

District 35 — 2016-2017
DEC Meeting Minutes – July 16, 2016

Medical College of Wisconsin
8701 Watertown Plank Road
Milwaukee, WI 53226



Meeting called to order at 9:03 a.m. by District Director Cindy Laatsch.

Attendance:

Cindy Laatsch
Rhonda Williams
Keith Cumiskey
Ed Thelen
Ryan Frank
Kathleen Rader
Drake McGoey
Tim Bailey
Kevin Iuliano

Gopi Reddy
Laura Croft
Theresa Flynn
John Scott
Amy Linn-Strosin
Chris Case
Nancy McCulley
Brian Cychosz
Curtis Roe

Gina Glover
Dick Hawley
Meredith Kelly
Kimberly Thomas
Evelyn Puerto
Christopher Parker
Rozaline Janci
Amina Ahmed
Wendy Benkowski

Guests:

Yvonne Lumsden-Dill
Kathy Shine

Mike Dill

Michele Kabele

27 members and 4 guests in attendance

Welcome by the District Trio

Cindy Laatsch - District Director

Keith Cumiskey – Program Quality Director

Ed Thelen – Club Growth Director

Keith – Meetings are not just about training. Will be sending out survey after the meeting only 3 questions looking for feedback for future DEC meetings. Please fill it out.

Ed – DEC meetings intended to be collaborative. No bad suggestions, share your ideas openly.

Welcome and thank you from Cindy

- “Before you are a leader, success is about growing yourself. WHEN you become a leader, success is about growing others” – Jack Welch
- What you see depends on your perspective – keep this in mind for club visits

Cindy led a Group Interactive Exercise to show the importance of perspective.

District Vision:

Words that come to mind:

Vision: Strategic, objectives, purpose, future, break through, mission, big picture, ‘what does success look like’,

Problem: Obstacle, opportunity, hindrance, negative, what’s wrong?

As we develop a vision for District, Division, Area we tend to focus on the ‘problems’ not on the vision of the future.

As we start to think of ‘problems’ flip it and make it a ‘vision’. Write them down as you go along, we will be keeping a running list.

Michele Kabele – Region 5 Advisor

ARE YOU ALL IN?

Toastmasters is a way for people to learn how to communicate their ideas so others can hear and understand them.

Area Director visits to clubs help them increase their skill level. You can provide a lightning rod of support to members and officers interested in getting better.

It is all about relationships when visiting clubs, helping them get excited about what they're doing. 40-60% of membership changes every year. It's all about networking and making connections

The impact on individual person you connect with can be profound – you never know who that is going to be and it can be years before you even know there was an impact.

When visiting clubs, don't miss out on the opportunity to have an impact on that individual member

It's always about the member and helping them reach their goals.

Referenced world champion speaker Dananjaya Hettiarachchi 'I see something in you' watch the speech here: <https://www.youtube.com/watch?v=bbz2boNSeL0>

Yvonne Lumsden-Dill: The Area Director Report

Club Visit Reports:

Role of Area Director – work to keep Area vibrant and successful

Categories on Club Visit report are the same as the Moments of Truth. The same metrics are used to look at club quality

Yvonne walked the group through the Area Visit Reports and how to fill them out.

Kathleen Rader: Club Coaching

There is a lifecycle for every club:

Bell Curve – super excited and climbing, then experienced and hanging out at the top, Can become complacent – people get bored or feel they don't fit in and membership starts to fall off.....the down side of that bell curve. Some clubs need a little help to get back to the top of the curve.

Why be a Coach? It's an Opportunity to give back to Toastmasters by helping a struggling club rebuild. It also fulfills one of the requirements towards Advanced Leader Silver Award.

Who can be a coach? Anyone who is interested in helping struggling clubs – certainly want to have SOME Toastmasters experience.

Must NOT be a member of the club at the time they are appointed – Can join AFTER officially recognized as the coach by TMI but are not required to

What is a Successful Club Coach? The goal is to get club to Distinguished Status by the end of the TM year. IF the goal has not been reached by June 30th, the coach can stay on with that club to continue helping.

Who is eligible for a Coach?

A club must meet the criteria to qualify for a coach

- 12 or less members
- Must ASK for a coach in writing (email) (not all clubs WANT a coach and they have to buy in for it to work)

As you are doing your club visits please tell your eligible clubs about the Club Coaching Program so they can ask for a coach. Tell your awesome clubs about the Club Coaching Program so they can go be Coaches. Use this document to help with club visits, it was created for those needing a coach but can be applied to any club:

<http://www.toastmasters.org/~media/F55DBD3E7D4D4EF8B7F10FF07347DAFA.ashx>

As you get to know the people in your Divisions and Areas consider who you think would make a great coach and let Ed Thelen know.

Kathy Shine – Revitalized Education Program

A history of where we were, and where we are going. Highlighting the changes to the educational program.

New Name – Toastmasters Pathways – 10 paths along the 5 motivational categories starting with a BaseCamp

Self –assessment online,

Projects tips and resources/videos,

Evaluation forms,

Progress tracked and approved. (only President, VPED and Secretary will be allowed to sign off on completions)

Moving from ‘competent’ to ‘proficient’ – 5 levels of certification including 14 projects. Award after the 3rd project.

New program not required until 2 years after all Regions have been onboarded. Until then, members can continue working on the current program.

Keith Cumiskey announced information about the Fall Convention. Co-chairs Hailey and Shamaine are already working on it. Meeting is in Fontane near Lake Geneva and will be November 4 – 5

Ed Thelen –

Forming Committees –

Club Extension Chair – Laurie Baker and Brenda Mickels

Deputies/Assistants – Central, Eastern, Northern needed

Club Quality Chair - Training Opportunity to build mentor program

Club Retention Chair (Club Coach)

Club New Source Resource Chair

District Success Plan and Budget

Group counted off by 3's and split into the 3 areas of focus –

Number of clubs – Ed,

Member Payments – Cindy,

Distinguished Clubs – Keith Cumiskey.

The Trio will work with the groups offline to create the Success Plan for their respective areas. The plans must be submitted to TLI by September 30th.

Area and Division Directors not in attendance will be divided up to the 3 groups.

Laurie Baker is being awarded the Presidential Citation at the International Convention. Jim Kohli is running for International Director. Be sure and get your proxies in to Rhonda Williams to take to the convention!

Respectfully submitted,

Kathleen Rader

Kathleen Rader, DTM
District Administration Manager