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 District 35
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**Meeting Minutes of District 35 DEC
 2/17/2018
 Medical College of Wisconsin - Wauwatosa**

The meeting called to order on 2/17/2018 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: Raj Kumar Heidi Slowinski Steve Wittmann	David Reed Jennifer Zhang Craig Mosey Gail Rust Kelly Huttelmaier Kathy Glaser-Brown Carl Ervin Tom Gust Krystyna Hoffman	Theresa Flynn Alannah McReavey Shamaine Schoenherr Stephanie Schienke Christina Evans Robert Wall Ronda Borowski Barbara Cate Megan Slaker Drake McGoey Jack Hoffman Tom Carlson	Gina Glover Deb Martin Kris Pool Teri McGregor Deborah Ginsburg Dick Hawley Joni Lodzinski Marilyn Noble Angela Graham
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Topic	Presenter	Time Allowed/Start	
Welcome Where is the Toastmaster – Focus on the members	Keith Cumiskey	5	10:00
Deputy Area Directors ▶ Serves by appointment by an area director ▶ Can perform several tasks, including, but not limited to ▪ Assist organizing speech contest ▪ Join in club visits with area director ▶ “Try-before-you-buy” approach to serving as area director Members interested in serving as area director next year can still email forms to Jim Hughes , District Leadership Committee Chair	Keith Cumiskey	10	10:05
Club Building Update • Need 7 more clubs • To meet the Paid club Goals. • Eaton club - Charter paper work sent. ○ Demonstration meetings – 3 ○ Organizational Meetings – 2 • Building clubs is everyone’s responsibility • Bring leads in to Rozaline	Rozaline Janci	10	10:12

○ Her team will run with it • Talk up Toastmasters ○ Everyone should be doing this			
Spring convention update • Toastmasters wears many hats • Friday night fun night..... may include hat contest • Registration Open – March 1st • Educational Session Applications Due – March 16th • Marketplace Applications Due – March 16th • Keynote Speaker – David Brooks ○ 1990 world champion of public speaking ○ Minimum two sessions • New Event – Candidate Showcase ○ Friday Night before Fun Night ○ Moderator will ask questions ○ Additional questions from audience ○ Start time is between 6-7 tentative ○ Candidate table will also be in place at the conference • Proxies and Voting ○ You have a vote as a District Council member in your role ○ Club President and Vice President Education are part of the District Council ○ One of those club officers not present – a proxy must be filled out for another club member to vote ○ If you are a voting member – expectation is to attend the Business Meeting and not another event ○ Proxy form is available on D35 site ▪ Dual members can carry 2 votes ▪ District officers can carry 3 votes • We're still looking for volunteers	Ed Thelen	15	10:19
Pathways Update ○ E-mail just after 2:00 p.m. Tuesday ○ Appears to be smooth rollout ➤ Issues with Dual member additional paths ➤ Purchasing new paths not working yet. ○ Chief Ambassador – Kathy Shine ➤ A lot of efforts ○ District 35 – The #1 Team ○ 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	Ed Thelen	15	10:35

○ Pathways Ambassadors ➤ Wendy Benkowski ➤ Theresa Flynn ➤ Scott Kazin ➤ Sierk Oudemans ➤ Kathy Shine ➤ Stephen Wittmann ➤ Kyna Shnayderman ➤ The Skrauss Steps You Should be Taking ○ Take the assessment ○ Determine the path(s) you want to choose ○ Start planning that Ice Breaker! Calendar of Events Since Rollout ○ Weekly calls for Guides/Ambassadors resume ○ Chief Ambassador Kathy Shine hosting additional webinars Issues/Challenges ○ Technology gap and comfort Ongoing Support ○ Ongoing – Pathways Guide virtual sessions ○ Contact your Pathways Guide if you have questions/issues ○ Attend virtual sessions to keep up with your learning ○ View/attend touchpoints with Ambassadors ○ Some technical issues may need Toastmasters International Support			
Area Director report best practice ● Purpose ○ Represent the district ○ Get feedback ○ Identify how they are doing and report progress ○ What can the district do to assist? ○ Are the clubs doing the officer shuffle ○ Motivate the club – give them more support ○ Membership struggles ○ Become a cheerleader for the clubs ○ Be available to support them ○ Your report to them – they do not report to you ○ Take the D35 football league promotion ▪ Encourage them to participate ○ Bring DCP report ▪ Applaud those who have reached goals ▪ Encourage them to keep working on the goals ○ Be a Pathways ambassador! ○ Do you visits EARLY. ▪ Need information ASAP! ▪ You are there to help clubs. ● Process ○ Let officers know you are coming ○ Meet with them after the meeting ▪ Go over the forms ▪ Current leaders ▪ Future leaders ○ Make sure you are identifying the future	Dick Hawley	25	10:45

○ What happens if an officer need to step back ○ No set way to complete your visit form ○ Does not need to be filled out at the time of the meeting. ○ Be a cheerleader for the clubs ○ If no speaker – step up and provide a supportive speech and club discussion ○ Attend officer meeting if possible ○ Understand that every club is different and must be handled differently. ○ You are all the club knows about District 35			
The Animal Kingdom • Dogs • Rabbits • Turtles • Cows • Animals run in groups ○ Giraffe – tower ○ Alligators – congregation ○ Grasshoppers – cloud ○ Pheasant as they takeoff- bouquet ○ Monkeys – congress ○ Crows – murder • Conflicts ○ Skunk ○ Snake ○ Lamb ○ Ostrich ○ Bee ○ Dove ○ Lion ○ Porcupine ○ Snail ○ Gorilla • Embrace the group • 4.5 months left in the TM year	Cindy Laatsch	20	11:05
TLIs and contests • District TLI – Monona Terrace ○ 187 at District TLI ○ Very positive feedback about sessions ○ More all-around promotion ○ Get educational sessions out earlier ○ Only coach busses for the future – NO party bus • Division TLIs ○ Good attendance DFAB/reasonable elsewhere ○ Great sessions overall ○ Use some mechanism to record RSVPs – last minute follow-up for clubs needing more officers for DCP ○ Instructions for TLI recording – for cross-Division attendees • Speech Contest Overview ○ Current Review	Ed Thelen	15	11:38

- Reminders for Area/Division Contests
- Resources
 - Speech Contest Rulebook
 - Script and Project Plan Provided in January
 - Ask one level up
 - Judy Bauer – contest rule questions
- Reminders about Participation
 - An Area with four or less clubs can have two contestants from each club
 - All Divisions have four or less Areas and each Area can send two. All areas in the district.
 - Clubs that decide not to participate does not change the club count
 - Newly chartered clubs within the past year do not need to meet the 6 CC speech requirement
- Reminders – Conducting of Contest
 - Certificates of participation
 - Interview – ask questions
 - Introduction – Name, Title of speech, Title of speech, name
 - Tiebreaker judge does not attend briefing
- Contest Planning
 - Promote the event – don't just send out e-mail – calls, flyers, Facebook
 - If you need help – ask! (Sooner than later)
 - Hand out fliers in person!
- Contest Attendance – Quad

Date	TLI/Contest	Quad Attendance (as of 2/12/18)
2/23/2018	A3	Ed, <u>Rozaline</u> , Cindy
2/24/2018	N1 & N2 (Contest & TLI)	<u>Rozaline</u>
3/2/2018	F1 & F2	Ed, Cindy
3/2/2018	B1 & B4	Keith, <u>Rozaline</u>
3/3/2018	F3	Keith, Ed
3/8/2018	W2 & W3	Ed
3/9/2018	B2 & B3	Ed
3/9/2018	D1 & D2	Keith, Cindy
3/10/2018	A1	Keith
3/10/2018	E2 & E3	Ed
3/16/2018	D3 & D4	Keith, Ed, Cindy
3/22/2018	A2	Ed, <u>Rozaline</u>
3/24/2018	E1	Keith
3/24/2018	C1, C2, C3, C4	Ed
3/24/2018	W1	<u>Rozaline</u>
4/6/2018	F	Cindy
4/7/2018	Western	Ed
4/13/2018	A	Ed
4/13/2018	B	Keith, <u>Rozaline</u>
4/14/2018	Northern	<u>Rozaline</u>
4/14/2018	Central	
4/14/2018	Eastern	
4/20/2018	D	Ed, <u>Rozaline</u>

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12:05

Lunch			
Club Coaching Success • ONLY role that is measured by success • Success = club is required to meet distinguished status • 3 successful experiences ○ Each club needs to be customized ○ Corporate club moved and left the corporate club behind ▪ Migrated the club to a community club ▪ Use past relationships to help ▪ Built back to 12 members in first year ▪ Make sure the members are focused on their goals ○ Specialty club lost identity ▪ Understand the educational curriculum ▪ Understand the meeting roles ▪ Make the connection of what we are learning by doing the roles. ▪ Apply those skills in the real world. ▪ Conduct the moments of truth • Step one • Then follow through with the points ○ Need a driver to drive the change • Layout a plan ○ Put the plans into action ▪ Clubs MUST be membership based ▪ Members need to focus on their goals ▪ Check dues fees – are they too high ▪ Add an additional club coach if possible ▪ Follow through policy and procedures ▪ Takes time to build ▪ Need clubs to trust coaches	Kathy Shine	15	12:38
District Success Plan – Overview ➤ 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 District Mission ➤ “We build new clubs and support all clubs in achieving excellence.”	Keith	2	12:50
Club Growth / Retention programs ➤ Membership Payments ○ Apply membership before the renewal they count twice ○ Need 4974 membership payments before 6/30 ▪ Base 4829 ▪ To Date 2391 (45.9%) need 2583 ➤ Club Retention ○ Stop the bleeding – focus on building up struggling clubs ○ Club coach call monthly 2nd Sunday 4PM ○ 5 clubs folded in October 2017 ○ We have currently identified 28 coaches for the clubs that are struggling with less than 12 members ○ We have monthly coach calls to share ideas to help clubs and	Rozaline Janci	10	12:55

- members - We are working on assigning coaches to a few more. - Focus on building strong clubs that are sustainable			
Club Growth ➤ Seed the Lead Program - \$1--\$185 depending on how far the lead progresses through chartering - Need to follow up on the lead provided ➤ Club Coaching - \$100 for each coach that successfully completes the assignment. Membership Programs ➤ 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	Rozaline Janci	10	12:57
Club Quality programs ➤ Tiered incentives ➤ TFL – VERY successful ➤ Visit D35 website and promote the site to clubs ➤ Communicate with clubs as they reach status ➤ Ed has clubs awards for Area directors ➤ Club tool kit - expect this to be available at Spring conference ➤ Survey – ➤ District email is used sparingly	Ed Thelen	10	1:07
Other ➤ 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	1:15
Persona Marketing ➤ Targeted Personas - The Young Professional - The Career Advancer - The International Professional - The Mature Manager ➤ Non-Targeted Personas (they will find us) - The Self-Help Enthusiast - The Retiree ➤ 16 focus groups – selected based on toastmaster membership counts and geographic diversity – selected using a survey screener to ensure a diverse group of	Rozaline Janci	15	1:19

participants that represented the average member in each location – Each group approximately 6-8 members – Participated in moderated conversation relate dot their Toastmasters experience San Diego Columbus New York City Calgary Houston Bangalore Shanghai London ➤ Focus Group Goals – Identify member segments – Understand the catalyst for joining Toastmasters – Determine why members choose toastmasters over other options – Discover the reasons why members attend meetings regularly and continue their membership – Understand the unique value of Toastmasters from the member perspective ➤ 6 Distinct Personas – each has a unique background set of personal characteristics and goals The Young Professional ▪ Lack presentation skills and experience ▪ Are shy and lack confidence ▪ Want to network professionally ▪ Want to be successful ▪ Think Toastmasters structure and culture is gimmicky ▪ Encouraged to join by a manager ▪ Joined for professional development ▪ Want modern tools (e.g. social media, apps) The Career Advancer ▪ Joined to advance career ▪ Will leave if skills do not continue to improve or don't have enough time ▪ Has some confidence and speaking abilities ▪ Researched other development options before joining ▪ Seeking constructive evaluation and practice ▪ Often had an embarrassing incident that drove them to Toastmasters The International Professional ▪ Often young and educated ▪ Joined to practice English ▪ Work for companies that speak and write in English ▪ Value a safe learning environment with no judgment ▪ Adapt to new cultural techniques and values offered in the club ▪ Excited about the leadership path once they learn about it The Mature Manager ▪ Typically women ▪ Joined to network and advance career ▪ At a low point in their career			
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▪ Describe themselves as “entrepreneurs” ▪ Have tried Dale Carnegie, Meetups, business networking groups, etc. ▪ Has the money to pay for solutions ▪ Realizes they are getting older and need to refresh their skills ▪ Very talkative The Self-Help Enthusiast ▪ Typically men ▪ Interested in groups like AA, Landmark and the Free Masons ▪ Late bloomers ▪ Socially awkward ▪ Looking for a place to fit in or find answers ▪ Committed and extremely enthusiastic about Toastmasters ▪ Want to mentor others, but aren’t qualified ▪ Follow the program as it is designed ▪ Narcissistic qualities – believe they are good at everything The Retiree ▪ Joined for fellowship ▪ Seeking personal fulfillment (bored) ▪ Want to give back and be valuable to others ▪ Don’t join to volunteer, but often do because there is no one else to do it ▪ Likes social/fraternity time ▪ Think they are already a great speaker ▪ Strong/rigid views, do not like change ➤ First Experience – Individuals initially lack knowledge and have limited expectations – Starts with a fear of public speaking – Warm welcome matters – Accessibility and flexibility are critical ➤ Why They Stay – Greater self-confidence – For the fun – Program value: Structured and self-directed – Diversity and being a part of an international program – There’s nothing like Toastmasters – Impacts all aspects of their life ➤ Unexpected Discoveries – Personal ▪ Learned to listen ▪ Self-awareness ▪ Developing others ▪ Other valuable skills are built – Toastmasters ▪ Professional speakers alongside ‘normal’ people ▪ Two tracks (pre-Pathways) ▪ These are my people! ▪ It’s more than a bunch of people getting together – its development ➤ Best-kept Secret – Primary channels ▪ The Inviter – trusted Word of Mouth			
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▪ Friend ▪ Family ▪ Boss ▪ Colleague – Google Search ➤ Toastmasters has a need for advertising													
Other Fall Conference plans ▶ Direction from Toastmasters International ▪ No District level contests ▪ Business meeting must be virtual and conducted prior to September 30 ▶ Survey input – December ▶ DEC input – January ▶ District forum open for discussion ▶ Trio will choose three (3) topics which will be presented for a vote at the upcoming Spring business meeting – provides direction to next year’s leadership team Perfect attendance record ▶ The following have attended all 9 DEC meetings (including June training, two teleconferences and District Council meeting) <table><tr><td>David Reed</td><td>Jennifer Zhang</td></tr><tr><td>Kelly Huttelmaier</td><td>Kathy Glaser-Brown</td></tr><tr><td>Kris Pool</td><td>Robert Wall</td></tr><tr><td>Ronda Borowski</td><td>Barbara Cate</td></tr><tr><td>Dick Hawley</td><td>Jason Feucht</td></tr></table> ▶ Area and Division Director of the year nominations ▪ Criteria priorities 1. Performed the role <u>as defined</u> 2. Exceeded in the role <u>as defined</u> 3. Additional service to the District ▶ Nominations close March 23 (send to Keith Cumiskey) Share the information discussed at this DEC meeting with your clubs	David Reed	Jennifer Zhang	Kelly Huttelmaier	Kathy Glaser-Brown	Kris Pool	Robert Wall	Ronda Borowski	Barbara Cate	Dick Hawley	Jason Feucht	Keith Cumiskey	5	1:35
David Reed	Jennifer Zhang												
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30-60-90 Days • Your next 30 days (mid-March) ○ Area contests (through March 25) ▪ Plan and promote ▪ Identify contests roles early ▪ Build on success and improvements from Fall contests ○ Continue 2nd round of club visits (and file reports) ▪ Include deputy area directors ▪ Review resource material from Toastmasters International ▪ Identify struggling clubs (earlier is better) ▪ Identify next year’s leaders ▪ Dues renewal reminders	Keith Cumiskey	15	1:43										

○ Plan Division contests ○ Alert clubs to Spring Convention date / location ○ Record TLI attendance (Division Directors) • Your next 60 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 • Your next 90 days (mid-May) ○ Complete club visits ○ Prepare transition plan for your successor ○ Make sure clubs have elections – officer list entry to TMI			
Q & A • What are we doing about the Focus group findings? • Can we do something about this now? • When should club elections be held? • Should be held the first meeting in May • Entry by 6/30/2018 • Incentives – Ribbon and gift certificate • Submit expense reports ASAP	Keith Cumiskey	5	1:53
Next DEC Meeting ▶ Date: Saturday, March 17, 2018 ▶ Time: 9:30 am – 1:30 pm (note ½ hour earlier start / finish) ▶ The Portage Library, 253 W Edgewater St., Portage, WI ▶ Hosted by Northern Division ▶ As always, lunch provided Conclude			1:57

Meeting adjourned at 1:59 PM.
Respectfully submitted,
Julie Ritzman ACS, ALB
Administration Manager – District 35