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 District 35
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**Meeting Minutes of District 35 DEC
 1/13/2018
 Rockwell Automation - Mequon**

The meeting called to order on 1/13/2018 at 10:00 AM, by Keith Cumiskey. The following leaders present.

Keith Cumiskey Ed Thelen Rozaline Janci Cindy Laatsch Jason Feucht Julie Ritzman Jackie Breezer Guests: Brian Wartick	David Reed Jennifer Zhang Kelly Huttelmaier Kathy Glaser-Brown Carl Ervin Tom Gust Krystyna Hoffman Theresa Flynn Alannah McReavey	Robert Wall Ronda Borowski Barbara Cate Megan Slaker Drake McGoey Jack Hoffman Rick Griggs Tom Carlson John Krause	Gina Glover Deb Martin Kris Pool Teri McGregor Deborah Ginsberg Dick Hawley Joni Lodzinski Angela Graham Marilyn Noble
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Topic

Presenter

Time

Allowed/Start

Welcome

Keith

5

10:00

Where is the Toastmaster

Cumiskey

The District Mission

- "We build new clubs and support all clubs in achieving excellence."

Club Building Update

Rozaline

10

10:05

- Help from Area Directors and Division Directors
 - Area Director Visits
 - ▶ Ask about other businesses', churches, hospitals, universities.
 - ▶ Send 3 names of contacts from above
 - Corporate Clubs
 - Club Mentors
 - Follow up with Leads
 - ▶ Seed the lead
 - 9 clubs currently in process
 - ▶ Need mentors for these clubs
 - ▶ Mentors need to be engaged in the club
 - Encourage activities outside the clubs
 - 132 clubs needed to be distinguished

Janci

<p>Club Retention</p> <ul style="list-style-type: none"> • We have currently identified 27 coaches for the clubs that are struggling with less than 12 members • We are working on assigning coaches to a few more. • Club Coach calls start this month • Need more coaches <ul style="list-style-type: none"> ○ Coaches can cross into other divisions • 33 clubs won dues incentives 	<p>Rozaline Janci</p>	<p>10</p>	<p>10:15</p>
<p>Club Growth/Retention Programs</p>			
<ul style="list-style-type: none"> • Seed the Lead Program - \$10 - \$185 depending on how far the lead progresses through chartering <ul style="list-style-type: none"> ○ Let clubs know about this incentive • Club Coaching - \$100 for each coach that successfully completes the assignment • Coaches need to be engaged and attend meeting or provided other active support to the club. • Refer and prospective coaches to Rozaline • Corporate clubs can open to the public as well • Focus on Members 			
<p>Monona Terrace and Division TLIs</p>	<p>Ed Thelen</p>	<p>15</p>	<p>10:25</p>
<ul style="list-style-type: none"> • List of Division TLIs <ul style="list-style-type: none"> ○ DFAB (ABDF) – January 20th & February 15th ○ Central – February 10th ○ Eastern – February 11th ○ Northern (N1 & N2) – February 24th ○ Northern (N3) – February 10th ○ Western – February 24th • District TLI – Monona Terrace <ul style="list-style-type: none"> ○ Registration open to everyone as of this week ○ 100+ registered ○ Bus for ABDF – Eventbrite registration ○ Working on transportation for some other Divisions if possible ○ Volunteers needed for registration – speak with Registration Chair Jason Feucht • Schedule <ul style="list-style-type: none"> ○ 8:30 – Registration/Networking ○ 9:30 – Start of TLI ○ 9:45 – Gary Schmidt – Secrets of Successful Leaders ○ 11:00 – Pathways Team – Pathways Update ○ 12:00 – Lunch ○ 1:00 – Panel Presentation – Clubs that Made a Turnaround Facilitated by Yvonne Lumsden-Dill ○ 2:00 – Gary Schmidt – Toastmasters Makes Your Dreams Come True ○ 3:00 – Teresa Hutton - Creating a Club Vision Statement with Gamestorming ○ 4:00 – Wrap-Up/Announcements ○ 4:30 - Adjournment 			
<p>What did you say?</p>	<p>Cindy Laatsch</p>	<p>20</p>	<p>10:40</p>
<ul style="list-style-type: none"> • Communication gap – how often do we fail to communicate? • What is it like to give information and what is it like to receive 			

information?

- Content varies depending on the presenter(s)
- Cindy led us on a group exercise that focuses on communication. We broke into 2 groups.
- Group 1 was tasked with the job of communicating instructions to draw a picture, without telling the person what they were drawing. They could only ask if they understood
- Group 2 was tasked with taking the verbal instruction and drawing the item based on the information communicated. Could not ask any questions.
- Both people would have their backs to each other.
- Following the exercise each person with their drawing displayed it for the group to “guess” what it was a drawing of. Some were better than others.
- This exercise was intended to demonstrate that instruction may seem clear to the person giving those instruction, but they are clear as mud to the person who is receiving those instruction.
- What you feel is clear – may not be relevant to others
- Give clear concise direction
- Ask clarifying questions such as if I understand you correctly....

Speech contests – Round 2

Ed Thelen 15 11:00

- Overview
 - Resources Already Provided
 - Steps to Take in Preparation
 - Reminders for Area/Division Contests

Use Resources

- Speech Contest Rulebook
- Ask one level up
- Learn thru observation
 - Judy Bauer – contest rule questions
- Initial Gathering
 - E-mail essentials of contest
 - Time, date and location
 - RSVP Information (contestants and attendees)
 - Need for volunteers
- If You Aren't Getting Enough Responses...
 - Get on the phone!
- Time to Advertise!
 - Create a flyer
- Organizational Resource
 - List of Helpers
 - Project Plan
 - Contest script – help Contest Master

Leadership Nominations

Keith Cumiskey 5 11:15

- Identifying future leaders
 - During your visit(s) don't just ask “who wants to be a district officer”
 - Many (most) members won't know what that is or why they would want that
 - Those that are interested will likely be proactive Look for potential leadership traits

- Look for future leaders and approach them
- Nominations for District Leadership
 - Now being accepted through January 20th
 - All elected and appointed positions
 - Area and Division directors
 - District Director, Program Quality Director and Club Growth Director
 - District Finance, Administration and Public Relations managers
 - Note ... some positions have prerequisites
 - Email forms to Jim Hughes, District Leadership Committee Chair
 - More details on District website

Fall Conference update / Replacement

Ed Thelen 15 11:20

- Survey results
 - 155 responses - about 8% of members
 - About ¼ responders have never been to a conference, another ¼ have been to most over the past four years
 - 75% of responders are a member of (only) one club
 - Good geographic representation
 - Main reason for attending – education sessions
 - Secondary reasons – socializing/networking, keynote, contest
- Some suggestions
 - District TLI in early December
 - Contest + 2 education sessions
 - Expand content around division contests
 - Leadership summit
 - Video, online streaming event
 - Speak-a-thon
 - Toastmaster’s Event – new meeting every hour (Public Space)

Social Media Strategy - District 35 Toastmasters

Jackie Breezer 10 11:35

- D35 PR and Social media goals
- 80% of district leaders have Facebook
- People are paid to mention products on Facebook
 - District PR Goals
 - Establish and maintain lines of communication between the district and its members
 - Establish and maintain lines of communication between the district and the public
 - Increase awareness of Toastmasters through all available media
 - D35 social media goals:
 - Reach as many D35 Toastmasters as possible – 50% participation in social media
 - Keep members informed of district events
 - Inspire – with articles and links to thought leaders, toastmasters, communications, leadership, and public speaking
 - Connect members in an online community media
 - Current social media Focus
 - Facebook
 - Linked In
 - Twitter
 - Social Media Explained

- Twitter – I’m eating a donut
- Facebook – I like donuts
- FourSquare – This is where I eat donuts
- Instagram – Here is a vintage photo of my donut
- You tube – Here I am eating a donut
- Linked In – My skills include donut eating
- Pintrest – Here is a donut recipe
- Last FM – now listening to “Donuts”
- G+ – I’m a google employee who eats donuts

- **Today’s D35 Social Presence**

- How Many Followers
 - Twitter 534
 - Linked In 649
 - Facebook Page 547
 - Facebook Group 25 (NEW)

Keeping statistics on which social media platform reaches the most people

- Example Statistics: TLI registration as of 1/11/18
 - 101 tickets sold
 - 480 total views of Eventbrite page
 - Facebook Link: 18 visits - 2 sales
 - LinkedIn Link: 2 Visits
 - Twitter Link: 81 Visits

- **District content strategy**

- We will post each week to all three channels
- Guidelines for the type of content that we will post:
 - 50% of content promotes Toastmasters events, activities, and programs
 - 50% of content to be educational:
 - Shares ideas and stories from thought leaders (inspire, “how to”, etc.)
 - Topics of communications, leadership, and public speaking

Lunch

30 11:45

Keith 5 12:15
Cumiskey

District Success Plan update

- Roadmap for our year
- Collective input from all DEC members through your participation at July DEC meeting and ongoing conference calls
- Supports the District mission and goals and is supported by the District budget

Club Growth / Retention programs

Rozaline 10 12:20
Janci

- Paid Clubs –
 - Need 9 more clubs
 - Base 128
 - To Date 123 (96%)
- Membership Payments
 - Need 2757 membership payments before 6/30
 - Base 4829
 - To Date 2217 (45.9%)

Membership Programs

Ed Thelen 10 12:30

- Elite 8 – Add 8 new members in a toastmaster year
- Renewals - \$50 gift card – Renew 90% of member base (Minimum of 8 members)
- Net 5 Growth - \$ 50 gift card – End year with Net membership growth of 5+
- Talk up Toastmasters - \$ 50 gift card – Add 5 new members in February/March
- TFL – 55% of clubs have earned awards
 - Updated every Sunday
 - Awards will be at TLI or the Area Director will distribute any not picked up.
- Distinguished Clubs
 - Base 128
 - To Date 0 (0%)
 - Tiered incentive programs
 - Timely updates
 - Survey members to determine what motivates them
 - Toolkit for Distinguished Clubs resources – needs to be loaded to the district website
 - Leverage advanced members
- Other goals
 - Website
 - New calendar
 - Forums – Club Coaching and Pathways coming soon (requires logon to post, but not to read)
 - Leadership Pipeline – Cindy Laatsch to kickoff this month
 - Address loss of Fall Conference
 - Survey
 - Discussion today
 - Document repository – Matt Wuteska developing website to accommodate

Keith Cumiskey 10 12:40

Area / Division Contest Roundtable

ALL 30 12:50

- This time was used for all the Area and Division directors to work together to support each other with needs at their contests.

Pathways Update

Ed Thelen 15 1:20

- **District 35 – The #1 Team**
- **93% scheduled**
 - **Pathways Guides**
 - Judy Bauer
 - Craig Carpenter
 - Lori Geddes
 - Tom Gust
 - Jeff McRaven
 - Kris Pool
 - Kimberly Thomas
 - Tom Carlson
 - Jesse Franklin
 - Angela Graham
 - Kelly Huttelmaier
 - Tina Palmgren
 - Kathy Shine
 - Stephen Wittmann
 - **Pathways Ambassadors**
 - Wendy Benkowski
 - Kathy Shine

- Theresa Flynn
- Scott Kazin
- Sierk Oudemans
- Kyna Shnayderman
- The Skrauss

Calendar of Events Since Last DEC

- January – Weekly calls for Guides/Ambassadors resume
- December & January – Pathways Guides presentations occurring
- January – Chief Ambassador Kathy Shine hosting additional webinars

Issues/Challenges

- Scheduling of visits with limited number of clubs
- Negative word of mouth from seasoned Toastmasters that command authority
- Finding the right interface to interact about Pathways
- Technology gap and comfort

Upcoming Items

- Remainder of January-February –
- Pathways Guide/Ambassador Visits
- January & February – Pathways Updates at TLLs
- February – Launch of Pathways (Date TBD)
- Ongoing – Pathways Guide virtual sessions
- Ongoing – Ambassador Touchpoints

Other

- Gladys Rivera has resigned as Division D Director.
 - She has been replaced by Theresa Flynn.
- Share the information discussed at this DEC meeting with your clubs
- Thanks to Deb Martin and Dick Hawley for submitting club visit reports already!
- **Unclaimed awards** - Push to Distinguished – June 2017

Keith 5 1:35
Cumiskey

Division Area	Club Name	Eligible for ...
A 2	Wisconsin Club	\$ 50
A 2	Speak Up Milwaukee	\$ 50
B 3	Love of Laughter	\$ 100
C 2	Eastside Madison Toastmasters Club	\$ 100
D 4	Toast of Milwaukee	\$ 50
E 1	Sheboygan Club 2121	\$ 50
W 1	Rolling Hills Toastmasters Club	\$ 100

Clubs could tailor their award to their needs ... these clubs have been contacted multiple times with no response. Suggestions ...
 Toastmaster gift certificate, Pick-N-Save gift cards, convention registration

30-60-90 Days

- **Your next 30 days (mid-February)**
 - Continue Area/Division Councils
 - Confirm club contests are complete by February 18
 - Area contests
 - Schedule, plan, promote
 - Build on success and improvements from Fall contests
 - Begin 2nd round of club visits (and file reports)
 - Review **resource material** from Toastmasters International

Keith 15 1:40
Cumiskey

- Identify struggling clubs (earlier is better)
- Identify next year's leaders
- Pathways club training underway. Rollout date TBD
- Division TLIs - Plan, promote, conduct ... complete by end of February
- Promote, register and attend Monona Terrace TLI – February 3 (less than ½ of the DEC has registered)
- Remind potential leaders of nomination deadline – January 20
- **Your next 60 days (mid-March)**
 - Conduct area contests (February 19 – March 25)
 - Continue your club visits
 - Include your deputy area directors
 - Focus on dues payments
 - Alert trio to at-risk clubs
 - Plan Division contests
 - Begin promotion of Spring Convention
- **Your next 90 days (mid-April)**
 - Conduct division contests (March 26 – April 22)
 - Continue your club visits
 - Include your deputy area directors
 - Focus on dues payments
 - Promote Spring Convention
 - May 5-6
 - Milwaukee airport

Q & A

- Can nonmembers attend district TLI?
 - No – we are capped at 300 and usually come close to hitting that number
- When should Area Director visit – sooner rather than later
- Reminder that DEC members need to check into the credentials desk at spring convention (required for voting).

Keith Cumiskey 5 1:50

Conclude

1:55

Meeting adjourned at 1:55 PM.
 Respectfully submitted,
 Julie Ritzman ACS, ALB
 Administration manager – District 35

Current Division	Area Directors	Name	Signature	7/15	8/12	9/16	10/14	11/4	12/16	1/20	2/17	3/17	4/21	5/5	6/16
Division A	David Reed	dfreed1@hotmail.com		X	X	X	X		X						
A1 Area	Jennifer Zhang	jennifer.zhang@gg.com		X	X	X	X		X						
A2 Area	Craig Mosey	cmosey@ra.rockwell.com		X	X	X									
A3 Area	Gail Rust	gail@gailrust.com		X	X										
Division B	Kelly Huttmaler	kelly.huttmaler@gmail.com		X	X	X	X		X						
B1 Area	Kathy Glaser-Brown	katherine.glaserbrown@usbank.com		X	X	X	X		X						
B2 Area	Carl Ervin	cw_ervin@yahoo.com		X		X	X		X						
B3 Area	Tom Gust	tommygust.tm@outlook.com			X	X	X								
B4 Area	Krystyna Hoffman	krystynahoffman@northwesternmutual.com			X		X		X						
Division D	Gladys Rivera	msrivera.gladys@gmail.com		X	X	X	X								
D1 Area	Alannah McReavey	amcreaveyv35@gmail.com		X	X	X	X		X						
D2 Area	Shamaine Schoenherr	Shamaine.Schoenherr@harley-davidson.com		X	X	X	X		X						
D3 Area	Stephanie Schienke	stephmaster.tm@gmail.com			X	X			X						
D4 Area	Christina Evans	christina1750@gmail.com		X	X	X	X		X						
Division F	Robert Wall	divisionf@rswall.com		X	X	X	X		X						
F1 Area	Ronda Borowski	rondaborowski@wi.rr.com		X	X	X	X		X						
F2 Area	Barbara Cate	barbaracate100@gmail.com		X	X	X	X		X						
F3 Area	Megan Slaker	mslkr03@gmail.com		X	X		X								

Current Division	Area Directors	Name																			
Central Division	Drake McGoey drake.mcgoey.tm@gmail.com	Jack Hoffman hoffim03@hotmail.com	<i>Jack Hoffman</i>	X		X	X	X			X										
		Rick Griggs rick_griggs@hotmail.com	<i>Rick Griggs</i>	X	X		X	X													
		Tom Carlson tom_areac3_dir@charter.net	<i>Tom Carlson</i>	X	X	X	X	X													
		John Krause john.krause.tm@gmail.com	<i>John Krause</i>	X		X	X	X													
Eastern Division	Gina Glover glover74@gmail.com	Kris Pool e1ad.kris.pool@gmail.com	<i>Kris Pool</i>	X	X	X	X				X	X									
		Deb Martin debmartin04@gmail.com	<i>Deb Martin</i>	X	X	X	X														
Northern Division	Deborah Ginsburg deborah.ginsburg@hotmail.com	Dick Hawley dick21hawley@gmail.com	<i>Dick Hawley</i>	X	X	X	X														
		Joni Lodzinski jlodz@sbccglobal.net	<i>Joni Lodzinski</i>	X																	
		Marilyn Noble mnoble906@yahoo.com	<i>Marilyn Noble</i>	X		X															
Western Division	Tony Cooper AnthonyECooper@outlook.com	Angela Graham acgraham66@gmail.com	<i>Angela Graham</i>	X	X		X														
		Timothy Haukeness thaukeness@gmail.com	<i>Timothy Haukeness</i>	X	X																

