



Julie Ritzman
Administration Manager
District 35
D35.julieritzman@gmail.com

**Meeting Minutes of District 35 DEC
9/16/2017
Church in the City, Milwaukee**

The meeting called to order on 9/25/2017 at 10:00AM, by Keith Cumiskey. The following leaders present.

Keith Cumiskey
Ed Thelen
Rozaline Janci
Cindy Laatsch
Julie Ritzman
Jason Feucht
Theresa Flynn
Jacki Breezer
Matthew Wuteska
David Reed
Jennifer Zhang
Stephanie Schienke

Susan O'Malley-Larsen
Kelly Huttelmaier
Kathy Glaser-Brown
Carl Ervin
Tom Gust
Gladys Rivera
Shamaine Schoenherr
Christina Evans
Robert Wall
Ronda Borowski
Barbara Cate

Drake McGoe
Rick Griggs
John Krause
Gina Glover
Kris Pool
Deb Martin
Teri McGregor
Deborah Ginsburg
Dick Hawley
Marilyn Noble
Alannah McReavey

Guests:

Virginia Thomas
The Skrauss
Kathy Shine

Topic	Presenter	Time	Begin Time
Welcome / Roll-call	Keith	5	10:00
• Sign in			
International Convention takeaways			
• Presented the District 35 distinguished banner from the International Convention.	Quad	20	10:07
• Keith, Ed, Rozaline, and Cindy Laatsch presented a synopsis of their experiences at the International Convention in Vancouver, Canada			
Contests	Ed	10	10:25
• Resources			
○ Contest Rule book – read and understand changes.			
○ Ask one level up			
○ Judy Bauer – contest rule questions			
○ District Calendar for logistical information on specific contests.			
• Current review			
○ Good / reasonable attendance & participation - 12-20 in			

attendance

- Good atmosphere
- Well organized
- Tweaks –
 - Certificates of participation
 - Interviews – ask questions
 - Rule violations
 - Equal # from each cub or 5 judges
 - 3 counters and 2 timers
 - Division – no judge from club of contestants.
 - Tiebreaker judge does not attend briefing.
- Reminders for area /Division Contests

Club Building report

Rozaline

10

10:39

- 21 Club in the pipeline
 1. Hindu Temple of WI – **ready to charter**
 2. SalesMasters – **ready to charter**
 3. Marian University – **ready to charter September**
 4. UW Waukesha – **Demo September**
 5. UW Oshkosh – **Demo October 19**
 6. Badgemeter – **Demo October 5th**
 7. Bridges Library System
 8. Orbis Corporation
 9. Generac
 10. Harley Davisson – Power Tran
 11. Kohls
 12. Creative Learning
 13. Sikih Temple
 14. Carroll University
 15. Roundy's
 16. Briggs & Stratton
 17. Roadrunner Transportation
 18. Amazon
 19. FoxConn
 20. Johnson Controls
 21. Chippewa Valley Technical College
- Corporate clubs are easier to charter
- Generate Leads
 - Members
 - Networking
 - Online
 - Social media
 - Word of mouth
 - Business databases
 - Cold calling
 - Colleagues, friends and family
 - Directories

- World Headquarters (WHQ)

Conference update

- Fall conference page on the District Website
 - Crown Plaza Hotel - Madison
 - Registration Forms
 - Register early – set example
 - Event Brite option is quick and easy!
 - Educational session applications – deadline September 22
 - Keynote
 - Aaron Beverly (2nd Place 2016 World Championship public Speaking
 - Think about talking like a champion
 - Interactive session
 - Journey to the World champion of speaking.
- Consider staying Friday night Rooms only \$89 (Oct 1 deadline)
 - Friday night events
 - Pie in the face----- Friday night
 - Auction off the opportunity to throw the pie in the face
 - Proceeds to Smedley fund
- PR Updates – email – Facebook – District webpage

Club Coaching report

- Less than 12 members
- Area Directors – suggest club coach
- Members can request a coach
- Clubs currently working with a coach
 - Walworth County Toastmasters – Robert Wall
 - Kimmunicators - Paul Freiberg & Evelyn Puerto
 - Schneider toastmasters – Bruce Bitter
 - Marshfield Area Toastmasters
 - Toasters for independence
 - Riverview Toastmasters
 - Green Bay Yackers – Julie Ritzman
- Current members interested in Club Coaching
 - Alannah McReavey
 - Shamaine Schoenherr
 - Kelly A. Huttelmaier
 - Cindy Algiers
 - Megan Slaker
 - Kathy Glaser-Brown
 - Deborah Ginsburg
 - Angela Graham

Area Director reports

- Percentage completed as of 9/14/2017
 - District = 31.3%
 - A 60%

- B 52.9%
- C 0.0 %
- D 0.0 %
- E 37.5%
- F 50.0%
- N 41.7%
- W 25.0%
- Area directors at 100% Submittal
 - A3 Gal Rust
 - B1 Kathy Glaser-Brown
 - B2 Carl Ervin
 - E2 Deb Martiin
 - F1 Ronda Borowski
 - N1 Dick Hawley
 - N3 Marilyn Noble
- Have documents available
 - Provide in advance of meeting
 - Take paper copy with you to meeting
 - Other useful document – service clubs through visits
- Quality Area Director Responses
 - First impressions – What can we do to help the club improve
 - Constraints
 - Share best practices
 - Membership Orientation
 - NEED to Identify successors – try to not use none or unknown.

Membership payments

Rozaline

10

11:22

- Need 4974 456 today Need at least 2500
- Dues are DUE by September 30, 2017
- Can only compete if club and member are in good standing

District Success Plan and Budget

Keith

15

11:28

- Roadmap
- Collective input
- Supports district mission and Goals
- Incentives
 - Leads
 - Demo meeting
 - Organizational meeting
 - Chartering
- Banners for all newly chartered Clubs
- Club building / coaching tool development
- Club Coaching incentive (TBD)
- Area Director report incentive
- Membership
 - Renewals 90% \$50 Gift Card

- Net 5 \$50 Gift Card
- Talk up toastmasters (5 new Feb/Mar) \$50 Gift Card
- Club Ambassador program
- Club Quality
 - Toastmasters Football League
 - Variety of incentives under a single program to encourage club quality
 - Club success plan incentive
 - Best Club Website – Newsletter - Social Media awards
 - Invest in toolkits to assist clubs in achieving distinguished status
- Revamping District 35 website
- District document management
- Fall Conference replacement
- District succession planning
- Budget
 - Travel
 - DEC Meeting – food
 - Contests
 - Admin / supplies
 - Banner stands for Division banners
- Club Success tool kit at the Conference in November

Succession planning

- | | | | |
|--|--------------|-----------|--------------|
| | Cindy | 10 | 11:40 |
|--|--------------|-----------|--------------|
- Look for your replacement NOW
 - A goal without a plan is just a wish
 - Toastmaster planning
 - Need to plan for the future
 - Identify and begin looking NOW for your replacement
 - “Success”
 - Wish you had better training
 - You have to power to implement the training
 - Not planning can grind the organization to a halt
 - You care what happens after you move on
 - How to find your successor
 - Who is volunteering for things
 - Who is looking at you
 - Enthusiastic person
 - ASK club leaders
 - AD report is a gold mine
 - Sparkly People
 - Those who ask questions
 - Explain what the role is when you visit
 - Looking to achieve DTM – need district leader role
 - Deputy Area Director – Deputy Division Director
 - Shadow for next year
 - Mentoring relationship
 - Start NOW!

Club Mentoring

- Anyone can be a mentor
- Need a list of interested people – email Rozaline
 - Clubs can have 2 Mentors
 - Time and Dedication

Rozaline

5

11:52

Closing the Sale

- Meeting the standards
 - Begin meetings on time – end on time
 - Participants arrive early and prepared
 - Club officers fulfill their responsibilities
 - Meeting proceeds at a good pace
 - Members are enthusiastic
 - Every project is a manual project
- Working toward the Win-Win
 - Win-Win – (member joins and is a good fit)
 - Win-Lose (Make sure it is a good fit)
 - Lose – Lose (not getting the guest to join)

Alannah

15

11:57

- Discuss the Benefits with guests
 - Improve speaking abilities
 - Leadership development
 - Use 30 second commercial
 - Better social skills
 - Greater self-esteem
- Close the Sale
 - Compare
 - Lose
 - Opinion
 - Story
 - Example
 - Fill out application
- Other Opportunities
 - Visit other clubs - Be a spy
 - Enthusiasm
 - Events
 - Good role model
 - Invite out to coffee or cocktails after meeting.

Lunch

30

12:10

Area / Division Council Best Practice

Kelly

10

12:40

- Goal
 - Share best practices
 - Brainstorming
 - Communications
 - Make my job easier
 - Support

- Contest roles
- Huddle – football
 - Action of a team gathering usually
- SCRUM
 - Developing products
 - Stand-up meeting
 - Problems bubble up to surface
 - Succeed or fail together
 - Engage as a team
 - Focus on goals as a team
 - 3 questions
 - Done since last meeting
 - Working on next
 - Roadblocks getting in the way
- 30 – 60 – 90 days
 - What is done
 - What needs to be done
 - What do you need help with
- Updates on Division / District items
- Updates to pass back up the chain
 - Who is ready to get involved at a higher level
- Planning for Events
 - Holiday parties division events etc.
- When
 - Tuesday after DEC meeting
 - Make it re-occurring
 - Find a schedule that works for you!
- Send out notes from the Meeting

District Finance update and Expense Reports

10

12:50

- Expense reporting – Concur
 - 60 day limit
 - Supporting documentation
- Errors
 - Overspending – be aware of your budget
 - Coding mistakes
 - Make sure your receipt is attached Mileage and Travel by ROLE as reporting code.
- Budget Reminders
 - TLI - \$200
 - Contests \$75 Division \$40 Area
 - Cannot charge contestants
 - Cash left over NEEDS to be returned to the district.
- Event Brite
 - Master Event Brite account
 - Email Jason to get set up
- Square account???

Jason

Refresher topic – Stress

Cindy

10

1:00

- Ball and Chain
- Ways to look at stress
 - To do list
 - Posted Notes
 - Put it on the calendar
 - Here and Now
 - There and then
- Positive (Eustress)
 - Birthdays
 - Promotion
 - Holidays
 - New client
 - Focus energy
 - Exciting
 - Improves performance
- Negative (Distress) Stress
 - Causes anxiety
 - Outside of our coping abilities
 - Feels unpleasant
 - Lead to mental or physical problems
- What stressors
 - Real Job
 - Venue
 - Not enough volunteers
 - Unable to delegate
 - If you do not delegate – ALL YOU GET TO SEE is YOURSELF
 - Email overload
 - No response from your questions
 - The greatest stress is our ability to choose one thought over another

Other Webmaster

Matt

5

1:18

- District 35 website for information
- Current **** Tm35.org
- ***NEW *** District35.org
- Online Ambassador form
- New things are coming
 - New items
 - Calendar
 - Document management
 - Resource library
 - WordPress is free – will be moved to District 35 server.

Next steps

- Area Director Envelops
 - Banner ribbons for your home club
 - Get to the finish ribbons for clubs that added at least one new member between spring convention and end of toastmaster year.
- Core Value Coins
- Division Director banner ribbons
- Last week's test **Keith** **5** **1:27**
 - Kris Pool
 - Terri McGregor
 - Megan Slaker
- October is Toastmaster's Month in WISOCONSIN
 - Governor Walker proclamation
 - TV CBS 58 promotion
 - Highlight new clubs being chartered
 - Use contest footage for the promotion
 - Has been done 4-5 years ago

30-60-90 day actions

Keith **15** **1:42**

- 30 Days
 - Membership dues!
 - Area contests through 10-2-17
 - Record TLI attendance
 - Division Contests October 2-22
 - Recruit leadership team
 - Promote amongst division
 - When complete, forward results, bios and certification reports to Ed Thelen
 - Club visits & file reports 32% completed
 - Fall Conference
 - Communicate to clubs
 - Education session applications and marketplace exhibitors (Due the 23rd)
 - Bring brochures to contests and meetings
 - Complete your enrolment for Fall conference
- 60 Days
 - Follow up with low renewal clubs
 - Complete division contests (through October 22)
 - Record TLI training (before November 30)
 - Club visits file reports
 - Fall Conference (November 4)
 - Communicate to clubs
 - Education session applications and marketplace exhibitors (Due the 23rd)
 - Bring brochures to contests and meetings

- Complete your enrolment for Fall conference
 - Attend
- 90 Days
 - Finish club visits and file reports by 11/30
 - Continue area and division councils
 - Call for 2017-2018 district officer candidates. Identify potential leaders for next year.

Q&A / Wrap up

Keith

10

1:52

- Pathways rollout ---
- Communication response – let Keith know if you are not getting communication
- Respond to email requests
- Let Keith know if you cannot meet a deadline
- When updating events include the date on the request
- Optional training in Sheboygan after the E1 Area Contest

Conclude

Keith

2:01

October DEC meeting; October 14, 2017
Fitchburg Public Library
5530 Lacy Road, Fitchburg, WI 53711

Meeting adjourned at 2:01 PM.

Respectfully submitted,

Julie Ritzman ACS, ALB
 Administration manager – District 35

District 35 DEC Attendance Records

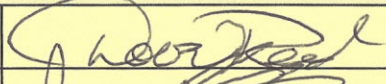
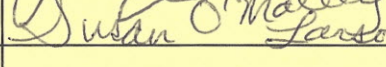
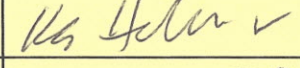
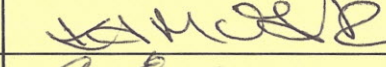
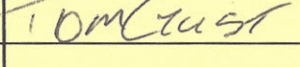
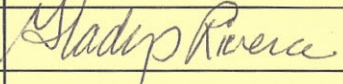
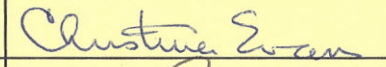
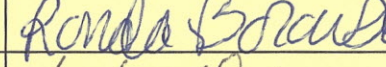
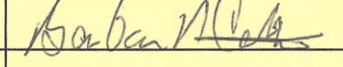
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Title	Name	Signature	7/15	8/12	9/16	10/21	11/4	12/16	1/20	2/17	3/17	4/21	5/5	6/16
District Director	Keith Cumiskey khcumiskey@ra.rockwell.com	<i>Keith Cumiskey</i>	X	X	X									
Program Quality Director	Ed Thelen edthelen@gmail.com	<i>Ed Thelen</i>	X	X	X									
Club Growth Director	Rozaline Janci rozaline.janci@usbank.com	Attended	X	X	X									
Immediate Past District Director	Cindy Laatsch cindy.laatsch@yahoo.com	Attended ↓	X	X	X									
District Administration Manager	Julie Ritzman d35.julie.ritzman@gmail.com	<i>Julie Ritzman</i>	X	X	X									
District Finance Manager	Jason Feucht jfeucht.tm@gmail.com	<i>Jason Feucht</i>	X	X	X									
District Public Relations Manager	Jackie Breezer jackie.breezer@harley-davidson.com	<i>Jackie Breezer</i>	X		X									
District Newsletter Editor	Theresa Flynn tflynn_d35@yahoo.com	Attended	X	X	X									
Club Extension Chair	Cindy Laatsch cindy.laatsch@yahoo.com	<i>Cindy Laatsch</i>	X	X	X									
Club Coach Chair	Judy Bauer jbauertm@hotmail.com													
District Webmaster	Matthew R. Wuteska mrwuteska@ra.rockwell.com	Attended ↓			X									

Guests: List Club & Club number	Name	Email	Signature
<i>Wuteska</i>	<i>ROK THE JACK</i>		
<i>Virginia Thomas</i>	<i>Virginia Thomas</i>		
<i>LOL Gen. Spkg.</i>	<i>Virginia Thomas</i>	<i>gthomas@malone@gmail.com</i>	<i>Virginia Thomas</i>
<i>Cream City / Spkg. I.V.</i>	<i>THE SKRAUSE</i>	<i>SKRAUSE Spkg. You Listen@gmail</i>	<i>SKRAUSE</i>

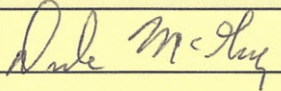
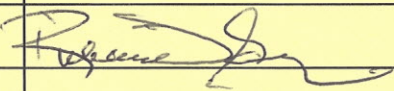
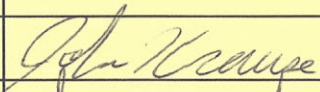
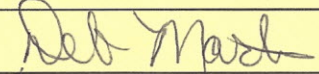
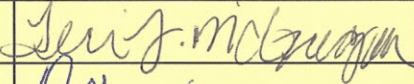
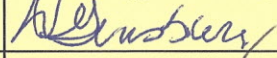
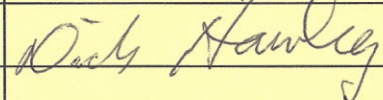
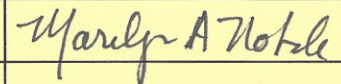
Date: September 16, 2017

District 35 DEC Attendance Record

Current Division Area Directors		Name	Signature	7/15	8/12	9/16	10/21	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									
A1 Area	Jennifer Zhang	jennifer.zhang@gg.com		X	X	X									
A2 Area	Susan O'Malley-Larsen	susan54@ameritech.net		X	X	X									
A3 Area	Gail Rust	gail@gailrust.com		X	X										
Division B	Kelly Huttelmaier	kelly.huttelmaier@gmail.com		X	X	X									
B1 Area	Kathy Glaser-Brown	katherine.glaserbrown@usbank.com		X	X	X									
B2 Area	Carl Ervin	cw_ervin@yahoo.com		X		X									
B3 Area	Tom Gust	tommygust.tm@outlook.com			X	X	X								
B4 Area	Krystyna Hoffman	krystynahoffman@northwesternmutual.com			X										
Division D	Gladys Rivera	msrivera.gladys@gmail.com		X	X										
D1 Area	Alannah McReavey	amcreaveyd35@gmail.com	Attended	X		X									
D2 Area	Shamaine Schoenherr	Shamaine.Schoenherr@harley-davidson.com		X	X										
D3 Area	Stephanie Schienke	stephmaster.tm@gmail.com	Attended		X	X									
D4 Area	Christina Evans	christina1750@gmail.com		X	X										
Division F	Robert Wall	divisionf@rswall.com		X	X										
F1 Area	Ronda Borowski	rondaborowski@wi.rr.com		X	X	X									
F2 Area	Barbara Cate	barbaracate100@gmail.com		X	X	X									
F3 Area	Megan Slaker	mslkr03@gmail.com		X	X										

Date: September 16, 2017

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Current Division Area Directors	Name	Signature	7/15	8/12	9/16	10/21	11/4	12/16	1/20	2/17	3/17	4/21	5/5	6/16
Central Division	Drake McGoey drake.mcgoey.tm@gmail.com		X		X									
C1 Area	Jack Hoffman hoffjm03@hotmail.com		X	X										
C2 Area	Rick Griggs rick_griggs@hotmail.com		X	X	X									
C3 Area	Tom Carlson tom.areac3.dir@charter.net		X	X										
C4 Area	John Krause john.krause.tm@gmail.com		X		X									
Eastern Division	Gina Glover glglover74@gmail.com		X	X										
E1 Area	Kris Pool e1ad.kris.pool@gmail.com		X	X	HP									
E2 Area	Deb Martin debmartin04@gmail.com			X										
E3 Area	Teri McGregor terimcgregor@yahoo.com		X	X	X									
Northern Division	Deborah Ginsburg deborah.ginsburg@hotmail.com		X	X	X									
N1 Area	Dick Hawley dick21hawley@gmail.com		X	X	X									
N2 Area	Joni Lodzinski jlodz@sbcglobal.net		X											
N3 Area	Marilyn Noble mnoble906@yahoo.com			X	X									
Western Division	Tony Cooper AnthonyECooper@outlook.com		X	X										
W1 Area	Angela Graham acgraham66@gmail.com		X	X										
W2 Area														
W3 Area	Timothy Haukeness thaukeness@gmail.com		X	X										

Date: September 16, 2017