



Julie Ritzman
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District 35
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**Meeting Minutes of District 35 DEC
10/14/2017
Fitchburg Public Library, Fitchburg**

The meeting called to order on 10/25/2017 at 10:15AM, by Keith Cumiskey. The following leaders present.

Keith Cumiskey	Kelly Huttelmaier	Robert Wall	Rick Griggs
Ed Thelen	Megan Slaker	Ronda Borowski	Tom Carlson
Rozaline Janci	Kathy Glaser-Brown	John Krause	John Krause
Jason Feucht	Carl Ervin	Barbara Cate	Kris Pool
Julie Ritzman	Tom Gust	Susan O'Malley-Larsen	Deborah Ginsburg
Cindy Laatsch	Krystyna Hoffman	Christina Evans	Dick Hawley
	Gladys Rivera	Robert Wall	Tony Cooper
David Reed	Shamaine Schoenher	Drake McGoey	Angela Graham
Jennifer Zhang	Christina Evans	Jack Hoffman	

Guests:

Jeff Ebel	Theresa Flynn	Michelle Kabele
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Topic	Presenter	Time Allowed/Start
Welcome	Keith Cumiskey	5 10:15
• Where is the Toastmaster		
• Focus on members		
Contests – Lessons Learned	Ed Thelen	15 10:17
• Current Review		
o Good attendance & participation		
o Good planning		
o New people coming out to contests		
o Information from September DEC meeting was absorbed and applied		
• Tweaks for Improvement		
o Not “staying in one’s lane”		
▪ Make sure the appropriate people do the correct job. Need to be certain we have the correct forms, etc.		
o Coordination – certificates of participation		
o Make sure all people are asked to participate		
o Asking for help...and asking for it at the right times		
▪ In advance for contest help		
o Chief Judge be familiar with the rules		

- Make sure they have the rule book
 - If you're going to charge admission, note that in advance
- Sharing
 - What lessons did you learn from conducting your Fall contest?
 - Kathy Glaser Brown
 - More volunteers than needed
 - Band together with all directors
 - Educate volunteers before contest
 - Have additional documents on hand
 - Krystina Hoffmann
 - Build your area network
 - Make sure you ask for help – especially if you are new as an area director
 - Learn from experiences
 - Consulate area contests
 - Have chief ju
- Spring Contests
 - 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

Tom 25 10:33
Carlson

- 1000's of participants
- 1 winner
- Clubs loose when participation is lacking
- Repetition creates a habit – good habits generate personal growth
- Good habits will generate participation
- 2009 survey – what did the clubs want help with most
 - 30:1 help with club growth and retention
 - 62% of clubs did not have a contest
 - Possible no fall contests
 - Allows time for club growth
- Contests need a new name
- Need to create the need for toastmasters
 - Use the value of certain events
 - Marketing is about traffic and more traffic
 - How many visitors are attending
 - More traffic – more ability to gain members
 - Create a special event (outside of meeting)
 - Need to inform and educate guests
 - Ask a stranger what Toastmasters brings to mind
 - What comes to mind when you say Toastmasters club?
- Name of the club is part of marketing and club growth
 - Educate potential guests
 - Toastmasters compete for people's time

- Change contests to Celebration of Achievements
 - Gets people more excited
 - People will realize more return for time investment
 - Pizza and Speeches
 - Have at least twice a year
 - Have badges –
 - Ask me about pizza and speeches
 - Have business cards with Q-code that links to information about the event
 - Who comes
 - Spouse
 - Children
 - Neighbors
 - Co-workers
 - Anyone you give the cards to
 - Encourage EVERY member to attend and give out cards
- Purpose is to get people to events
 - Build an audience
 - Multiply word of mouth
 - People will come for food!
 - Make it fun
 - No DQ's
 - Everyone in the audience will be a judge
 - Club members choose 2 or 3 people to go to the contest
 - Take chances and consider marketing 101

Conference update

Ed Thelen 15 10:56

- 39 clubs registered
- 117 members
- 5 guests
- Fall Conference Web Page link on District 35 website
- Reference Items on Webpage
 - Schedule for Conference
 - Business Meeting Agenda
 - Proxies
 - Budget
- Get Registrations in – prices increase on 10/22/2017
- 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
- Public Relations updates
 - E-mail updates – intermittent reminders
 - Facebook blurbs
 - Facebook – Educational session and marketplace posts
 - District webpage
 - Remind clubs where to go to see updates.

- Governor's proclamation will be on display
- Friday get together
 - 7:30 Karoke
 - 8:30 Pie in the face
 - Discount has expired

Club Communication

Michelle 30 11:05
Kabele

- Right Message
 - People help People the like, know and trust
- Right Place
 - Marketing in the digital
 - Customer make roughly 70% of the buying decision **before** they contact a company for the first time
 - Do you have updated information online and available for viewing?
 - Sales people are less than 30% of the process
- Right Time
 - 90% of buyers (members or perspective members) will find you when ready to buy
 - 81% start with a **web** search
 - Add area components on district website
 - Get signs at libraries and coffee houses
 - 81% said word of **mouth** is important
 - 58% engage with **Peers**
 - 48% follow **industry** conversations
- 5 Generations at work (never before in history)
 - Maturists (Pre 1945) 3%
 - Jobs for life
 - Automobiles
 - Formal letter communications
 - Face to face meetings
 - Baby Boomers (1945-1960) 33%
 - Organizational – careers are defined by employees
 - Television
 - Telephone communications
 - Face to face or online meetings
 - Generation X (1961 – 1980) 35%
 - “Portfollo” careers – loyal to profession not employer
 - Personal computer
 - E-mail and text communications
 - Online meetings face to face if time permits
 - Generation Y (1981 – 1995) 29%
 - Digital entrepreneurs – work “with” organizations
 - Tablet/Smartphones
 - Test of Social media communications
 - Face to face meeting
 - Generation Z (After 1995) Part-time or apprenticeships
 - Multitaskers – will move seamlessly between organizations and “pop-up” businesses
 - Google Glass & 3D printing
 - Hand held communication devices
 - Solutions will be digitally crowd-sourced

District 30
Region
Advisor for
Region 5

- Communication Tools - Where do I communicate
 - Make sure you know who you are communicating with
 - 30% members drop each year
 - Constantly needing to add new members
 - You can help one person to retain membership
 - Website
 - Videos
 - Podcasts
 - Meet up
 - Number way to get people into meetings
 - District has meetup subscription
 - Articles
 - Social Media
 - Photography
 - Post pictures
 - Webinar
 - Events
- When is the Right Time - When Do I communicate
 - Set your goal
 - Learn how your clubs and teams like to be contacted
 - Set your plan
 - Work your plan
 - Ask for help – deputy area director
 - They can do meeting updates
 - Tweak as needed
 - Things change quickly
 - Be prepared to help
- Summary - What does it all mean?
 - Relationships are Key
 - It's about YOU
 - It's about the experience
- **Contact tmkabele@gmail.com**

District Success Plan – Tracking

Keith Cumiskey 15 11:26

- 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
- 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
 - \$50 for lead
 - Other incentive as charters happen
 - Adjustable on the fly

- Sales collateral
- Membership Payments
 - Incentive programs
 - Focused District newsletter
 - Area Director incentive
 - Completion of reports
 - Let clubs know about club coaching availability
 - Visit clubs early and often
- Distinguished Clubs
 - Tiered incentive programs
 - Football league
 - Bring to clubs
 - Timely updates
 - Weekly updates – 3 people helping
 - Survey members to determine what motivates them
 - Tabled
 - Toolkit for Distinguished Clubs resources
 - Marketplace booth at conference
 - Leverage advanced members
 - Tabled – will begin focus on after conference
- Other goals
 - Website – released this weekend
 - Leadership Pipeline
 - Document repository
 - Address loss of Fall Conference

How to be a Distinguished Club

Robert Wall 15 11:42

- 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
 - Elections of officers by 1st meeting in May
 - Look for officers NOW
 - 9 - Minimum of four club officers trained during each of two training periods
 - District job to communicate training
 - TLI – July and August
 - TLI – January and February
 - 2018 February 3rd in Madison
- Membership Building Goals
 - 7 - Four new members
 - 8 - Four more new members
 - Open houses
- Education Goals – 8 total
 - 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
- There is a guide that 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

25 12:00

District Technology Committee

Jeff Ebel 15 12:32

- 1.5 years ago asked for Technology help
- Problems
 - Changes in technology
 - Occur frequently
- Created a committee of 5
- Immediate needs
 - Sound system for District 35 contests
 - Asked others
 - TMI – uses professional outsourced company
 - Identified possible equipment
 - Worked with professional organizations
 - Inventoried all current equipment
 - Took it to sound technician for evaluation
 - The equipment is outdated (analog)
 - Wireless bands are overloaded with traffic
 - Digital equipment is more efficient than analog
 - Our analog equipment had interference problems
 - Suggestions from the professionals
 - We go digital
 - This means purchasing new equipment
 - Need it to be reliable
 - Sure equipment has been purchased
 - \$1000 per device
 - 2 wireless devices
 - 1 wired device
 - 1 scanner that will identify possible interference devices
 - Check with venue before event regarding checking for other events occurring
 - Going forward
 - Provide technology support for entire district
 - Set up and operate district events
 - Document processes
 - Identify persons who operate equipment

- Questions
 - Scope
 - International recording standards

The Power of the Bias

Cindy 20 12:39
Laatsch

- What is Bias
 - Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.
 - 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
 - Make your group stronger by size
 - - Anchoring Bias
 - Over reliant on the first piece of information
 - - Clustering Illusion
 - See patterns in random events
 - Categorize things
 - Put things in buckets or system
- How does Bias touch your Toastmasters effect your TM life?
 - - "The Good Club"
 - They have fun and people come
 - They meet their goals
 - - "The Troubled Club"
 - Struggling
 - Rank themselves higher than they actually are
 - - "The Ostrich Effect"
- Overcoming any Bias comes from knowing it exists.
 - Use reports to see the truth
 - Look at the data
 - Insights –what did you learn?
 - Did anything surprise you?
 - All you get to see if yourself
- Bias, like beauty, is often in the eye of the beholder
- Facts are your firewall against bias
 - Read the reports
 - Let the data define your position
 - Things change – realize it

Other

Keith 10 1:05
Cumiskey

- Division Directors - Report at Fall Conference Business Meeting
 - Prepare 3 minute report. Submit copy to Julie Ritzman by **10/30/2017**.
 - Last years were pretty good if you want an example
 - Below is the hyper link – the reports are embedded into the district council meeting minutes.
 - <https://district35.org/files/#18-district-council-minutes>
- January DEC meeting (hosted by Division B)
 - has been moved to January 13 to accommodate trio mid-year training
- Email communication
 - Set the response expectation (due date)

- Keep it succinct – to the point
- 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 re-directed to new site

Pathways overview

Keith Cumiskey 30 1:11

- New educational program
 - Replaces current educational system
 - Phased deployment
 - The fast pace in which members are already making progress compared to the current progress
 - 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)
 - 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
 - Job is not done after training clubs (6 Month)
 - This can serve as a district officer position
 - Sunday-Monday-Tuesday-Wednesday-Friday nights this week 7 – 8 PM
 - Send questions to Kathy Shine before hand
 - klshine@yahoo.com
 - Moved up due to translation challenges with other districts
 - Keep communications positive
 - Questions to Trio.
 - Goal is to have a minimum of 70% of clubs visited before end of January 2018
 - This is required for cutover of region 3 & 5
 - Launch is expected in **February 2018**
 - Webinars will be scheduled both pre- and post-launch
 - Applications for Pathways guides still available

- 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
 - Clubs to 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

Keith 10 1:31

- With preparations for TLI held in December or January, we need to plan time for Pathways presentation will be primary
- **NEW MEMBER** who joins **AFTER** the Launch will go directly into Pathways!
 - Can members do both?
 - Can work both if you are a current member
- 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
- If President, VP Ed, or Secretary feel they cannot handle the transition, it is okay to consider a transition at the 6 month mark (if needed) to a new club officer (must be submitted to WHQ via Club Central)
- New clubs chartered after the Pathways launch will be fully operational in Pathways - not both programs.
- Kathy Shine will be hosting a series of teleconferences this week – these are intended for the District leaders.
 - Sunday, Monday, Tuesday, Friday 7:00pm – 8:00pm
 - Pathways background
 - How Pathways will be rolled out
 - Timing of activities in the next months
 - What clubs can do not to prepare
 - Q & A
 - Send questions to Kathy Shine before hand
 - klshine@yahoo.com
 - She will ultimately be communicating this to the entire district membership.

30-60-90 day actions

Keith 15 1:38

- 30 Days
 - 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

Cumiskey

- remaining division contests
- Division Directors – submit your reports to Julie Ritzman **by October 31st**
- Complete *your* enrollment for Fall Conference
- Attend

- 60 Days

- 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 3rd – Monona Terrace, Madison**
 - **Possible to have a bus option**

- 90 Days

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

Q&A / Wrap up

- Will Pathways have a table at the conference?
- **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

Keith 5 1:47
Cumiskey

Conclude

1:51

Meeting adjourned at 1:51 PM.

Respectfully submitted,

Julie Ritzman ACS, ALB

Administration manager – District 35

7/191

Date: September 16, 2017

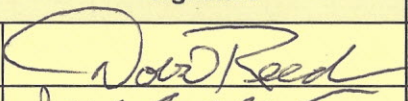
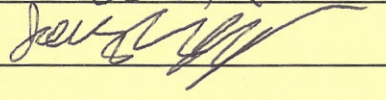
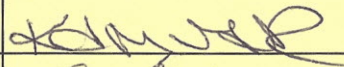
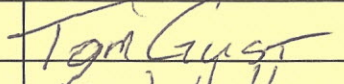
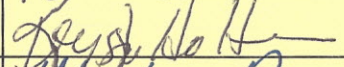
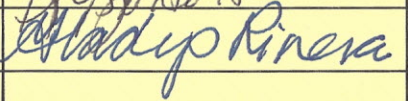
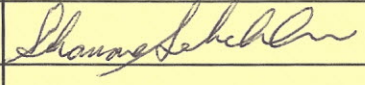
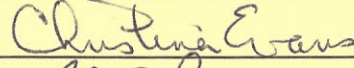
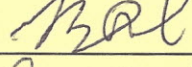
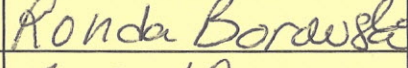
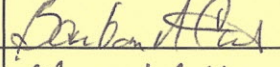
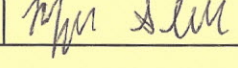
Date: ~~September 16, 2017~~

District 35 DEC Attendance Record

Current Division Area Directors		Name	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	<i>Drake McGoey</i> drake.mcgoey.tm@gmail.com	X		X	X								
C1 Area	Jack Hoffman	<i>Jack Hoffman</i> hoffjm03@hotmail.com	X	X		X								
C2 Area	Rick Griggs	<i>Rick Griggs</i> rick_griggs@hotmail.com	X	X	X	X								
C3 Area	Tom Carlson	<i>Tom Carlson</i> tom.areac3.dir@charter.net	X	X		X								
C4 Area	John Krause	<i>John Krause</i> john.krause.tm@gmail.com	X		X	X								
Eastern Division	Gina Glover	<i>Gina Glover</i> glglover74@gmail.com	X	X	X									
E1 Area	Kris Pool	<i>Kris Pool</i> e1ad.kris.pool@gmail.com	X	X	X	X								
E2 Area	Deb Martin	debmartin04@gmail.com		X	X									
E3 Area	Teri McGregor	terimcgregor@yahoo.com	X	X	X									
Northern Division	Deborah Ginsburg	<i>Deborah Ginsburg</i> deborah.ginsburg@hotmail.com	X	X	X	X								
N1 Area	Dick Hawley	<i>Dick Hawley</i> dick21hawley@gmail.com	X	X	X	X								
N2 Area	Joni Lodzinski	jlodz@sbcglobal.net	X											
N3 Area	Marilyn Noble	mnoble906@yahoo.com		X	X									
Western Division	Tony Cooper	<i>Tony Cooper</i> AnthonyECooper@outlook.com	X	X		X								
W1 Area	Angela Graham	<i>Angela Graham</i> acgraham66@gmail.com	X	X		X								
W2 Area														
W3 Area	Timothy Haukeness	thaukeness@gmail.com	X	X										

Date: October 14, 2017

District 35 DEC Attendance Record

Current Division Area Directors	Name	Signature	7/15	8/12	9/16	10/14	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	X								
A1 Area	Jennifer Zhang jennifer.zhang@gg.com		X	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	X								
B1 Area	Kathy Glaser-Brown katherine.glaserbrown@usbank.com		X	X	X	X								
B2 Area	Carl Ervin cw_ervin@yahoo.com		X		X	X								
B3 Area	Tom Gust tommygust.tm@outlook.com			X	X	X								
B4 Area	Krystyna Hoffman krystynahoffman@northwesternmutual.com			X		X								
Division D	Gladys Rivera msrivera.gladys@gmail.com		X	X	X	X								
D1 Area	Alannah McReavey amcreaveyd35@gmail.com		X		X									
D2 Area	Shamaine Schoenherr Shamaine.Schoenherr@harley-davidson.com		X	X	X	X								
D3 Area	Stephanie Schienke stephmaster.tm@gmail.com			X	X									
D4 Area	Christina Evans christina1750@gmail.com		X	X	X	X								
Division F	Robert Wall divisionf@rswall.com		X	X	X	X								
F1 Area	Ronda Borowski rondaborowski@wi.rr.com		X	X	X	X								
F2 Area	Barbara Cate barbaracate100@gmail.com		X	X	X	✓								
F3 Area	Megan Slaker mslkr03@gmail.com		X	X		✓								

Date: October 14, 2017