



Julie Ritzman
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District 35
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**Meeting Minutes of District 35 DEC
8/18/2017
Teleconference**

The meeting called to order on 8/18/2017 at 9:00AM, by Keith Cumiskey. The following leaders present.

Keith Cumiskey	Kathy Glaser-Brown	Jack Hoffman
Ed Thelen	Tom Gust	Rick Griggs
Rozaline Janci	Krystyna Hoffman	Tom Carlson
Cindy Laatsch	Gladys Rivera	Gina Glover
Julie Ritzman	Shamaine Schoenherr	Kris Pool
Jason Feucht	Stephanie Scheinke	Teri McGregor
Theresa Flynn	Christina Evans	Deborah Ginsburg
David Reed	Robert Wall	Dick Hawley
Jennifer Zhang	Ronda Borowski	Tony Cooper
Susan O'Malley-Larsen	Barbara Cate	Angela Graham
Gail Rust	Megan Slaker	Timothy Haukeness
Kelly Huttelmaier		

No Guests were in attendance

Topic	Presenter	Time	Begin Time
1. Welcome	Keith Cumiskey –	10	9:00
- Roll Call - Welcome			
2. Contests	Ed	5	9:18
- Ed noted all contests are listed on calendar - Ed is ordering trophies for all contests - Ed will contact areas and divisions to make sure they have trophies.			
3. Club Building	Rozaline	5	9:23
- Need 132 clubs to be distinguished 135 for Select Distinguished 139 for Presidents Distinguished - Currently at 128 - Focus on Growing at least 10 new clubs - Major event at Hindu Temple of Wisconsin in Milwaukee - Specialty Club called Sales Masters - Demo meeting on 9-20-17 Miller Coors - Gina Glover – UW Oshkosh - Prison Club?			
4. Conference update	Ed	5	9:31
- Nov 4, 2017 at the Crowne Plaza Hotel – Madison 4402 E Washington Ave Madison, WI 53704 - Conference website is available on the NEW district 35 website ➤ http://district35.org/2017-fall-conference/ - Educational session applications are available on the D35 website ➤ http://tm35.toastmastersdistricts.org/jdownload.cgi?action=download&path=Education_Sessions_Application_Form.doc			

- Lunch pricing is almost set
- Registration form is nearly ready to be loaded to the website

- | | | | |
|---|----------|---|------|
| 5. Club Coaching | Rozaline | 5 | 9:33 |
| <ul style="list-style-type: none"> • Need to retain existing members • Increase members • Coaches Cannot be a member of the club • Help the leaders – you do not need to do the work • Identify Clubs with < 12 members • Area directors and division directors – your responsibility to inform clubs • Consider becoming a club coach | | | |
| 6. International convention proxies | Cindy | 5 | 9:38 |
| <ul style="list-style-type: none"> • Explained the importance of International convention proxies • Missing proxies means we have fewer votes to the international meeting <ul style="list-style-type: none"> ➢ Vote for international President ➢ International ➢ Keith presented the number of unassigned club proxies • Asked Area and divisions to reach out to their clubs • Deadline August 22nd. • Convention starts the week of 8/21/2017 | | | |
| 7. Refresher - TM vs. D35 websites | Keith | 5 | 9:47 |
| <ul style="list-style-type: none"> • Differences between D35 and TM websites <ul style="list-style-type: none"> ➢ Managing your clubs Area and Division Directors – TMI website ➢ District distinguished Plan – TMI website ➢ Distinguished Status – TMI website ➢ Training Reports – TMI website ➢ Daily Reports – TMI website ➢ Club Coaches – TMI website • D35 website – all items specific to District 35 • District Calendar – D35 Website • Download files – D35 Website • Forms – D35 Website • TLI forms – D35 Website • Notes from DEC meeting – D35 Website • District budget – D35 Website • District 35 contact list – D35 Website • Programs and incentives – D35 Website <ul style="list-style-type: none"> ➢ Requirements ➢ Information • Resources – D35 Website • Tutorial on how to use Club Central – D35 Website | | | |
| 8. District Success Plan | | | |
| <ul style="list-style-type: none"> • Overview Keith 5 9:57 <ul style="list-style-type: none"> ➢ Roadmap for our year ➢ Collective input from ALL DEC members via committees ➢ Supports the District mission and goals ➢ Reviewed implementation monthly • Club Building/Maintaining Cindy 15 10:00 <ul style="list-style-type: none"> ➢ Jason & Jack <ul style="list-style-type: none"> ▪ Base 128 need for Distinguished <ul style="list-style-type: none"> • 132 Distinguished • 135 Select Distinguished • 139 Presidents distinguished ▪ Work toward the 139 goal ▪ Most clubs in Milwaukee and Madison ▪ Sell Toastmasters to businesses ▪ 10:1 ▪ How to get members involved | | | |

- Awareness of resources available
- Keeping existing clubs healthy
 - Work with struggling clubs
- Social Media
- Develop online training
- D35 U-tube channel
- Clarify and share the club growth mentors
- Keep focus on long term – not just this year
 - Build a pipeline that is sustainable
- Focus on individual members
 - Need ALL members from District leaders to members
- Keeping a you can do it mentality
- Marketplace table at Fall Conference
- Incentivizing leads
 - Front load incentives
- District Dash
- Promotion to nurture a new club
 - As a reward – free TLI admission
- Preventing clubs from folding
 - Starbucks cards
 - Other

➤ Keith added we need to have these ideas measurable and attach incentives.

- Membership Rozaline 15 10:13
 - How many member payments are needed to become
 - Distinguished 4972
 - Select Distinguished 5069
 - President Select Distinguished 5214
 - Can start submitting Mid- August
 - We will start early on membership renewal
 - Incentives are still a work on process
- Club Quality Ed 15 10:18
 - Distinguished Club Tool Kit – Rick Griggs
 - Existing tools
 - Coordinate across the committees
 - Make the tools sustainable
 - Member Survey – Kelly Huttelmaier
 - District 35 Toastmasters Football League
 - Starts Sept 7
 - Rewards in Yards
 - Awards are given at intervals
 - Education, Training and new members are retro to July 1st.
 - Additional yards will be added
 - Advanced Members – Support
 - They can assist
 - Incentives for DCP Planning and completion
 - Tiered level incentives to allow struggling clubs
 - Communication - Communication – Communication
- Other Keith 5 10:31
 - Overhead included in budget
 - Travel
 - Dec Meetings – Food
 - Contests
 - Admin / supplies
- Next steps Keith 5 10:33
 - Consolidate all into single plan by August 18th
 - Trio attends International convention August 25
 - Incorporates ideas

District 35 - Where Leaders Are Made

- Build first draft budget
 - Complete plan and budget
 - Share DEC Sept 1, 2017
 - Incorporate changes and submit to TI
 - Publish to D35 website
 -
9. 30-60-90 day actions Keith 10 10:35
- 30 Days
 - Proxies – TOP Priority
 - Membership dues
 - Due Oct 1
 - Area contests
 - 25 of 27 Area contests are scheduled
 - Finish TLI and record of training
 - Division contests
 - 7 of 8 on the Calendar
 - Club visits
 - Reports filed
 - Snapshot in time – allows district leaders to see what is happening
 - Area consoles
 - Fall Conference
 - Education sessions
 - Communicate to clubs
 - Bring conference brochures
 - Complete your enrollment for the Fall conference
 - 60 days
 - Reinforce membership payments
 - Follow up with low-renewal clubs
 - Conduct Division Contests
 - TLI training completed – finish reporting
 - Club visits
 - Fall Conference
 - Education sessions
 - Communicate to clubs
 - Bring conference brochures
 - Complete your enrollment for the Fall conference
 - 90 days
 - Fall Conference
 - Education sessions
 - Communicate to clubs
 - Bring conference brochures
 - Complete your enrollment for the Fall conference
 - Club visits continue
 - Area consoles continue
 - Identify potential leaders for next year
10. Q&A / Wrap up Keith 10 10:45
- Communication response
 - Expenses – file with 60 days of incurring expense
 - District Website – new format still under development
 - <http://district35.org/>
 - Newsletter will be updated
 - Segmented
 - Club activities will be added
 - International convention
 - Have your club assign their PROXIES
 - We will offer funds for each division to host a viewing party for the Semi-finals and finals.
 - Milwaukee divisions
 - Milwaukee – Saturday August 26 9:00 – 12:00PM (Tape Delay)
 - Rockwell automation 1201 s. 2nd. Street, Milwaukee
 - Kelly Huttelmaier is working on details
11. Kris Pool

- Get to the finish line results
 - When are the ribbons available
 - They have been ordered – should be at the next DEC meeting
 - Gift card for Plymouth Toastmasters
 - Plymouth need to let district know what award they want
12. Club ambassador award
- Already updated on the website <http://district35.org/home/>
 - Online form available
13. Cindy Laatsch
- When doing the reports
 - Check the list of recipients of the reports
14. Next DEC meeting 10AM – 2PM
- 9-16-2017
 - Church In the City, Ave, Milwaukee 2648 N Hackett, WI 53211, USA
 - Discussed limited parking – recommend car pooling

Meeting adjourned at 11:01 AM.

Respectfully submitted,

Julie Ritzman ACS, ALB
Administration manager – District 35

District 35 DEC Attendance Records

Title	Name	7/15	8/12
District Director	Keith Cumiskey khcumiskey@ra.rockwell.com	X	X
Program Quality Director	Ed Thelen edmthelen@gmail.com	X	X
Club Growth Director	Rozaline Janci rozaline.janci@usbank.com	X	X
Immediate Past District Director	Cindy Laatsch cindy.laatsch@yahoo.com	X	X
District Administration Manager	Julie Ritzman d35.julieritzman@gmail.com	X	X
District Finance Manager	Jason Feucht jfeucht.tm@gmail.com	X	X
District Public Relations Manager	Jackie Breezer jackie.breezer@harley-davidson.com	X	
District Webmaster	Matthew R. Wuteska mrwuteska@ra.rockwell.com		
District Newsletter Editor	Theresa Flynn tflynn_d35@yahoo.com	X	X
Club Extension Chair	Cindy Laatsch cindy.laatsch@yahoo.com	X	X
Club Coach Chair	Judy Bauer jbauertm@hotmail.com		

Current Division		7/15	8/12
Area	Name		
Directors			
Division A	David Reed dfreed1@hotmail.com	X	X
A1 Area	Jennifer Zhang jennifer.zhang@qq.com	X	X
A2 Area	Susan O'Malley-Larsen susan54@ameritech.net	X	X
A3 Area	Gail Rust gail@gailrust.com	X	X
Division B	Kelly Huttelmaier kelly.huttelmaier@gmail.com	X	X
B1 Area	Kathy Glaser-Brown katherine.glaserbrown@usbank.com	X	X
B2 Area	Carl Ervin cw_ervin@yahoo.com	X	
B3 Area	Tom Gust tommygust.tm@outlook.com		X
B4 Area	Krystyna Hoffman		X

	krystynahoffman@northwesternmutual.com		
Division D	Gladys Rivera msrivera.gladys@gmail.com	X	X
D1 Area	Alannah McReavey amcreaveyd35@gmail.com	X	
D2 Area	Shamaine Schoenherr Shamaine.Schoenherr@harley-davidson.com	X	X
D3 Area	Stephanie Schienke stephmaster.tm@gmail.com		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
F2 Area	Barbara Cate barbaracate100@gmail.com	X	X
F3 Area	Megan Slaker mslkr03@gmail.com	X	X
Central Division	Drake McGoey drake.mcgoey.tm@gmail.com	X	
C1 Area	Jack Hoffman hoffjm03@hotmail.com	X	X
C2 Area	Rick Griggs rick_griggs@hotmail.com	X	X
C3 Area	Tom Carlson tom.areac3.dir@charter.net	X	X
C4 Area	John Krause john.krause.tm@gmail.com	X	
Eastern Division	Gina Glover glglover74@gmail.com	X	X
E1 Area	Kris Pool e1ad.kris.pool@gmail.com	X	X
E2 Area	Deb Martin debmartin04@gmail.com		X
E3 Area	Teri McGregor terimcgregor@yahoo.com	X	X
Northern Division	Deborah Ginsburg deborah.ginsburg@hotmail.com	X	X
N1 Area	Dick Hawley dick21hawley@gmail.com	X	X
N2 Area	Joni Lodzinski jlodz@sbcglobal.net	X	
N3 Area	Marilyn Noble mnoble906@yahoo.com		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