



Brandon Birrenkott

2024-2025 Division E Director

District 35

email: Brandon.Birrenkott@sentry.com

4/22/2025

Good morning District 35 Toastmasters:

Thank you for the opportunity to serve the District this year as Division E Director. This is my 3rd term as Division Director, with 2 years as Eastern Division Director and 1 year as Northern Division Director.

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

- Aaron Lau (E1)
- Paul Van Dyck (E2)
- Christa Vanderheiden (E3)

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

Area Director Reports: A total of 10 (Of 13 total or 77%) Area Director Club visits have been completed. The final submission due date is 5/31/2025. The goal is to have all 13 club visits completed within the next 30 days or less.

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

Area 2: 3 of 5 Area Director visits completed (Paul Van Dyck)---

Area 3: 3 of 4 Area Director visits completed (Christa Vanderheiden)---

CONCERN 1 with AD VISITS: There are no immediate concerns in terms of Area Director visits. The E1 Area Director did however express concern over one club in E1 (Thriving Toastmasters), mainly with regard to current membership/struggles. This club presently has 7 members.

CONCERN 2 with MEMBERS: There is 1 of 4 clubs in Area E1 with less than 8 members (Thriving Toastmasters) which has 7 members. All 4 Clubs in Area E2 have at least 8 members or more. All 5 Clubs in Area E3 have at least 8 members or more.

Membership numbers: Division E currently has 154 members across 13 clubs. This represents an increase of a net 10 members since the reporting period from the Spring of 2024. A net increase of 10 members (154 in 4/2025 compared to 144 in 4/2024) represents a nice growth trend/pattern. This represents a net growth of about 7% over the last year. I believe the clubs in Eastern and the leaders of the clubs and Area Directors should be proud of 7% growth in membership numbers over the course of the last year.

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

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

There were 9 clubs who had at least 4 club officers or more trained through the Club Officer Training sessions during the Winter/Spring of 2025. Special shout out to Sheboygan club 2121 and Sturgeon Speakers for having all 7 of 7 officers complete club officer training for the Winter/Spring Club Officer Training!

Membership will continue to be a focus moving forward. The membership numbers did increase between the Spring of 2024 and the Spring of 2025 for Eastern Division with a net increase of 10 total members, or 7%.

- Leading Voice of E1 with 9 members (an increase of 1 member since Spring 2024)
- Superiorland Toastmasters of E1 with 9 members (increase of 1 member since Spring 2024)
- Talk of the Town of E1 with 16 members (No change since the Spring of 2024)
- Thriving Communicators of E1 with 7 members (decrease of 2 members since Spring 2024)
- Fond Du Lac Toastmasters Club of E2 with 11 members (increase of 2 members since Spring 2024).
- Johnsonville Toastmasters Club of E2 with 15 members (No change since the Spring of 2024)
- Sheboygan Club 2121 of E2 with 14 members (no change since the Spring of 2024)
- Sturgeon Speakers of E2 with 10 members (decrease of 2 members since Spring of 2024)
- Truckmasters of E3 with 15 members (increase of 2 members since Spring of 2024)
- Fox Speaks Toastmasters Club of E3 with 15 members (increase of 5 members since Spring of 2024).
- Guardian Toastmasters club-Appleton Campus with 10 members (no change since Spring of 2024)
- NEW AfterHours Toastmasters Club of E3 with 15 members (no change since Spring of 2024).
- Water City Speakers Club of E3 with 8 members (increase of 2 members since Spring of 2024)

Education Awards

Since the start of the Toastmasters Year Division E has had 62 members earn education awards. A special shout out to the following clubs for their education excellence in terms of educational goals within Pathways (10 or more):

- Sturgeon Speakers with 18 educational awards/Pathways level completions
- NEW After Hours with 10 education awards/Pathways level completions

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

Distinguished Club Program

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

- Talk of the Town with 5 goals met (Distinguished)
- Sheboygan club 2121 with 7 goals met (**Select Distinguished**)
- Sturgeon Speakers with 8 goals met (**Select Distinguished**)
- Fox Speaks with 4 goals met
- NEW After Hours Toastmasters with 7 goals met (**Select Distinguished**)
- Guardian Toastmasters-Appleton Campus with 4 goals met

Division Level Speech Contest

The Division level speech contest was held on Saturday, April 5, 2025. This was the first in person speech contest in quite some time. Thank you to Kris Pool and Dave Schmitt for providing the physical site in Sheboygan and the hospitality. Enclosed is an overview of the results for this contest. Each participant was provided with information/details about the Spring Conference.

➤ **International Speech Contest for Eastern Division:**

- First Place: Christi Huggett
- Second Place: Rick Grant

➤ **Table Topics Speech Contest for Eastern Division:**

- First Place: Christine Roalofs
- Second Place: Christi Huggett

Conclusion

It has been a pleasure serving in my 3rd term as a Division Director during the 2024-2025 term. I will remain involved with Toastmasters (Club Officer in 2 clubs within Northern Division---Sentry Toastmasters and Wausau Evening Toastmasters).

I am an active associate at Sentry Insurance (24 plus years and counting and closing in on a 10 year member of the Sentry Toastmasters Club).

I want to give special thanks for the Area Director Team in Eastern Division (Aaron Lau, Paul Van Dyck and Christa Vanderheiden). I want to also provide an additional extra shout out to Christa Vanderheiden. Christa volunteered her time to serve as a functionary for a number of Area and Division Contests outside of Eastern Division during the 2024-2025 term. I know this involved a great deal of time, travel and sacrifice and I thank her for that!

Respectfully Submitted,

Brandon Birrenkott
2024-2025 Division E Director
District 35