



District 35 DEC Meeting

October 14, 2017
Fitchburg

Where is the Toastmaster?



Agenda



Topic	Leader	Time	Start
Welcome	Keith	5	10:00
Contests – Lessons Learned	Ed	15	10:05
Pizza and Speeches	Tom Carlson	25	10:20
Conference update	Ed	15	10:45
Club Communication	Michelle Kabele	30	11:00
District Success Plan - Tracking	Keith	15	11:30
How to be a Distinguished Club	Robert Wall	15	11:45
Lunch		25	12:00
District Technology Committee	Jeff Ebel	15	12:25
Bias	Cindy	20	12:40
Other	Keith	10	1:00
Pathways update	Keith	30	1:10
30-60-90 day actions	Keith	15	1:40
Q&A / Wrap up	Keith	5	1:55
Conclude			2:00



Speech Contests – Lessons Learned

Ed Thelen, DTM
DEC Meeting
October 14, 2017



Overview

- ▶ Current Review
- ▶ Sharing
- ▶ Spring Contests



What I've Liked About the Contests

- ▶ Continued good/reasonable attendance & participation
- ▶ Good planning as far as time
- ▶ Some new people coming out to contests
- ▶ Information from the last DEC meeting was absorbed and applied



Tweaks for Improvement

- ▶ Not “staying in one’s lane”
- ▶ Coordination – certificates of participation
- ▶ Make sure all people are asked to participate
- ▶ Asking for help...and asking for it at the right times
- ▶ Chief Judge be familiar with the rules
- ▶ If you’re going to charge admission, note that in advance



Area/Division Sharing

- ▶ What lessons did you learn from conducting your Fall Contest?



Spring Contests and Dates

- ▶ Contests – International Speech and Evaluation
- ▶ Timing
 - Club – 1/1/18 – 2/18/18
 - Area – 2/19/18 – 3/25/18
 - No 3/17/18 – DEC Meeting
 - Division – 3/26/18 – 4/22/18
 - No 3/30/18-4/1/18 – Easter Weekend
 - No 4/21/18 – DEC Meeting



Pizza and Speeches – A concept





Fall Conference Update

Ed Thelen, DTM
DEC Meeting
October 14, 2017



Fall Conference Page

FTM Toastmasters District 35 X

d35.toastmastersdistricts.org

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TOASTMASTERS INTERNATIONAL

Toastmasters District 35

Main Menu D35 Leaders Only

- Home
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- Public Comments
- 2017 Fall Conference**
- District 35 Calendars - All Events
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- Pathways
- Resources

For more information on Toastmasters International, visit toastmasters.org

Logins

District Leader Login

Toastmasters: Where Leaders Are Made

Hot Topics

Calendar

Programs & Incentives

Get To the Finish Line Results

Long Haul Winners - Most member growth for the 2017-2017 Toastmaster Year (Each Grew by 11 Members)

- Expressions Toastmasters
- Rasmussen College Toastmasters

Sprint Winner (Grew by 11 Members between 5/8/17 & 6/30/17)

d35.toastmastersdistricts.org



Fall Conference Page

FTM 2017 Fall Conference - T... X

d35.toastmastersdistricts.org/2017-fall-conference.html

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 **Toastmasters District 35**

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Now accepting applications for educational sessions and marketplace exhibits!

Applications are due September 22nd. See the [education session application](#) and [marketplace exhibit application](#) for more details and submission requirements.

**RISE UP
TOASTMASTERS**

District 35 Fall Conference

November 4, 2017 | Crowne Plaza Hotel in Madison, WI



Reference Items on Webpage

- ▶ Schedule for Conference
- ▶ Business Meeting Agenda
- ▶ Proxies
- ▶ Budget



Get Registrations In!

2017_Fall_Conference_Individual_Registration_Form - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

Normal Page Layout Page Break Preview Custom Views Full Screen

Workbook Views

Ruler Formula Bar

Gridlines Headings

Zoom 100% Zoom to Selection

New Window Arrange All Freeze Panes

Split Hide

View Side by Side Synchronous Scrolling

Reset Window Position Window

Save Workspace Switch Windows

Macros

A71

A B C D E F G H I J K

1

2

3 **RISE UP TOASTMASTERS**

4 **District 35 Fall Conference**

5

6

7

8 **INDIVIDUAL REGISTRATION FORM**

9 *Individuals part of clubs that have paid club registration **must** register online at Eventbrite or submit this form*

10 *to confirm attendance and to select/pay for meals.*

11 **District 35 Fall Conference • November 4, 2017**

12 **Crowne Plaza • 4402 East Washington Ave, Madison, WI 53704**

13

14

Ready

150%



Educational Sessions

- ▶ I Beg Your Pardon? Verbal & Non-verbal Intercultural Communication - Amina Ahmed
- ▶ Toastmasters for the Long Haul - Katie Castern
- ▶ Promoting & Prospecting with Social Media - Kris Pool
- ▶ We're All in Sales - John Scott
- ▶ Parliamentary Procedure for the Rest of Us - Robert Wall



PR Updates

- ▶ E-mail updates – intermittent reminders
- ▶ Facebook – Educational session and marketplace posts
- ▶ District webpage



Right Message Right Place Right Time

Michelle Kabele, DTM, PDG,
M.B.A.

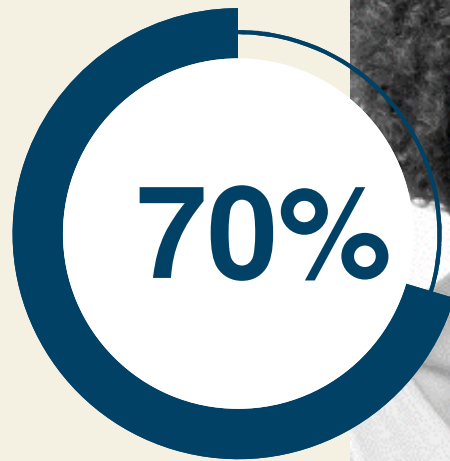
Region Advisor for Region 5

**People Help People
They Like, Know & Trust**

MARKETING IN THE DIGITAL AGE



Studies have shown that customers make roughly 70% of the buying decision **before** they actually contact a company for the first time



“

It used to be that a sales person was “everything” in the sales process. Now they are **less than 30%** of the process.





TODAY'S B2B BUYER



90%

of buyers will find

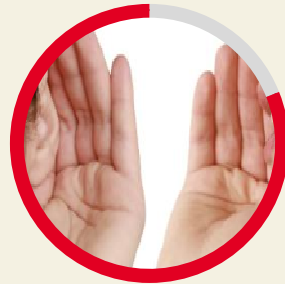
YOU when ready to buy

81%



start with a
WEB
search

81%



said word of
MOUTH
is important

58%



engage with
PEERS

48%



follow
INDUSTRY
conversations

WHAT DO I SAY?

5 GENERATIONS AT WORK

Talking a different language

Formative experiences	Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women 	Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated 	Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises 	Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth 	Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks 
Percentage in UK workforce	3%	33%	35%	29%	Employed in either part-time jobs or apprenticeships
Attitude toward career	Jobs for life 	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Google glass, 3-D printing
Communication media	Formal letter 	Telephone 	E-mail and text message 	Text or social media 	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Source: Barclays, University of Liverpool

**WHERE CAN I
COMMUNICATE?**

TOOLS

- ▶ Website
- ▶ Videos
- ▶ Podcasts
- ▶ Meet up
- ▶ Articles
- ▶ Social Media
- ▶ Photography
- ▶ Webinar
- ▶ Events



**WHEN DO I
COMMUNICATE?**

WHEN IS THE RIGHT TIME?

- ▶ Set your goal
- ▶ Learn how your clubs and teams like to be contacted
- ▶ Set your plan
- ▶ Work your plan
- ▶ Tweak as needed



WHAT DOES THIS MEAN?

SUMMARY

- ▶ Relationships are Key
- ▶ It's about YOU
- ▶ It's about the experience



tmkabele@gmail.com



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



District Budget

- ▶ Built from bottom up to support our District mission
 - Marketing \$ 25,500
 - Education/training \$ 15,630
 - Travel \$ 35,800
 - Other \$ 8,968
- ▶ Posted on District website for detailed review
- ▶ Submitted and approved by Toastmasters International
- ▶ Voted upon by District Council November 4, 2017



Paid Clubs

- ▶ Lead-to-charter incentive
- ▶ Sales collateral





Membership Payments

- ▶ Incentive programs
- ▶ Focused District newsletter
- ▶ Area Director incentive





Distinguished Clubs

- ▶ Tiered incentive programs
- ▶ Timely updates
- ▶ Survey members to determine what motivates them
- ▶ Toolkit for Distinguished Clubs resources
- ▶ Leverage advanced members





Other goals

- ▶ Website
- ▶ Leadership Pipeline
- ▶ Document repository
- ▶ Address loss of Fall Conference



The Successful Club Series

How to Be a Distinguished Club



To qualify to be distinguished....

At year end (June 30), a club
must have at least 20 members

OR

must have a **net growth** of
at least five members.



Administrative Goals

10a

8 members renewed on time in
October or April

10b

One club officer list submitted on time



Administrative Goals

9. Minimum of four club officers trained during each of two training periods



Membership Building Goals

- 7. Four new members
- 8. Four more new members



Education Goals

1. Two CCs
2. Two more CCs
3. One ACB, ACS, or ACG
4. One more ACB, ACS, or ACG
5. One CL, ALB, ALS, or DTM
6. One more CL, ALB, ALS, or DTM



DCP Recognition

DISTINGUISHED

5 out of 10
Goals Achieved

**SELECT
DISTINGUISHED**

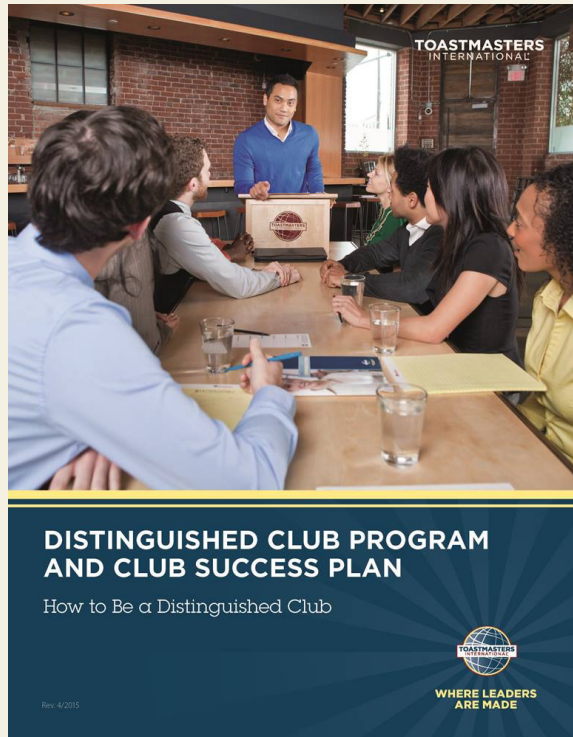
7 out of 10
Goals Achieved

**PRESIDENT'S
DISTINGUISHED**

9 out of 10
Goals Achieved



Hey, there's a guide! And it came in the mail!



It explains:

- The Goals
- The Rules
- The Club Success Plan



Conclusion - Everyone Benefits!

New members = New ideas

New members = New personalities

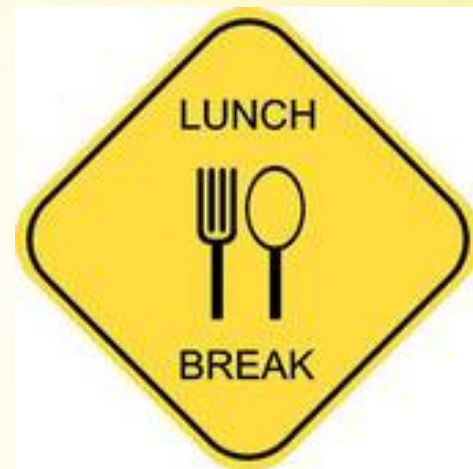
Educational growth = Improved speaking

Educational growth = Improved leadership

Distinguished = Recognition



Lunch





District Technology Committee

The Power of the Bias



What is Bias?

1. Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.
2. Cause to feel or show inclination or prejudice for or against someone or something.

How does Bias work in our lives?





How does Bias touch your life?

- **Bandwagon Effect**
- **Anchoring Bias**
- **Clustering Illusion**



How does Bias touch your Toastmasters effect your TM life?

- “The Good Club”**
- “The Troubled Club”**
- “The Ostrich Effect”**



Overcoming any Bias comes from knowing it exists.



Overcoming any Bias comes from knowing it exists.

Let's Talk



Insights –what did you learn?

Did anything surprise you?



Bias, like beauty, is often in the eye of the beholder.
Facts are your firewall against bias.



Other

- ▶ Division Directors - Report at Fall Conference Business Meeting
 - Last year's were pretty good if you want an example
 - Prepare 3 minute report. Submit copy to Julie Ritzman.
- ▶ January DEC meeting (hosted by Division B) has been moved to January 13 to accommodate trio mid-year training



More other

- ▶ Email communication
 - Response expectation
 - Keep it succinct
- ▶ Expenses ... file within 60 days of incurring expense
- ▶ District website
 - Thanks for your input
 - New site will be communicated to members on Sunday via newsletter link
 - Existing website urls will be directed to new site



Pathways update

Keith Cumiskey



Pathways overview

- ▶ New educational program
- ▶ Phased deployment plan
- ▶ Where this has already rolled out, members are already making progress compared to the current program
- ▶ Learning paths targeted to individual member needs
- ▶ Early recognition after just 3 projects



How will Pathways be rolled out to our District?

- ▶ Pathways Guides (trainers) will make club visits to deliver the club kit
- ▶ Pathways Guides (and if practical, Club Ambassadors) will deliver a presentation to help members understand the new program and how it works
- ▶ As a District, we can be creative on how the MEMBERS (not just officers) get oriented to the new program
- ▶ Members will take individual assessments and they can choose from the "top 3" paths suggested for them (based on their personal interests and areas of desired growth/development)



When will Pathways be rolled out in our District?

- ▶ Originally, we were planned as one of the last Regions to be rolled out
- ▶ Recent schedule changes by Toastmasters International has moved Region 5 (which includes District 35) into an earlier release
- ▶ We have until November 21 to identify and submit all names for Pathways Guides and Club Ambassadors (if approved by the District team) ... we are targeting October 31
- ▶ Applications for Pathways Guides (responsible to visit and train clubs) will be posted on District website
- ▶ Goal is to have a minimum of 70% of clubs visited before end of January 2018
- ▶ Launch is expected in February 2018
- ▶ Webinars will be scheduled both pre- and post-launch



What clubs can do now to prepare

- ▶ Ask every member of club to log in to access their account profile, ensure contact information is correct
- ▶ Set aside 30 - 60 minutes for presentation by Pathways Guides in month of December or January - especially important for clubs with shorter meetings, or who meet only once a month
- ▶ We CAN have joint club presentations!!!
- ▶ We CAN hold special meetings for the presentation!!!



Other

- ▶ With preparations for TLI held in December or January, we need to plan time for Pathways presentation
- ▶ NEW MEMBER who joins AFTER the Launch will go directly into Pathways!
- ▶ Current members may continue to work the current program (for a full 2 years after the last Region launches)
- ▶ Current members receive a free path
- ▶ New clubs chartered after the Pathways launch will be fully operational in Pathways - not both programs.



More information

Pathways Chief Ambassador Kathy Shine will host a series of teleconferences this week. While we will ultimately be communicating this to the entire District membership, these meetings are intended for you as District leaders.

► **Sunday, Monday, Tuesday, Friday 7:00 pm – 8:00 pm**

- Pathways background
- How Pathways will be rolled out
- Timing of activities in the next months
- What clubs can do now to prepare
- Q&A

Look for email
invitation after this
meeting



30-60-90 Days



Your next 30 days (mid November)



- ▶ Follow up with clubs with late membership dues
 - Confirm your efforts with Rozaline Janci so that we aren't bombarding these clubs with the same message from multiple sources
- ▶ Area contests (and completed Division contests)
 - Conduct after-action reports and actions while the memories are still fresh
 - Build on success, identify improvements
- ▶ Record / confirm TLI attendance (division directors) before November 30
- ▶ Continue club visits (and file reports) *49% complete*
- ▶ Fall Conference (November 4)
 - Communicate to your clubs
 - Bring Fall Conference brochures and announce at remaining division contests
 - Division Directors – submit your reports to Julie Ritzman
 - Complete *your* enrollment for Fall Conference
 - Attend

Your next 60 days (mid December)



- ▶ Finish final club visits by November 30 (and file reports)
- ▶ Continue area and division councils
- ▶ Call for 2017-2018 district officer candidates (by November 30). Identify potential leaders for next year.
- ▶ Remind clubs of winter/spring contest dates (recently published on District website)
- ▶ Begin preparation for winter TLIs (Division Directors)
- ▶ Remind clubs of contest date ranges
- ▶ Pathways club training may begin
- ▶ Save the Date - District Winter TLI
 - February 3 – Monona Terrace, Madison

Your next 90 days (mid January)



- ▶ Begin your 2nd round of club visits
 - Include your deputy area directors
 - Reinforce contest date ranges
- ▶ Division TLI planning
- ▶ Promote TLIs (both division and District)
- ▶ Pathways training at clubs will begin
- ▶ Begin planning area contests



Q & A



No DEC Meeting in November – District Council at Fall Conference

- ▶ Date: Saturday, November 4, 2017
- ▶ Time: 1:30 pm – 2:45 pm
- ▶ Location: Crowne Plaza Hotel, Madison, WI
- ▶ Travel to District Council or Fall Conference is **not** an allowable expense for Area or Division Directors