



Julie Ritzman
 Administration Manager
 District 35
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**District 35 2017 Fall Conference
 District Council Meeting Minutes
 11/04/2017
 Crowne Plaza Hotel - Madison**

Meeting was called to order at 1:45PM.

Topic	Presenter	Time Allowed/Start	
Welcome • Call to order by Conference Master Host: • Welcome by District Director:	Amy Linn-Stosin, DTM	2	1:45
	Keith Cumiskey, DTM	2	1:47
Credentials Committee Report: Dave Dopkins, DTM • There are 127 clubs in District 35. • A quorum is 1/3 of Club Presidents and Vice Presidents Education. Therefore, $127 \times 2 = 254 \times 1/3 = 85$ for a quorum. • The credentials chair has registered 91 members and proxies. • A quorum is present. • In addition there are 18 voting members of the District Executive Committee present for a total of 109 votes. • A Majority consists of 55 votes	Dave Dopkins, DTM Credentials Committee Chairperson	3	1:49
District Administration Manager: • The minutes from the Spring District Council minutes have been published, are there any additions or corrections? • If none, I move for adoption of the minutes as published. • http://d35.toastmastersdistricts.org/downloads.html	Julie Ritzman, ACS, ALB	3	1:50
Adoption of the District Budget • Motion to accept the budget • Seconded by Rick Griggs club 1336 ○ All in Favor ○ None Opposed • Motion carried • Report is attached • http://d35.toastmastersdistricts.org/downloads.html •	Jason Feucht, CC, ALB	5	1:52
Report of the Audit Committee: • Report is attached	Thomas Rozga, DTM, PDG	3	1:55

Division Director A Report • Report is attached	David Reed, DTM	3	1:57
Division Director B Report • Report is attached	Kelly Huttelmaier, ACB, ALB	3	1:59
Division Director Central Report • Report is attached	Drake McGoey, CC	3	2:02
Division Director D Report • Report is attached	Gladys Rivera, ACB, ALB	3	2:05
Division Director Eastern Report • Report is attached	Gina Glover, ACG (Teri McGregor)	3	2:09
Division Director F Report • Report is attached	Robert Wall, DTM	3	2:12
Division Director Northern Report • Report is attached	Deborah Ginsburg, ACG, ALB	3	2:16
Division Director Western Report • Report is attached	Tony Cooper, ACG, CL	3	2:20
Public Relations Manager Report: • Report is attached	Jackie Breezer, ACS, ALB	3	2:30
Club Growth Director Report: • Report is attached	Rozaline Janci, DTM	4	2:35
Program Quality Director Report: • Report is attached	Ed Thelen, DTM	4	2:39
Immediate Past District Director Report: • Report is attached	Cindy Laatsch, DTM, IPDD	4	2:43
District Director Report: • Report is attached	Keith Cumiskey, DTM	4	2:48
Announcements: Spring Convention Saturday May 4-5, 2018 Crown Plaza Milwaukee Airport, 6401 South 13th Street, Milwaukee, WI 53221	Keith Cumiskey, DTM	3	2:53
Adjournment			2:54

Meeting adjourned at 2:54 PM.
Respectfully submitted,
Julie Ritzman ACS, ALB
Administration manager – District 35

Next Council Meeting: Saturday, May 5, 2018, Crown Plaza Milwaukee Airport, 6401 South 13th Street, Milwaukee, WI 53221

Credentials Committee Report

^{Director}
District Governor Keith,

There are 127 clubs in District 35.

A quorum is 1/3 of Club Presidents and Vice Presidents Education.

Therefore, 127 clubs x 2 officer votes = 254 total officer votes. $254 \times \frac{1}{3} = 85$ for a quorum.

The credentials chair has registered 91 members and proxies.

A quorum is present.

In addition there are 18 voting members of the District Executive Committee present for a total of 109 votes.

A majority consists of 55 votes.

Respectfully submitted,

Dave Dopkins, DTM

Credentials Committee Chairperson

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Thomas F. Rozga, DTM
Chairman
tfr11409@gmail.com

Report from District 35 Audit Committee

Thomas F. Rozga, DTM – Chairman,
Harvey Hoernke, DTM & Justin Gottfried, DTM

Audit – August 30, 2017

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

During the audit we did find an audit issue with the approver control within the Concur system.

International policy requires all payments in excess of USD \$500 be properly approved by the District Director and at least the Program Quality Director or the Club Growth Director.

We did find nine entries in the Concur system, in excess of USD \$500, which only had one director approval. The District Program Quality Director will need to go into the system and approve two of those nine, and the Club Growth Director will need to approve the other seven entries.

In a follow up with Greg Wingrove, Senior Accountant – Districts, at headquarters, he acknowledged the issue and stated the following “....within the expense report...there should be a third approval. We see the third approver coming in the form of an email chain and uploaded as a receipt.”

The district will need to comply with this process until such time that the approver control issue is addressed.

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.

Item #2 – Approvals over \$500 require an additional approval. There are nine entries in Concur that need either a comment added giving approval or a voucher added with the appropriate approval. They are: \$780.00 to Laatsch, needs Thelen approval, \$1,334.49 to Laatsch, needs Thelen approval, \$549.39 to Laatsch, needs Thelen approval, \$647.29 to Cumiskey, needs Thelen approval, \$847.95 to Cumiskey, needs Thelen approval, \$2,142.64 to Cumiskey, needs Thelen approval, \$542.85 to Cumiskey, needs Thelen approval, \$618.55 to Rader, needs approval from Cumiskey or Thelen, and \$762.07 to Armbrust, needs approval from Cumiskey or Thelen.

Item #3 – We could not find any reference to check numbers 2264, 2270 or 2275. We are not sure if they are voided or outstanding, but no reference to them.

Overall, the committee would like to compliment the District Finance Manager, Ryan Frank, for his service to the district and for the good job of record keeping and accuracy of the reports. The presentation of documents is well organized.



David Reed, DTM
Division A Director
dfreed1@hotmail.com

Being in Toastmasters is a journey..a long and winding road (to quote John Lennon). Being a Division A Director is a bit like a roller coaster ride.....sometimes you soar to the highest heights....sometimes you plummet. But all in all one has to keep an open mind, remain flexible, and laugh at life's little situations. Take it as it comes...one day at a time... and just go with the flow. After all, we are all in this together....a Toastmaster family.

Remember the old cliché...there is no I in team. It's so true. We are all here to make the Toastmaster experience the best possible experience for our members. To do this, the Division A leaders support each other and support me when asked. I am only as good as my team. The leadership team of Division A is amazing. Each one brings their own unique personality and spin to their role as Area A Director. They have done all of their club visits required so far and have submitted their reports.

Thank you for all that you have done so far...and there is more to come.

A1: Jenny Zhang
A2: Susan Larson
A3: Gail Rust

Going for distinguished club status and beyond is the goal for each club in Division A. So far, I have one club that has made distinguished so far. Club 4456966....Rock the Talk...has achieved 5 goals so far...and is Distinguished. Many clubs are near to this goal and we will reach distinguished Division by June.

Also, I would like to thank my colleagues in DFAB...Gladys Rivera, Kelly Huttelmaier, and Robert XXX. We have planned some killer TLI's....bonded during the rides to DEC meetings....learned from each other...and supported each other's contests. We make a great team....and am looking forward to facing the rest of the Toastmaster year together.

Respectfully submitted,
David Reed, DTM
Division A Director



Kelly Huttelmaier, ACB ALB
Division B director
kelly.huttelmaier@gmail.com

"Success is not final; failure is not fatal: It is the courage to continue that counts." -- Winston Churchill.

Every year we start with a blank slate. Or mostly blank, the officer lists come in the in-between time. Regardless, on July 1st each of our Divisions is shiny and new, full of potential. It doesn't matter what the division did last year, what any club did last year whether there were successes or struggles, each club can be strong right now if they continue to strive towards that continual improvement.

Then the chaos starts. The DFABulous Division directors joined together to create 2 fantastic TLIs. All but one of Division B's clubs had an officer in attendance. Oh, except that new club that tried to sell me on the fact that they weren't a club yet but I hear their MO is being masters of Sales.

My Area Directors have "bee"n awesome. Kathy Glaser-Brown, Carl Ervin, Tom Gust, and Krystyna Hoffman are all amazing. Each of them has stepped up to assist in helping at events, providing advice and lending an ear. As Michael Jordan said, "Talent wins games, but teamwork and intelligence wins championships." We're not here to win as one area, or win as one division. We're here to make District 35 the best it can be, to make each club the best it can be. Each area report that has been submitted has thought put into it for where the club can improve and where we as leaders can help the club. No club is perfect, but together we can make all clubs better.

The fact that all the clubs in Division B are in good standing is the will of each member saying "my club is worth being a member of and making stronger." The fact that 4 of Division B's clubs had all 7 officers trained means that we value building stronger clubs. The fact that one of our clubs already has 6 DCP goals (2nd highest in the District) means we value our members' education. I sincerely hope that each of the 311 paid members in Division B feels that Toastmasters is a force for good in their lives.

There may be some fear of the unknown, especially this year. But we of Division B would love to be a strong part of Team District 35.

Respectfully submitted,
Kelly Huttelmaier, ACB ALB



Drake McGoey
Central Division Director
drake.mcgoey.tm@gmail.com

Wow, I can't believe it has been 4 months since the start of the Toastmasters year. We are one-third of the way through the year and today is daylight savings. It would be nice to have an extra hour every day of the year. With that said I would like to highlight some of the activities that have taken place over the course of the last four months.

The year started off with a bang on July 8th with some great TLI sessions. The first session at American Family was very well attended by Central clubs and clubs from other divisions. I was amazed at the awesome sessions and how everyone pitched in to make the session successful. It was a pleasant surprise at the second TLI session to be able to be involved in helping David with his perfect his International contest speeches. It was great to participate see David perform and analyze his speeches. All of this could not be done without the tremendous support from everyone from presenters to guests.

I am also pleased to announce that our newest club Words on Water, Sauk Prairie Area Toastmasters is off to a great start. They have officially had a few meetings now. They have a great facility and a very dedicated group working on growing that club. I am always amazed at how Toastmasters come together to help out. Bernie asked for some help at the last meeting because a few of the members would not be able to attend so I showed up and there were 4 or 5 members from other clubs also in attendance. Angela from western was one as well. It turned into a great meeting.

The Central Division humorous speech contest was a great time. Since we were only doing one speech contest we decided to combine all of the area contests into one and it couldn't have worked out any better. We had many great speakers to go along with a large crowd. We had many new contestants and volunteers. The division contest was also a huge success and representing Central Division at the District contest this year will be Amber McCulley. Yeah that is right that is Nancy's daughter. Them McCulley's are everywhere. You just can't get rid of them.

We have also hosted the October's DEC meeting which also went off without a hitch. Well there was a little hitch with venue access. Unbeknownst to me until the week of the meeting the facility was not going to let us in to set up the room for the meeting. I have to say I think we set a record in the amount of time it took to set up a room. I timed it and it only took 10 minutes for the entire room to be set up and ready to go.

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 so I would like to thank Tom Carlson, Rick Griggs, Jack Hoffman and John Krause for all that they do. I would also like to thank everyone for their strength, encouragement and help. It truly means a lot to me.

Drake McGoey, Central Division Director



Gladys Rivera, ACB, ALB
Division D Director
msrivera.gladys@gmail.com

Have you ever had someone tell you that “you need to step out of the box” or “you need to get out of your comfort zone”? You jump in and try something new, not sure of what to expect. There have been times that, even with a handbook, I was unsure about what my next move should be and how I was going to make it. However, I have been fortunate to have amazing leaders to support me. Leaders who R. I. S. E. to the occasion and don’t turn away when I ask for guidance.

R: RESPECT

I’d like to show a little respect by acknowledging the following individuals: Starting with the Trio: Keith, thank you for reaching out to me, the calls, your advice and especially your patience. Ed, I appreciate your assistance and direction when planning the locations for TLI. Rozaline, thank you for working with one of my area directors to assign a coach to one of my clubs. I want to thank my fellow Division Directors who make up the rest of D-FAB: Robert Wall (Div. F), David Reed (Div. A) and Kelly Huttelmaier (Div. B). Your commitment to making the TLIs and contests a success is appreciated and exactly the stuff that Toastmasters are made of. My four amazing Area Directors: Alannah McReavey (D1), Shamaine Schoenherr (D2), Stephanie Schienke (D3), and Christina Evans (D4). Each one of these ladies have done a great job with organizing their contests, reaching out to the clubs and communicating with the club officers. Is it easy or perfect? Absolutely not. However, perfection is not what we aim for. No, instead we aim for progress.

I: INTEGRITY (5 tips to help maintain integrity)

1. Be sure to get your contests/events on the calendar ASAP (you never know when a DEC meeting date will be changed)
2. Always have at the very least 5 back up volunteers to help for any event. (you will almost always need to use them)
3. Always secure locations for events as far in advance as humanly possible.
4. Always remember that this is a volunteer position and you should be having fun. Reach out to your leadership and take many slow deep breaths. Ask for help when you need it. By the same token if you think someone needs help, offer them some assistance.
5. Most importantly take the time to acknowledge and appreciate all the people that have worked so hard to support you. (Be sincere when doing it)

S: SERVICE

While there are 5 clubs that have 8 members or less, 1 has been assigned a coach, 2 are discussing coach assignments and the others expect membership to increase before the year is out. It is only through the tireless efforts of the club members, officers, area directors and countless others that the clubs remain strong and optimistic. Currently 11 out of 17 clubs have had 4 or more of their officers attend TLI, with Marq our Words and Cream City Communicators having all 7 of their officers trained.

E: EXCELLENCE

We all strive for excellence and have started on the right path to achieving it by joining Toastmasters and positioning ourselves for success. The following are just a few examples of excellence within Division D: Educational Awards are as follows 5 ALBS/ 1 ACB/ 1 ALS/ 1 ACS/ 1 ACG, 1 Leadership Excellence award to Alannah McReavey, and 5 Triple Crown awards (Jason Feucht, Kevin Iuliano, Rozaline Janci, Kris Pool, and Kathy Shine). Last but not least we have our newest DTM Kevin Iuliano.

We are six months in to the Toastmaster year and we still have some work to do but I have faith and believe that together we can all R. I. S. E. to meet the needs and goals of the Member’s first thereby meeting the needs of the Division, the District and Toastmasters International.

Respectfully submitted,
Gladys Rivera, ACB, ALB



Gina Glover, ATM-G
Eastern Division Director
glglover74@gmail.com

When I was a kid, I loved to ride on the tractor with my Grandfather on his farm outside of East Lansing. I would sit on his lap and he would let me steer as we plowed through the fields, turning the soil and getting it ready for spring planting. One year, I think I was about 12, when I could finally reach the pedals and so he said I could drive the tractor, really drive it! Off I went through the front field. I was so excited! I tried to do it just like he did but when I looked out at my crooked rows my Grandpa offered some sage advice. "You can't plow a straight row if you are always looking back over what you already did. You have to keep your eyes focused on what lies ahead."

Well Toastmasters, we do have some great successes in the Eastern Division to report so far this year. We started the year off this summer by delivering three great TLI sessions – the first in Neenah, then Appleton and finally in Sheboygan. These TLIs represented the highest attendance we've ever had in the Eastern Division with 68.75% of our officers trained. Five clubs in Eastern sent all 7 officers to training and 12 of the 16 clubs in our Division (at that time) met the minimum requirement for officer training.

I emphasized "at that time" because you may not have heard the news that we recently welcomed a new club into the Eastern Division. Sabre Speakers, led by President Rory Karch, chartered on September 29th making them our 17th club in Eastern. This does create 7 clubs for Kris Pool's E1 Area which means we will need to rebalance the area structure before the end of the year. This growth trend continues with the work being done to bring a new club into Deb Martin's E2 Area. An Oshkosh-based Toastmasters club has a target date of chartering by November 16th. So after today's conference, there will be a full court press to meet that coming challenge.

Area Humorous speech contests were conducted and we enjoyed several first-time contestants in all areas. The Division contest also went off without a hitch and the Chief Judge and Contest Master enjoyed serving in their roles even though it was their first time doing so. All but 4 clubs have had their club visit reports conducted and submitted and we are pleased that the two clubs in Eastern who *are* struggling to meet their paid member goal have requested club coaches and that work is moving forward.

My Grandpa was right. Even though it feels good to look back and see how far we've come, what matters more is what lies ahead. For Eastern, we have an entire field before us to be cared for and cultivated. Today we will take a few moments to celebrate our harvest. Tomorrow, we will rise up to prepare for the work that lies ahead.

Respectively submitted,
Gina Glover, ATM-G
Eastern Division Director 2017-18



Robert Wall
Division Director, Division F
rswall@rswall.com

When we re-aligned the divisions a year or so ago, we had a bunch of divisions with logical names. W for Western, N for Northern, etc. And then some of us got the "leftovers". A, B, and F.

So if you'll permit me, I'd like to give some meaning to our division's monoglyphic moniker.

F is for Foundations. There are a lot of things to do in Toastmasters, but at the end of the day our success boils down to new members joining clubs, giving speeches, and filling leadership roles. To that end, we - together with the rest of DFAB - put on two top-tier training institutes this last August to educate, equip, and encourage club officers to build those foundations and lead their clubs to success.

F is for Failing. Being a leader doesn't mean we never fail. In fact, the test of leadership strength isn't whether one ever fails, but the way in which we handle it, and the lessons we learn from it. We had a bit of a rocky start in July, as well as issues with a couple of clubs - but we're learning from those difficulties and incorporating those lessons to make ourselves successful. Which brings me to the next "F".

F is for Forward. Though we're learning from the past, and looking to the future, we're cognizant of the fact that there's only one place we can ever live - the present. As division and area leaders, we're meeting every two weeks to help ensure that our present actions are aligned with our future vision. This helps us to proactively align resources and offer assistance to one another before small issues turn into big problems.

F is for Faces. We spend a lot of time looking at the dashboards and monitoring the DCP numbers to get the "what". But we must never forget that each member and club officer has a "why" that drives our "what", and the only way to get to that "why" is to spend time with our clubs. We completed most of our club visits by the end of August, allowing us to get early insight into the status of our clubs. We've also had one of our area directors working closely with a struggling club to help them work on increasing membership.

F is for Fun. Division F has fun. We have engaging, exciting meetings. We field great contestants for the humorous speech contest. And while fun isn't the ultimate goal of our meetings, fun allows learning to flow more naturally. So the guests that were barely able to come to a meeting can jump up and volunteer for Table Topics. They can see themselves being part of this group. And those people who were deathly afraid of public speaking might even find themselves, a few short years later, walking across the stage for their DTM.

F is for Fascination. There's a lot that's happened over the past few months that I can't find words for. Successes that I wouldn't have thought were possible are happening. People are growing, leading, and stepping up in ways I would never have imagined before.

And we're only about 4 months into the Toastmasters year. I'm looking forward to what the next 8 months hold. I'm hoping you are too. And as always, if there's any way I can be of service to you, please don't hesitate to let me know.

Respectfully submitted,
Robert Wall
Division Director, Division F, District 35 Toastmasters



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

Greetings members of the District 35 Executive Council and guests! I am reporting on the Northern Division achievements and club area visits! Our key to success is to start early!

- All Area Directors have completed their Area Visits and their Reports are submitted!
- N1 Dick Hawley Area Director
 - Wausau Morning Club in Wausau: Each member makes sure the guests feel welcome and promotes speeches by new members
 - Church Mutual Club in Merrill: Club is friendly and runs productive meetings, they put together new member packets and encourage new members to begin speaking
 - Marshfield Area Club in Marshfield: Club conducts upbeat meetings that follow the program and new members are made to feel part of the group
 - Rasmussen Club in Wausau: Guests usually join the club and new members encouraged to give speeches immediately
- N2 Joni Lodzinski Area Director
 - Stevens Point Club in Stevens Point: Club is celebrating 70th anniversary this Spring! Club conducts an efficient meeting, provides a welcoming environment, and club actively participates beyond the club level
 - Sentry Club in Stevens Point: Club officers and all members are very good at greeting attendees, a wonderful atmosphere to learn
 - UWSP club in Stevens Point: Club has warm welcome extended to attendees and effort is made to capture contact information of guests
 - Wisconsin Rapids Club in Wisconsin Rapids: Club welcomes and engages guests in conversation and promotion of Toastmasters
- N3 Marilyn Noble Area Director
 - Superiorland Club in Marquette, MI: Friendly, made one feel welcomed they explain to each new member the benefits of TM and share personal experiences
 - Bay De Noc Club in Escanaba, MI: Guests are greeted warmly, introduction of members to guests, agendas are at table, guests invited to participate, new members receive new member folders
 - Copper Country club in Hancock, MI: Agendas are set on tables, all roles are filled, discuss importance of TM and how it can improve communication
 - Toastmasters of the Northwoods Club in Iron Mountain, MI: organized meeting starts and ends on time, agendas on tables, they discuss how TM has improved their lives to new members!
- All 12 clubs provided their club officer lists in a timely manner and qualify for DCP credit
- We conducted club officer training for all three areas with 10 clubs having 4 or more officers trained meeting eligibility for DCP credit, of which 3 clubs had all 7 officers trained to receive a ribbon for their banner!
- All 12 clubs provided their proxies for the district's participation at the International Convention
- 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 Humorous Speech Contest
- All area speech contests were conducted and followed by the Northern Division Contest with excellent results and the winners announced!
- Plans are underway for scheduling the winter make-up TLI and Spring International Speech Contests!
- A Very Special Thank you for Cindy's help with the N3 TLI this summer, for Keith's help with the N3 Area Humorous Speech Contest, for Ed's help with the N1 and N2 Area Humorous Speech Contests and to Rozeline's help for the Northern Division Humorous 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



Tony Cooper
Western Division Director &
W-2 Area Director
AnthonyECooper@outlook.com

Situational Analysis—Only 3 of 16 clubs distinguished in year prior to 07/01/17-06/30/2018 term. Only two of three Area Director roles filled at start of term. Five clubs initially in danger of falling below the eight-member threshold for continuing as a club in full standing. Significant losses of advanced members in many clubs. Four clubs with members that regularly volunteer for roles beyond club level and attend District events.

Steps to address the challenge:

1. Division Success Plan (DSP) developed and distributed
2. Many early meetings of Western Division Council to discuss and implement DSP
3. Three Division Level TLIs (Sparta, Wisconsin, Sacred Heart Hospital-Eau Claire, and New Richmond)
 - a. Significant contribution from Helen Roman out-going President of Sentry Toastmasters (a non-Western Division Club that is a multiple time President's Distinguished Club)
 - b. Use of multiple free-conference calls to put together presentation team(s) and practice presentations.
 - c. Attained end result of at least four officers trained at seven clubs.
4. The Reedsburg Club/ W-1 Area hosted the August D35 DEC on behalf of the Western Division
5. Western Division Director also serves as W-2 Area Director.
6. W-1, W-2 and W-3 Area Directors conducted and documented 16 first round club visits.
7. Three separate Area humorous speech contests conducted (Eau Claire-- E. L Phillips Public Library, Menomonie—Menomonie Public Library and Richland Center—Richland Center Civic Center
8. Western Division Humorous Speech Contest conducted at Sacred Heart Hospital with the 2017-2018 Contest rule book required seven voting judges, a tie- breaking judge and a chief judge in place.
 - a. The judge number requirements were met by obtaining help from one District 35 judge outside the Western Division and three from outside the district (being from District 6)
 - b. Two clubs – Reedsburg and Chippewa Valley Toastmasters that had no contestants in Western Division Humorous Speech Contest—contributed the remaining four of the nine judges.
9. The Reedsburg club builds goodwill for the Western Division through the participation of four of its members in the District 35 fall Humorous Speech Contest preparations.

Current Status of Western Division

1. Melissia Krueger of the United Club participating in D35 Humorous Speech Contest
2. Effort underway to create linkages between 3-M Menomonie club and other 3-M clubs.
3. Three largest clubs (Ayres, Reedsburg and Royal) have all lost membership
4. The NWSP Xcellence Club has disbanded
5. Eclectic Image Toastmaster has insufficient membership to be club in good standing
6. Red Cedar and Eau Claire clubs are sitting at exactly eight members.

Respectfully submitted by Tony Cooper, Western Division Director, November 4, 2017



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

November 4, 2017 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
- Webmaster Pro - Matt Wuteska redesigned the D35 website to be more professional with expanded functionality
- Newsletter Diva - Theresa Flynn implemented a new format for the monthly newsletter
- Investigated using billboard media but did not go forward with it due to cost

PR activities on the horizon:

- Facebook and targeted email campaigns to members about Qualified Lead Program (Nov, Dec)
- Three articles about PR ideas for clubs (Dec, Jan, April)
- Facebook, Twitter, and LinkedIn posts to promote:
 - Winter TLI on February 3, 2018 (Dec, Jan)
 - Spring Convention May 5, 2018 (Mar, Apr)
 - Distinguished year end goals (May, Jun)
- Contests for best club communications: Best website, Best social media site, and Best newsletter. (Timing is TBD)
- Another CBS58 interview with Michele McCormack – interview Keith to talk about Toastmasters. (Timing is TBD)

Respectively submitted,
Jackie Breezer, District 35 Public Relations Manager



Rozaline Janci, DTM

Club Growth Director

District 35

Email: Rozaline.janci@gmail.com

Club Growth Director Report – District Council – 11/4/17

I am so excited. Let me tell you, this year during the first 3 months we chartered 2 clubs – a specialty club called the Salesmasters and also the Sabre Speakers at Marian University. Thank you Laurie Baker, Tom McFarlin, Kris Pool and Gina Glover for initiating these new clubs.

The good news as we are moving forward into 2018, is that as I said before we have chartered 2 clubs already and we have 5 in the pipeline that will charter in the next 2 months, and we have the next 8 months to charter many more. So if you know any corporations or communities that would like to start a new toastmasters club, please do not hesitate to get hold of myself or if you are from Western, Northern, Eastern or Central Divisions, please get hold of Cindy Laatsch your Club Extension Chair.

The district has spent many years trying to revive several struggling clubs. As we move forward this year some of these clubs have chosen to dissolve. Again district 35 has spent many years expending time, money and resources to try and reignite these clubs. Unfortunately 4 clubs have decided to let go and dissolve.

So let's talk about membership and our current clubs,

Since Oct Dues, We have 121 fully paid clubs. In addition, we have another 4 clubs that are fully paid according to their membership, but they do not show up on record as paid because they have only 7 members. One of these clubs is part of our 9 clubs that currently have a coach. We are working diligently to get all these clubs to 8 + members. Within a couple months we will have 125 paid clubs on record + 5 new chartered clubs, so that is a 130 and our goal is 132. I am confident we will make our club goal especially with even more new clubs coming up within the next 8 months of our toastmaster year.

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.

We are developing outreach efforts to help us penetrate new markets and further expand the toastmaster footprint, and the opportunity to improve communication and leadership skills throughout district 35.

While I am ultimately responsible for achieving these goals, is it my responsibility alone? **OF COURSE NOT!** It will only be a result of our collective efforts that we become Distinguished. Our Area and Division Directors, Club Extension Chair Cindy Laatsch, Laurie Baker who is helping with club building in the Milwaukee Metro area, Club Coach Chair Judy Bauer, Public Relations Manager Jackie Breezer, as well as Keith, Ed and many of our Past district directors. All of these people have been invaluable resources to our district.

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We still have eight months left of the Toastmasters year. This is plenty of time to get us where we need to be as a district. Let's keep the enthusiasm and the positive attitude and keep moving forward one member and one club at a time.

Together we all contribute to the success of district 35. Let's make it another great year

Respectfully submitted,
Rozaline Janci, DTM



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

Program Quality Director Report – District Council – 11/4/17

You would think things would be so much smoother now that I have a year of this under my belt...

NAH! Every year is a year of growth and learning and this year is no different.

The upside of this role is that you pretty much know the dates of when everything takes place. However, all of these events take a lot of planning and coordination with teams of people to make sure they come off smoothly and efficiently.

TLI season between June 1st and August 31st went fairly smoothly. We provided 11 sessions of quality training throughout our eight Divisions with fantastic teams put together by our Division Directors. Our overall percentage for training was just over 59% of officers trained which is slightly down from previous years. I would like to recognize the following Areas that had over 70% of officers trained A2, A3, D3, D4, E2, N1, N2 and W1. Area E3 had the highest percentage trained at 80%. As mentioned during lunch, 20 clubs had all 7 officers trained. We will work on increasing these percentages with the Winter training session.

With the change to a one day Fall Conference, 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.

As part of the preparation of our District Success Plan, we drastically changed our incentives related to Club Quality and Distinguished Clubs. Instead of having many incentives planted throughout the year, we decided to try something different and do an all-encompassing program titled "Toastmasters Football League" where points are earned for various individual and club activities. We thought this tiered program would be all inclusive to reward the "high earners" as well as the clubs where meeting the program requirements was a challenge. At the Fall Conference over 25% of the clubs already received an award in the program. Thank you to the sub-team led by Division B Director Kelly Huttlermaier for coming up with the idea and requirements for this program.

Looking forward to the Spring...

Unless you've been under a rock, you know our Pathways launch was moved up to February. Chief Ambassador Kathy Shine has been diligently working to get Pathways Guides and Ambassadors assigned and club visits scheduled for training. We are working to be a leading District to be ready for the launch.

As a result of the increased work for Pathways, an executive decision was made to hold just the International Contest in the spring vs. two contests.

The work this year will continue to build on the great foundation of education and training my predecessors have laid. This will allow us to once again meet and exceed our District goal of 52 Distinguished Clubs for the year.

Respectfully submitted,
Ed Thelen, DTM



Cindy Laatsch, DTM
Immediate Past District Director
Cindy.Laatsch@harley-davidson.com

Immediate Past District Director - Fall 2017
Cindy Laatsch DTM

Welcome to the 2018 Fall Conference – and congratulations on coming into your 5th month of this Toastmaster year. Where does the time go? I remember several people told me my year as District Director would go by fast – but it was incredible. I'm going to say it now – if you haven't heard it already – and I really want you to listen..... The 2017-2018 Toastmaster year is speeding by. Don't miss an opportunity to step up, bring focus, bring clarity, bring intensity and deliver on the promises you made when you became a Toastmaster. Remember – we're all in this adventure together.

I need to thank each and every member of all clubs that worked diligently, had fun and productive meetings and met the needs of their members. Guess what – by doing the good work – the accolades follow.

I'm a big believer in this. Do the good work – the accolades will follow. Let's look at numbers – District 35 is one of the 12 Distinguished Districts of the 72 District in the US. Now I'm not normally a math person – but that means just under 17% of all Districts in the US were Distinguished... Give yourself a hand – you are an amazing part of a very special group of Toastmasters World Wide. And remember, each new year – we are given an opportunity to prove it again and again. I'm asking you – will District 35 be a repeat Distinguished District? Are you committed to do the work?

Each individual's work – at the club level – led us directly to being spotlighted at the TM International Convention in Vancouver, British Columbia as a Distinguished District. It was a joy to represent each and every member of the District there. With my fellow Trio members – Keith Cumiskey - Now District Director, and Ed Thelen, Now Program Quality Director – I feel we represented you well. And remember – the Toastmaster International Convention in 2018 is in Chicago in August – so let's plan to turn out and support our District just to the South – District 30. There are many opportunities to serve at the convention – so please let me know if you have questions.

What am I doing with all of my time now? Here are a few highlights -

- I continue to serve the current Trio – offering up my services, support and helping hands when called upon. From Keith's weekly calls – to special projects – I am here to serve.
- I attend and train at the DEC monthly meetings. It's a joy to offer my skills as a trainer –and I plan to apply for the Region Advisor position for Region 5 when my term as Immediate Past is completed on June 30 2018.
- I have travelled and met with Club Boards – to discuss challenges and opportunities for leadership.
- I am serving as the Club Extensions Chair for Central/Northern, Eastern and Western – or CNEW. We currently have an active lead in Western, and are working other leads to produce clubs this TM year.

- In an effort to give back on a very personal level – I am now serving as a Club Coach in Division D. I am excited about the challenge and the direct way I can support my fellow Toastmasters in search of excellence.

Serving District 35 continues to give me an amazing opportunity – to meet energized people seeking to do better. People who want to serve and offer their gifts freely.

Please - Don't miss an opportunity to step up, bring focus, bring clarity, bring intensity and deliver on the promises you made when you became a Toastmaster. Remember – we're all in this adventure together.

Respectfully Submitted –
Cindy Laatsch, Distinguished Toastmaster
Immediate Past District Director
District 35 – Distinguished District



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

Although it's only been four months since the beginning of the Toastmaster year, it sure seems like a lot has transpired. In fact, there have been times recently when I've woken in the middle of the night and thought "wow, I feel like I've been hit by a truck".

Our year began with the appointment 26 area directors and a full day of training for them as well as our elected division directors. At that time, and every month thereafter, I asked them to stay focused on you, the Toastmaster member. As we are about our business of planning, conducting club officer training, organizing contests and visiting clubs, it can be tempting to focus on the what, but forget about the why. We serve in these positions for you, our fellow members.

Several of us travelled to Vancouver in August for the International Convention. The training that Ed, Rozaline and I received there has prepared us for the upcoming year.

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 meeting, because we have over 85% attendance so far. This also reinforces their commitment, since we move these monthly meetings around the district, many have to travel several hours each way to attend.

Beginning in July, we collectively undertook the preparation of our District Success Plan. Completed in September, this now serves as our roadmap for the remainder of the year ... the programs, initiatives and special projects that we have defined are intended to not only reach our goal ... which, to be clear, is to be a Distinguished District again ... but position ourselves for the future health and growth of the district.

Within the last month we have launched a new district website. We believe that this new platform will make it easier for you to access the important information you about what is going on in the District. If you haven't seen it yet, please give it a try in the next week.

And yet for all these accomplishments, we still face challenges in the months and years to come.

We were pleasantly surprised to learn recently that our District was one that has been moved ahead in the Pathways implementation schedule. Five years in the planning, a new educational program to meet the needs of today's and tomorrow's members, will be rolling out shortly. This transition won't

be easy, but I have the upmost confidence that our Pathways Guides and Ambassadors will make the new education program come alive for you.

As you may know, this is the last time we will hold a Fall Conference in our District. In recent years, we've attracted 10%-15% of our district membership at our semi-annual events. Today, we have over 12% of our members in one place and at one time. Compare this to the Toastmaster average of 2%-3% and you can see that these events hold a special place in our District's rich culture. Toastmasters International's announcement last year that we are to discontinue our Fall Conferences in order to focus more on the District's mission will leave a hole that must be filled. While we don't have specific plans yet, please know that we have identified this as an important need for our members. I ask for your patience and your input as we move forward.

Finally, we continue to face challenges in identifying members who are interested in take full advantage of the Toastmaster program and step into district leadership positions. Very soon, I will be asking our Past District Governors and Directors to help us develop a pipeline of future leaders that can be sustained well into the future.

I look forward to continuing to serve as your District Director for the remainder of this year.

This report has been respectfully submitted,

Keith Cumiskey, DTM, District 35 Director