



# District 35 DEC Meeting

February 17, 2018  
Wauwatosa, WI



# Where is the Toastmaster?





# Agenda (morning)



| Topic                              | Leader      | Time | Start |
|------------------------------------|-------------|------|-------|
| Welcome                            | Keith       | 5    | 10:00 |
| Deputy Area Directors              | Keith       | 10   | 10:05 |
| Club Building update               | Rozaline    | 10   | 10:15 |
| Area Director report best practice | Dick Hawley | 25   | 10:25 |
| Spring convention update           | Ed          | 15   | 10:50 |
| Pathways update                    | Ed          | 15   | 11:05 |
| Animal Kingdom                     | Cindy       | 20   | 11:20 |
| TLLs and contests                  | Ed          | 15   | 11:40 |
| Lunch                              |             | 30   | 11:55 |

# Agenda (afternoon)



| Topic                          | Leader      | Time | Start |
|--------------------------------|-------------|------|-------|
| Club Coaching success          | Kathy Shine | 15   | 12:30 |
| District Success Plan - status |             |      |       |
| Club growth/retention programs | Rozaline    | 10   | 12:45 |
| Membership programs            | Rozaline    | 10   | 12:55 |
| Club Quality programs          | Ed          | 10   | 1:05  |
| Other initiatives              | Keith       | 5    | 1:15  |
| Persona marketing              | Rozaline    | 10   | 1:20  |
| Other                          | Keith       | 10   | 1:30  |
| 30-60-90 day actions           | Keith       | 15   | 1:40  |
| Q&A / Wrap up                  | Keith       | 5    | 1:55  |
| Conclude                       |             |      | 2:00  |



# Deputy Area Directors

Keith Cumiskey



# Deputy Area Director

- ▶ 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



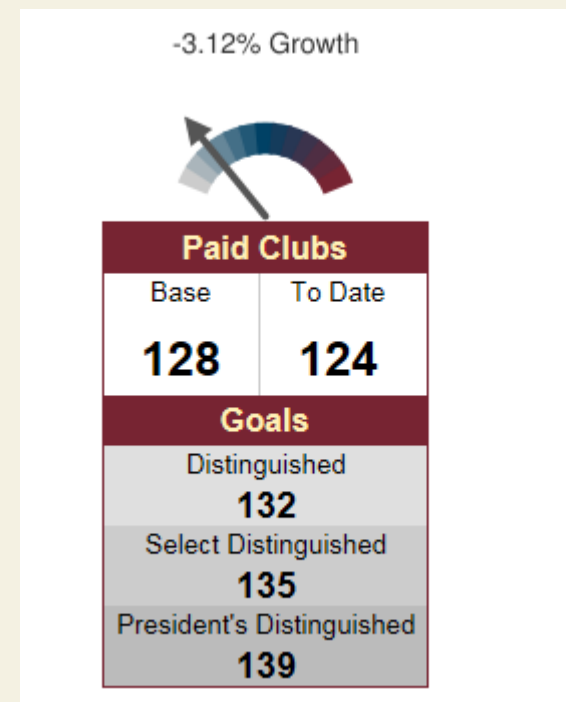
# Club Building Update

Rozaline Janci  
DEC Meeting  
February 17, 2018



# 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







# **Area Director report best practice**

Dick Hawley, DTM  
DEC Meeting  
February 17, 2018



# Spring Conference Update

Ed Thelen, DTM  
DEC Meeting  
February 17, 2018

# Conference Theme

A Toastmaster Wears Many Hats





## Important Dates

- ▶ Registration Open – March 1st
- ▶ Educational Session Applications Due – March 16th
- ▶ Marketplace Applications Due – March 16th



# Keynote Speaker – David Brooks

- ▶ Minimum two sessions







# New Event – Candidate Showcase

- Friday Night before Fun Night





## 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

Toastmasters International, District 35 Fall Conference Proxy  
May 5, 2018, Crowne Plaza, Milwaukee, WI

Club Name: \_\_\_\_\_ Club No: \_\_\_\_\_

I hereby appoint \_\_\_\_\_ to vote as Club  
proxy at the Convention stated above.

Signed: \_\_\_\_\_ Title: **Club President** Date: \_\_\_\_\_

Toastmasters International, District 35 Fall Conference Proxy  
May 5, 2018, Crowne Plaza, Milwaukee, WI

Club Name: \_\_\_\_\_ Club No: \_\_\_\_\_

I hereby appoint \_\_\_\_\_ to vote as Club  
proxy at the Convention stated above.

Signed: \_\_\_\_\_ Title: **VP Education** Date: \_\_\_\_\_

# Want to Help?

- ▶ We're still looking for volunteers





# District 35 Pathways Update

Ed Thelen, DTM  
DEC Meeting  
February 17, 2018



## **Pathways Launched in District 35!**

- ▶ E-mail just after 2:00 p.m. Tuesday
- ▶ Appears to be smooth rollout



# Chief Ambassador – Kathy Shine







# 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
- ▶ Theresa Flynn
- ▶ Scott Kazin
- ▶ Sierk Oudemans
- ▶ Kathy Shine
- ▶ 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!



## Ongoing Support

- ▶ 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



# The Animal Kingdom

Cindy Laatsch  
DEC Meeting  
February 17, 2018



# TLI / Speech Contests Update

Ed Thelen, DTM  
DEC Meeting  
February 17, 2018



# TLI Summary

- ▶ **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





# TLI Summary

## ► 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

- ▶ Resources
- ▶ Current Review
- ▶ Reminders for Area/Division Contests



## Use 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
- ▶ 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



## Reminders – Contest Planning

- ▶ Promote the event – don't just send out e-mail – calls, flyers, Facebook
- ▶ If you need help – ask! (Sooner than later)

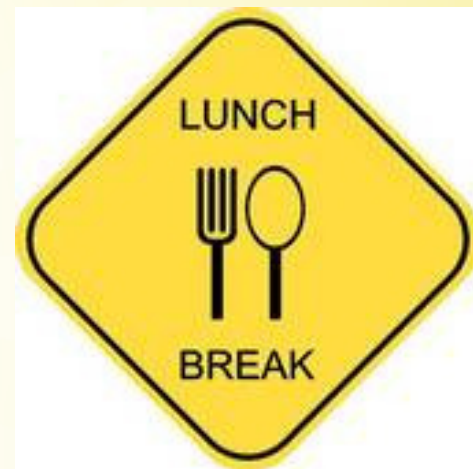


# Contest Attendance - Quad

| <u>Date</u> | <u>TLI/Contest</u>      | <u>Quad Attendance (as of 2/12/18)</u> |
|-------------|-------------------------|----------------------------------------|
| 2/23/2018   | A3                      | Ed, Rozaline, Cindy                    |
| 2/24/2018   | N1 & N2 (Contest & TLI) | Rozaline                               |
| 3/2/2018    | F1 & F2                 | Ed, Cindy                              |
| 3/2/2018    | B1 & B4                 | Keith, Rozaline                        |
| 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, Rozaline                           |
| 3/24/2018   | E1                      | Keith                                  |
| 3/24/2018   | C1, C2, C3, C4          | Ed                                     |
| 3/24/2018   | W1                      | Rozaline                               |
| 4/6/2018    | F                       | Cindy                                  |
| 4/7/2018    | Western                 | Ed                                     |
| 4/13/2018   | A                       | Ed                                     |
| 4/13/2018   | B                       | Keith, Rozaline                        |
| 4/14/2018   | Northern                | Rozaline                               |
| 4/14/2018   | Central                 |                                        |
| 4/14/2018   | Eastern                 |                                        |
| 4/20/2018   | D                       | Ed, Rozaline                           |



# Lunch







# Club Coaching Success

Kathy Shine, DTM



# District Success Plan update

Keith Cumiskey  
Ed Thelen  
Rozaline Janci



## 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



# The District Mission

**“We build new clubs and support all clubs in achieving excellence.”**



# Club Retention

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 members

We are working on assigning coaches to a few more.



# Club Growth/Retention Programs

- ▶ .Seed the Lead Program - \$1--\$185 depending on how far the lead progresses through chartering
- ▶ Club Coaching - \$100 for each coach that successfully completes the assignment



# Membership Payments

Membership payments can be  
Made to TI right now.

Need 2583 membership  
Payments before 6/30



| Payments                  |              |
|---------------------------|--------------|
| Base                      | To Date      |
| <b>4,829</b>              | <b>2,391</b> |
| Goals                     |              |
| Distinguished             | <b>4,974</b> |
| Select Distinguished      | <b>5,071</b> |
| President's Distinguished | <b>5,216</b> |



# 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





## Other goals

- ▶ Website
  - New calendar
  - Forums(requires logon to post, but not to read)
    - Club Coaching
    - Pathways
    - Fall Conference alternatives
- ▶ Leadership Pipeline – Cindy Laatsch to kickoff today
- ▶ Document repository – Matt Wuteska developing website to accommodate



# Persona Marketing

Rozaline Janci



Other

Keith Cumiskey



# 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)

|                   |                    |
|-------------------|--------------------|
| David Reed        | Jennifer Zhang     |
| Kelly Huttelmaier | Kathy Glaser-Brown |
| Kris Pool         | Robert Wall        |
| Ronda Borowski    | Barbara Cate       |
| Dick Hawley       | Jason Feucht       |



## Other

- ▶ Area and Division Director of the year nominations
  - Criteria priorities
    1. Performed the role as defined
    2. Exceeded in the role as defined
    3. Additional service to the District
- ▶ Nominations close **March 23** (send to Keith Cumiskey)



# Other

- ▶ Share the information discussed at this DEC meeting with your clubs



# 30-60-90 Days





# Your next 30 days (mid March)



- ▶ Continue Area/Division Councils
- ▶ Area contests (through March 25)
  - Plan and promote
  - Identify contests roles early
  - Build on success and improvements from Fall contests
- ▶ Continue 2<sup>nd</sup> 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
- ▶ 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



# Q & A



## 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