



District 35 Spring Business Meeting

Club Growth Report - Bryson Bernarde

As your Club Growth Director, my focus this year has been simple: build new clubs, and help shift struggling clubs into thriving ones. All of our work has represented building a healthier district overall. To support a Distinguished District, we've taken a proactive approach in two key areas: club extension and club retention. On the club growth/extension side, I am so excited to say that the Drive to Grow Toastmasters club is chartering. They are a corporate club, completely virtual, and completely focused on building success in all areas of life - communication and leadership being one area. At the same time, Langlade County Toastmasters in Antigo continues to move toward chartering. They are actively promoting the club today at the Antigo business expo and are working toward securing their final members needed to charter. This effort is being driven by committed local leadership that I am impressed by - they have an executive committee that truly believes in Toastmasters.

On the retention side, we've taken a proactive and structured approach to supporting clubs before challenges become permanent. So far, four club coaches have been assigned to support struggling clubs—providing a path back to strength. Feedback from the coaches has seen these as successful placements. In addition, for the Langlade County Toastmasters in Antigo, we've built a strong support system with two sponsors and two mentors already in place. This ensures the club is not just launched, but set up for long-term success. And for Drive to Grow, we're continuing that same intentional approach. Teri is currently in the process of assigning two sponsors and two mentors, so that as the club moves through chartering, it has the leadership and support structure needed from day one.

None of this work happens in isolation. I want to recognize Joe Dombleski, serving as Club Research Chair, who has played a key role in identifying opportunities and supporting our strategic direction for starting new clubs. I want to recognize Keith Hardy and Keith Cumiskey who have been picking up the phones, sending the emails, and starting conversations. I want to recognize Teri McGregor for helping these struggling clubs thrive... and developing coaches as leaders along the way. I also want to highlight the leaders from Drive to Grow and Langlade County who continue to move their clubs forward.

So how do we finish strong? First, we stay focused. We prioritize the highest-probability club opportunities and give them the support needed to cross the finish line. We curate an incredibly impactful experience for when our Toastmasters first vice president Gauri flies into Wisconsin from India, for the week of our conference. We will lean on her expertise to continue to further club growth opportunities. Second, we follow through. Every conversation, every lead—we close the loop before the year is done. That discipline is what turns effort into results and continues to maximize our opportunities throughout the end of the year.

If we do those things well, we close out with the most fulfilling and rewarding District 35 we have seen in years. I'm confident in the direction we're heading, and I'm proud of the work this team is doing. Let's finish the year strong.

Respectfully submitted, Bryson Bernarde

Toastmasters District 35 Club Growth Director meeting people, learning their talents, sharing our talents, and taking our leadership and teamwork skills to next level. This is an exciting time to be in Toastmasters!

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