ALTITUDE SICK and unable to roll up the data reports in time for convention! If they had, we'd have documented proof of a SECOND distinguished area!

Division D had an outstanding International Speech Contest with at least 60 attendees and all 8 contestants, and (nod at dave) we had a lovely fried chicken repast.

We have multiple clubs that are doing great work, and quite a few that are still working toward Distinguished. Membership -- retaining and attracting -- is a bit of a challenge, but with just under two months to go, we're pounding away at becoming distinguished.



Gina Glover
Eastern Division Director – District 35
glglover74@gmail.com

By now, the Division Directors had warned the District to be wary of Captain Chaos. His mischief was well known and swift. However, he underestimated the strength and commitment of the members in Eastern.

During the 2017-18 Toastmasters year, Eastern started out strong. Captain Chaos could not have anticipated the turnout at the Summer TLI – it was the highest attendance Eastern has ever experienced! But later, he took advantage of the havoc Wisconsin winters can create. Captain Chaos partnered with the evil Jack Frost during the February 2018 TLI's and kept several clubs from meeting Distinguished Club Program Goal #9. But nevertheless, some clubs pulled through. In Area E1, the officers from the new club Sabre Speakers made it happen – way to go Sabre Speakers! In E2, 4 of the 6 clubs nailed goal #9: kudos to NEW Appleton, Fox Speak, Kimmunicators and Mid-Day Women's Alliance. Officer training has been identified as an area for improvement for Eastern in the coming Toastmaster year. Officers need to rally together to attend both training sessions to ensure they have the tools, resources and knowledge they need to help their members succeed.

Captain Chaos may have been able to put a damper on that specific DCP goal, but he didn't keep Eastern from growing. Eastern started the year with 16 clubs and will end the year at 18 through the addition of Sabre Speakers and Water City Speakers, located in Fond du Lac and Oshkosh respectively. This kind of momentum, once it gets started, is hard to reign in even with Captain Chaos lurking about, and I challenge next year's Eastern Division team to another year of growth.

This year, clubs in Eastern held a lot of special events. In E1, Sheboygan and Plymouth had a joint membership event on February 27th, Manitalkers conducted an Open House on March 21st and Sabre Speakers had their charter party on April 25th.

In Area E3, Talk of the Town conducted an Open House in January, and the Green Bay Yackers had theirs on March 26th. Captain Chaos didn't even make an appearance when Schneider National celebrated their 20-year anniversary and coordinated an Open House on February 22nd.

With the launch of Pathways, club members have been focused on learning and adapting this year and though several clubs are on the cusp of earning their Distinguished Club award – many are using this year to regroup and refocus their efforts on the year ahead. Looking forward to the coming year, Eastern Division will likely experience more growth, renewed clubs through ongoing club coaching, and several significant charter anniversaries. Also worth noting is that the Eastern Division will your host for the District 35 Spring Convention in 2019 at the Radisson Hotel & Conference Center in Green Bay – which is adjacent to the Oneida Casino. So mark your calendars for May 10 and 11 – we hope to see you there!

And so with a mighty shove, Eastern Division pushed Captain Chaos so hard that he flew right out of the Eastern Division and landed with a hard thud in Division F. Good riddance Captain Chaos!



Robert Wall
Division F Director
rswall@rswall.com

Captain Chaos looked around, wondering how to subjugate Division F. He quickly skimmed the Division F report from the Fall Conference. "Foundations? Forward? Fun? Fascination? I'll make it stand for Fire, and Failure, and Freneticism!" he said to himself.

Unfortunately, sometimes chaos does strike. Club members get new jobs. They have family emergencies. Corporate clubs have work pressures that sometimes prevent people from attending. And when things like that happen, I think sometimes we realize that F can also stand for Frustration.

Yet even when things are falling apart, I've discovered F also stands for Friends. And in many of our clubs, F goes beyond that - it almost rises to the level of Family. Sometimes I find it almost completely unbelievable that a group of people who get together a couple times a month to practice communication & leadership skills can form such close bonds.

I see people genuinely caring about one another. I see people supporting one another. I see clubs that are committed to holding each other up, and moving forward together.

And that's really what it's all about, isn't it?

To all the people in the clubs in Division F, I'm honored to have been your division director this year. Whatever the dashboard reflects at the end of the year, I know you've all been showing up, doing the work, and persevering.

And even though this is our last meeting of the year, we still have almost two months to go. I challenge you to not let the momentum dwindle as we approach the end of the year. Let's all make the commitment to work with our clubs to finish strong, and lay a good foundation for the next crop of officers.

Impressed at the wisdom and resolve of Division F, Captain Chaos sighed loudly to himself. "Apparently F stands for Foiled", he lamented as he hopped a plane to Northern Division.



Deborah Ginsburg, ACG, ALB
Northern Division Director
Deborah.Ginsburg@hotmail.com

Spring Convention 2018 Northern Division Report

Greetings members of the District 35 Executive Council and guests! I am Deborah Ginsburg, the Northern Division Director reporting on our Division!

- The Area Directors have completed their Area Visits (11 of 12 clubs have been visited) and Reports are submitted!
- N1 Dick Hawley Area Director
 - Wausau Morning Club in Wausau meets at a local restaurant including breakfast and moves along quite well, with a pause in the agenda for the arrival of the food!
 - Church Mutual Club in Merrill: The club recently conducted a successful open house. While there are fewer than a dozen members (which is not uncommon in Northern Division), they take their roles seriously and conduct friendly and productive meetings!
 - Marshfield Area Club in Marshfield has just found a new location to conduct their upbeat meetings. It will be easier for guests to locate the meeting place and this will help the club grow!
 - Rasmussen Club in Wausau meets in the Board Room creating a professional environment. Members are encouraged to achieve their awards which are promptly submitted!
- N2 Joni Lodzinski Area Director
 - Stevens Point Club in Stevens Point celebrated their 70th anniversary! The Club actively participates beyond the club and members are achieving their awards and are promptly submitted for designations!
 - Sentry Club in Stevens Point is Presidents Distinguished! This club successfully conducts SpeechCraft twice a year!
 - UWSP club in Stevens Point meets at the Dreyfus University Center which is friendly in a relaxed atmosphere for students to visit!
 - Wisconsin Rapids Club in Wisconsin Rapids: Club welcomes and engages guests in conversation and promotion of Toastmasters and shows enthusiasm and good support of the member!
- N3 Marilyn Noble Area Director
 - Superiorland Club in Marquette, MI is friendly with all meeting roles filled! These Toastmasters take good ownership of having well-organized meetings!
 - Bay De Noc Club in Escanaba, MI has also moved to a new location with ample parking, and space to allow growth!
 - Copper Country Club in Hancock, MI meets at the Portage Hospital which has plenty of parking, accessibility and plenty of room to allow for growth! Agendas are set on tables with all roles are filled!
 - Toastmasters of the Northwoods Club, Iron Mountain, MI was in jeopardy of not making it through the renewal process. Because of this, Dick Hawley and I assisted in conducting an open house on

March 19th with 4 members joining at the meeting and 2 additional members signing up since the open house! This saved the club! The club is now at 10 members!

- We conducted make-up club officer training for all three areas as many of the officers did not attend the training in Madison.
- All 12 clubs had their dues renewals submitted on time to qualify for being in good standing, none of the clubs in Northern Division were disqualified to compete in the Northern Division International Speech Contest
- All area speech contests were conducted and followed by the Northern Division International Speech Contest with excellent results and the winners announced!
- Plans are underway for transitioning to the upcoming Toastmaster with club officer training scheduled for Saturday June 2 at the Rasmussen College in Wausau.
- A Very Special Thank you for Ed Thelen and Theresa Flynn for their help the N3 TLI/speech contest, and Rozaline Janci's help with the N1/N2 speech contest.
- Of course, an extra special thank you to Dick Hawley, Joni Lodzinski and Marilyn Noble for your leadership in and for the Northern Division!

Respectfully submitted by Deborah Ginsburg, ACG, ALB Northern Division Director



Angela Graham
W1 Area Director
acgraham66@gmail.com

After the Fall Convention in November Westerns Division Director Tony Cooper decided to withdraw from his position. The Division was already short an Area Director for W2. This was the second year that there were 2 Area directors instead of 3.

Three of the six clubs in W2 were struggling to survive with less than 12 members. W3 had four of their five clubs with less than 12 members.

Not having an Area Director for W2 meant there was no one to do club visit. The first set of visits had been completed by Tony but now who would check on these struggling clubs and be a contact for them? We also had Pathways underway, the question came up as to who would present this information.

Pathways Guides and Ambassador were named; Jeff McRaven, Angela Graham, and Seirk Odamen would cover the western half of the District. Jeff stepped up to help Tim Haukeness W3 Area Director and Angela W1 Area Director. A plan was derived that during the Pathways presentation visits, Jeff and Angela would also cover club visit for W2 clubs outside of the Eau Claire area giving them a contact that they would have meet. Tim would do club visits in the Eau Claire area.

This Western Trio also planned the makeup TLI that was held in Eau Claire, which was a success. Angela made sure all clubs in the Division were kept aware of information coming from the District leaders. After each district meeting a summary of the meeting was sent to all club presidents.

When it was time to renew member dues, the struggling clubs were contacted by Angela to see if there was anything the District could do to help. Of the seven clubs that were struggling only one has closed.

Western Division did hold two demo meetings, one is in the process of setting up the club and the other is hoping to start up in the fall.

Because of strong members even with all the Chaos Western Division band together, even if it is for the last time.

Respectfully submitted
Angela Graham W1 Area Director



Jackie Breezer
District 35 Public Relations Manager
Jackie.Breezer@harley-davidson.com

May 5, 2018 District 35 Public Relations report

Key accomplishments thus far:

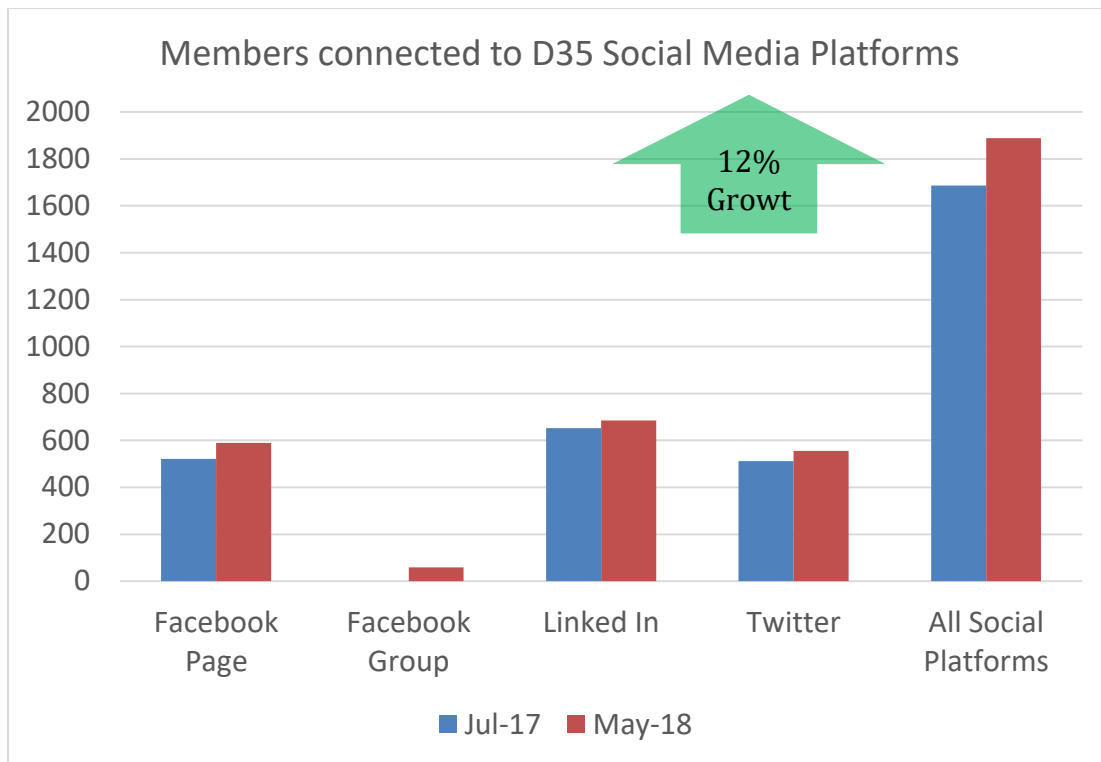
- Completed PR training webinar with Toastmasters International and two Region 5 PR best practice webinars
- Attended the International Convention in Vancouver to network with other Toastmaster districts and PR managers
- Facebook, Twitter, and LinkedIn posts to promote the Fall Conference and our D35 candidate David Letkeiwicz in the International speech contest
- Successful press release to 22 media outlets announcing David Letkiewicz as a contestant
 - Facilitated the CBS58 television interview of David L. with Michele McCormack
 - Subsequent articles on the CBS58 website the week before and after the contest
- Matt Wuteska redesigned the D35 website to be more professional with expanded functionality
- Theresa Flynn implemented a new format for the monthly newsletter
- PR chair for the Winter TLI – content and images, PR plan including: social media posts, newsletter articles, website page
- Launch of the website forum, documenting forum rules and created the PR Postcard
- Developed Social Media strategy to define how the D35 social media is to be used, presented the strategy to the DEC. Engaged the DEC to help drive increased member participation to connect to our social media platforms
- Led the PR Contest, coordinated judges, developed the scoring sheet, multiple newsletter and social media reminders. There were 19 entries across the categories of best website, best social media presence, and best newsletter. First and Second place winners will be announced today.
- Facebook and targeted email campaigns to members about Qualified Lead Program “Seed the Lead”
- Drive the district-wide effort to increase participation with social media. Deployed 1000 PR postcards handed out at Winter TLI and make-up sessions, some of the Division speech contests, and at the Spring Convention. Result: 12% participation growth since the campaign began. Hoping to get a bigger boost after the spring convention...

PR Support Team

- Matt Wuteska - Webmaster
- Theresa Flynn - Newsletter Diva
- 8 Helpful PR Contest Judges
- Megan Slaker – Twitter support
- Laurie Baker – Facebook posts
- Haley Loprieno – Social media strategy

PR activities on the horizon:

- Facebook, Twitter, and LinkedIn posts to promote achievement of Distinguished year end goals
- Continued focus on membership participation in our social media platforms
- Preparation of a PR Press Release packet for clubs to get media attention for the new Pathways format of our education program.
- Finalize the “handoff” training materials and resources for the next PR Manager
 - Accounts transition: Facebook, Twitter, LinkedIn, MailChimp
 - All content: social media strategy, documents, spreadsheets, PR plan, images
 - “Job Duties” summary and “how to” instructions





Rozaline Janci, DTM

Club Growth Director

District 35

Rozaline.janci@gmail.com

Club Growth Director Report – District Council – 5/5/18

This year has been exciting and awesome. TI says the primary focus of a club growth director is to build new clubs. So far we have chartered 7 new clubs and we are currently doing the paperwork for 4 more new clubs. Thanks to my marketing team, I have other scheduled meetings with companies till the end of June.

During District Executive Council meetings, I asked Area Directors and Division Directors to provide me 3 corporate leads from each of their areas and divisions. This was to support my plan of chartering clubs and building a solid pipeline for years to come. I am happy to say that my 3-step marketing plan has worked. It was in my plan to charter 10 or more clubs this toastmaster year.

My marketing efforts have led me to a new target audience to market Toastmasters in District 35. It came to my attention that churches need leaders too. We just chartered a church club in Milwaukee and are in the process of chartering a combined church club in Racine. So that's exciting!

Members will remain in a club if it is continually well run, dynamic and meets their need. To help with membership retention, we assigned club coaches to 31 clubs this year and TI congratulated me and said that compared to other districts, we were exceptional.

I am very confident in our growth which is evident from district 35 being No.1 in terms of paid clubs and No.2 in terms of membership payments in Region 5. I created the seed the lead incentive to motivate club growth.

Since April Dues, TI has reported that we have 125 fully paid clubs. However, we have one club that is fully paid but it does not reflect on TI Reports yet. We have 2 existing clubs that lost access to TI and they are working with TI to ensure they are back to good standing, so that brings us to 128. We also have 2 clubs that are at 7 members, however they promised me that they will hold an open house and work diligently to get 1 or more members so they will be in good standing by end of June. If they do that we will be at 130 paid clubs. Our goal this year is to reach a 132 paid clubs.

Harley Davidson will charter in a few days making it 131. Thank you Cindy Laatsch. As I said earlier currently I am working on charter paper work with 3 new clubs and I am confident that we will meet our paid club goal.

As a district and as most districts do we lost a few clubs this year. So currently the biggest challenge is in membership. Myself and the district leadership are currently working on this.

Our Area and Division Directors worked very hard to get the clubs to pay dues for at least eight members and did a commendable job so that the members of clubs did not lose their access to pathways. **I thank each and every one of you.**

I would also like to thank Laurie Baker who helped with club building in the Milwaukee Metro area, Club Coach Chair Judy Bauer, my marketing team – Tom McFarlin, John Scott, Jeff Ebel, Judy Bauer and Andy Little. All of these people have been invaluable resources to our district.

We still have two months left of the Toastmasters year. Let's keep the enthusiasm and the positive attitude and keep moving forward one member and one club at a time.

For it is only together that we succeed, It has been a privilege to serve you as your club growth director.

Respectfully submitted,
Rozaline Janci, DTM



Ed Thelen, DTM
Program Quality Director
District 35
ednthelen@gmail.com

Program Quality Director Report – District Council – 5/5/18

As we approach the end of the year, there have been a lot of great happenings in the District with respect to program quality; I will hit the highlights since our last council meeting.

Despite a major surprise back in October that our Pathways launch was being moved up several months to February, District 35 came through with flying colors in ensuring that our launch occurred on time on February 13th. District 35 was the #1 in all aspects in preparation for the launch – we were the first District to have all visits scheduled and the first District to complete all of the club visits by the Pathways Guides and Ambassadors. As a result of the team's proactivity, I was asked to share thoughts on our success at our District Trio mid-year training in Atlanta in January. I am forever indebted to our District 35 Chief Ambassador, Kathy Shine and all of the Pathways Guides and Ambassadors for making this transition as seamless and painless as possible.

TLI season between December 1st and February 28th went fairly smoothly. We provided another great District session at Monona Terrace at the beginning of February along with 7 sessions of quality training throughout our eight Divisions with fantastic teams put together by our Division Directors. Unfortunately, our overall percentage for training dipped to 48% compared to 59% of officers trained in the summer. I would like to recognize the following Areas that had over 65% of officers trained A2, B1, B4, D3 and F1. As mentioned during lunch, 8 clubs had all 7 officers trained. We all need to emphasize the importance of both trainings throughout the Toastmasters year

With the change in our launch date of Pathways, the Area and Division Directors were tasked to only plan one Contest versus the normal two contests. Overall the contests were fun and enjoyable, but we continue to strive to improve the quality of the contests with additional training at DEC meetings, using Judy Bauer as a contest resource for the Area/Division Directors and answering any questions that come up in contest planning.

The crown jewel of our Toastmasters year has been our overarching "Toastmasters Football League" incentive where yards are earned for various individual and club activities. This tiered program has met its goal of rewarding the "high earners" as well as the clubs where meeting the program requirements was a challenge. As of this writing 103 clubs have earned at least one award in the program. Once again, a hearty thank you to the sub-team led by Division B Director Kelly Huttlermaier for coming up with the idea and requirements for this program.

I do have a concern that, as of this writing, only 16 clubs in the District are Distinguished or better. Our Distinguished District goal is 52 and I had set a personal goal of 60 clubs as District 35 usually meets this goal and I wanted to push things this year. It will take a lot of hard work to get to this goal and I will be working with Area and Division Directors accordingly to meet this goal.

Respectfully submitted,
Ed Thelen, DTM



Cindy Laatsch
IPDD 2017-2018

Fellow Toastmasters, Dignitaries – Friends

If you would have told me at the convention in Manitowoc in 2014 when I ran for Lt. Governor of Marketing that I'd be here -today – at this lectern – I wouldn't have believed it.

This has been the most amazing journey I didn't know I needed to go on.

The gifts I've received along the way have been amazing -

- A deep understanding of the passionate members of District 35 – who have boundless energy when they are doing what they love
- The ability to grow -personally and professionally - through the Toastmasters experience
- Friends who are there for you – to pick you up, dust you off tell you – Of course you can! Now get moving.
- The gift of realizing that the only one stopping you from doing ANYTHING is you.

I am proud of the work I've seen across the District and I feel we continue to evolve, reflect, correct and grow.

Thank you for your trust and confidence – and ensuring that this amazing District continues supporting the members needs first.

Remember, today decides tomorrow! So, seek that perfect balance – love your Toastmaster world, but continue to embrace your family, your passions and what makes you smile.

Life Is Like Riding a Bicycle. To Keep Your Balance You've Got to Keep Moving. Let's keep moving District 35.

Thank you for the ride.

Respectfully submitted –

Cindy Laatsch

IPDD – 2017-2018



Keith Cumiskey, DTM
District 35 Director
khcumiskey@ra.rockwell.com

Greetings, fellow members of District 35 District Council

This past year has been one of change and challenge, both for me and the district. Your leadership team began the year by creating a District Success Plan which has served as our roadmap for the year. Each month we review the progress of the programs, initiatives and special projects that we have defined to reach our goal and position ourselves for the future health and growth of the district.

Our monthly DEC meetings have been active and engaging. In addition to updates and action items, each meeting contains education sessions for our leaders to continue to grow in their own personal development. It feels like we are doing the right thing in these meetings, because we have over 84% attendance through the year. This also reinforces the commitment demonstrated by your district leaders. Since we move these monthly meetings around the district, many have to travel several hours each way to attend. I thank them all for their dedicated service to the members of our District.

Earlier this year we launched a new district website which is easier to support and update and hopefully, easier for you to access the important information you need to know about what is going on in the District. Of course, we're always looking for ways to improve this, so don't be shy about offering suggestions.

Shortly after the completion of our District Success Plan and associated budget, we were pleasantly surprised to learn that our District was had been moved ahead in the Pathways implementation schedule. I say "pleasantly surprised" because, while we have anxiously awaited Pathway's arrival for 5 years, we were expecting a little more advance notice. Fortunately for us, we have the service of a gifted and motivated Chief Ambassador who quickly assembled a crack team of Guides and Ambassadors. To say our District's deployment of Pathways has been the envy and model throughout the world is not boasting or exaggeration. I interact with my peers from around the world regularly. I assure you, we **are** world class.

And yet for all these accomplishments, we still face challenges in the two months remaining of this year and beyond. The upcoming loss of our Fall Conferences has weighed on my mind, as I suspect it may have on yours as well. I've tried to seek out ideas on ways to replace that conference experience. Through surveys, brainstorming sessions and an online forum, and yes, conversations, we've listened to you. Today, you voted to provide direction to next year's administration. I thank you for your input and your patience. I trust we'll be able to provide you a new, but equally fulfilling experience this coming fall.

We find ourselves challenged with membership growth. I believe this is a short term challenge as we transition from the current to the new education program ... appealing to both you, our current members, and to those who have not been exposed to the benefits of Toastmasters.

Finally, we continue to face challenges in identifying and mentoring those members who are interested in taking full advantage of the Toastmaster program and step into district leadership positions.

As we approach the remaining weeks of this Toastmasters year, we will continue to deliver the best member experience possible today, while looking forward to even greater experiences to come. I thank you for the trust and confidence you gave me by electing me District Director a year ago. It has been an honor serving you, the members of District 35.

Respectfully submitted,

Keith Cumiskey, DTM, District Director