

District 35

2014–2015 DEC Reports



Officer Name: Craig Carpenter

Division / Area: District Governor

Report for Meeting: 09-20-14

What a whirlwind we have enjoyed since our last DEC meeting. Our TLI's have been completed, our speech contests are in full swing, and the Trio⁺ made a leisurely jaunt to Malaysia.

Our deepest "Thanks" to our Area and Division Governors for the wonderful job they did in planning and presenting the TLI's. We achieved approximately 62% of all club officers trained. I don't know if that is a new high, but it is better than we have been doing in the last few years.

The last of the Area speech contests are being held and we are moving into the Division contests. I have had the privilege of attending many of the Area contests this fall and I am looking forward to the Division and District contests. District 35 has some amazingly talented members and the speeches I have heard prove that point. Plan on attending the remaining contests to support your club members and to be entertained.

The "jaunt" to Malaysia was an amazing event. First and foremost, the District Officer training was wonderful. The TI staff put together informative and educational sessions that held our attention. Rhonda, Cindy, and I all came away feeling that we are better prepared to perform the duties of our respective offices.

Malaysia is a most amazing country. The areas of Kuala Lumpur we visited were pristinely clean. The Malaysian people do not litter. You don't see a gum wrapper or cigarette butt on the ground anywhere. The people are most friendly and welcoming. They all speak English as a second language so conversing was not a problem. The food was glorious and way too much of it. The only change I would make should I ever have the opportunity to travel there again would be to arrange my travel to go about half way and spend a day or two, then complete the journey. I discovered that a single 16 hour non-stop flight is just too much at one time. Other than that, I am extremely grateful to have been afforded this opportunity.

We have a fabulous Fall Conference coming up on November 7th and 8th. Registration forms are now available on the web site. I ask all Area and Division Governors to promote the Conference in you Areas and Divisions. One thing I would like to see stressed is that our members attend the luncheon and banquette. We will start Saturday at 8:30 am and end by 9:00 pm. This makes it possible for those who do not wish to stay a night in the resort to make this a one day event.

Respectfully submitted,
Craig W. Carpenter, DTM
Distinguished District 35 Governor

District 35

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Officer Name: Rhonda Williams

Division / Area: Lt. Governor Education & Training

Report for Meeting: 09-20-14

Update on District Events

Toastmasters Leadership Institute

International sets the date parameters and agenda for Toastmasters Leadership Institute. Beginning in June and concluding by August 31st, each district was required to offer a minimum of 4 hours education for club officers in order for those officers to be considered properly trained (and to receive credit in the Distinguished Club Program). While some districts are geographically compact and can offer one main event, the expanse of District 35 has required us to separate our officer education by divisions and subdivisions. This creates a large task five times over for our district officers, yet I've seen you all rise to the challenge and succeed in providing excellent education for our club officers. Every report I have heard from attendees was that the sessions exceeded their expectations, and that they look forward to the next TLIs. Every person here who helped in any way in the multiple TLIs has the gratitude of the district, and should be very proud of your hard work.

I know there are still challenges in getting even more club officers to participate. Our percentage of officers attending did increase slightly over summer TLI last year (from 62.2% of possible officers to 62.4%). While 16 clubs sent no officers, eleven clubs sent all seven. Although 16 clubs sending no officers sounds like a lot, last year 21 sent no officers. What I find encouraging is that more clubs are sending 1, 2, 3, 5, or 6 officers. This makes me think the focus on sending 4 for the DCP point is declining, and those club officers are simply attending if they are able to make it.

One struggle reported this year was getting officers names because TI does not release the officer list until late July. While District leadership tries to convince TI to change the policy, perhaps on the grass roots level this year, district officers can remind clubs that club elections need to be held in early May, and ask that the club officers also forward the new list to their area governors once the elections are conducted.

Lastly, the TI Board made a change to the DCP last year enabling newly chartered clubs to receive credit for submitting their officer list on time, and (here's a teaching moment) "New clubs that are chartered between September 1 and November 30 or March 1 and June 30 achieve Goal 9 when four club officers are trained by a district representative. New clubs that are chartered after November 1 achieve Goal 9 when four club officers are trained during the second period of training." (Refer to page 44 of the *District Leadership Handbook*.) This change could affect the new United Heartland club, so when that club is aligned, I hope the corresponding district officers will contact me for support in getting those officers trained.

Speech Contests

Most area contests have been conducted and the remaining area contests are scheduled. As an aside, I understand the frustrations in getting information posted regarding the contests. Please continue to exercise patience while the new web development team works on our new website. Trust that it's a situational problem rather than a lack of regard for getting your information posted. Your continued efforts to publicize events are greatly appreciated as we deal with the current situation.

One of the Trio, or IPDG Jennifer Smith will attend the Division contests. We look forward to seeing you there.

The Fall Conference

Registrations forms and some preliminary information about the conference is posted on the district websites. Please help in promoting the conference at every opportunity.

We have increased the registration and meal costs by \$5 each due to an increase in our costs. Please explain to members who ask about the increase that 1) our conferences are required to be self-supporting and cannot be funded by the general revenue in the district budget; and 2) our conference attendee numbers having been growing rapidly. Where we used to co-exist with larger events by using smaller conference rooms, we are now competing with larger events and occupying more prime space. The result is that our costs are rising, although we are working hard to keep the increases to a minimum. The purchase of banquet meals helps the district because most venues have a minimum for billed meals. If we don't meet the minimum, we still pay the difference up to the contract minimum.

More information about the conference will be made available as details are finalized and we are able to get it posted. Please also watch for updates about conference events on the District Linked In page.

Rhonda Williams
Lt. Gov. Education & Training, District 35

District 35

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Officer Name: Cindy Laatsch

Division / Area: Lt. Governor Marketing

Report for Meeting: 09-20-14

The Trio's trip to Malaysia was an amazing and eye-opening experience. The opportunity to meet a group of motivated and energized Toastmasters was incredibly valuable. We shared ideas and concepts across Districts. I came away knowing two things –

- 1 – I have new ideas and concepts that I will be supporting during my year as LGM.
- 2 – I also came away knowing that District 35 is in a very solid position – Distinguished last year, with a motivated and positive group of AGs, DGs and members. We are fortunate in the TM world.

The LIEUTENANT GOVERNOR MARKETING roles states that the LGM's job is the... responsibility for all aspects of marketing, club-building, and member- and club-retention efforts within the district.

Marketing Update

I am in the final phases of drafting the District Communication plan in conjunction with the District Success Plan. This plan gives an overall view of the District's activities – allowing for a holistic view of all activities. As this plan is formed – it can be rolled out to the District leadership to dovetail with their activities.

Club Building Update

As of today, we have 2 new clubs in the District! Congratulations to everyone involved!

- Copper Country Toastmasters - Eastern Division/E3
- Toast to United Toastmasters – Pending Alignment

To achieve Select Distinguished Status for D35 – the District needs to move from 111 clubs to at least 117 clubs by 6/30/15. With the current momentum and the assistance of the District – this goal appears extremely reachable.

Current clubs in pipeline

- Harley-Davidson PDC Club – Organization meeting scheduled
- Quad Graphics Club – Organization meeting scheduled
- UW Madison Vet School Club – Organization meeting pending
- Alliant Energy Club – in progress

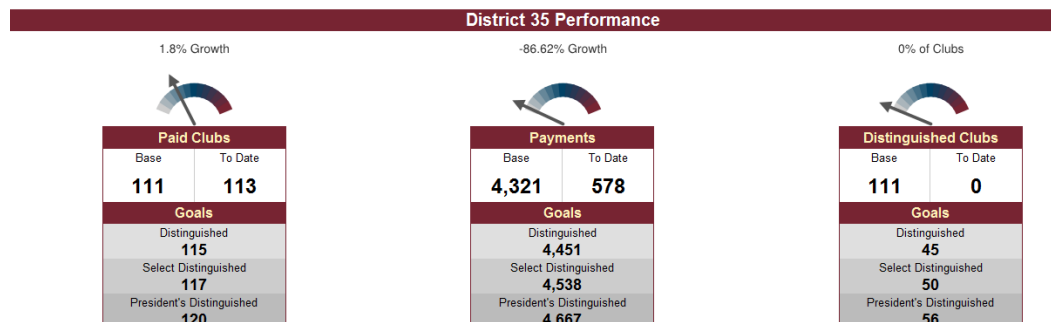
District 35 Performance

Currently, we have 578 Member payments – with a base of 4,321 and a Select Distinguished Goal of 4,538. Yesterday, we had just over 17% payments increase from the previous day's numbers. (494 – 578)

Division and Area Governors – Please keep up your work of ensuring that clubs, and their officers understand the value of Toastmasters club dues renewals. If you need support in any way, please let the Trio know how we can support you.

At this very early stage, the District does not have any distinguished clubs – our goal is to have at least 50 distinguished clubs to reach Select Distinguished Status.

Please continue to encourage your Areas and Divisions to review and understand the Distinguished Club Program – in order to continue to develop club health and vigor, and as a by-product, drive completion of the DCP goal.



Retention Update

New Membership Growth Contest– In an effort to tie the three TM Membership contest together to produce solid results for both clubs and the District – we are rolling out a new Membership Contest that covers the entire TM year. The Smedley Award runs now through 9/30/14 – requiring 5 new, dual or reinstated members.

Each club that meets the “5 new members” goal for the Smedley Award will receive \$25 TM bucks. In addition, all clubs that meet the “5 new members” goal for the Talk Up Toastmasters and Beat the Club Contest will receive an additional \$25 TM bucks per contest. All clubs that have added 5 members during each contest will also receive an additional \$25 TM Bucks – for a possible total for \$100 TM bucks. These dollars will allow the clubs to purchase items for the clubs to encourage engagement and reward members for their support and work for the club.

In addition, each Area Governor and Division Governor who has a club (or clubs) that meet all 3 contest goals will receive a \$25 gift certificate from their choice of Target, Starbucks, or Toastmasters.

District 35 has a Net 5 Chair and a Club Coach Chair to drive these important programs. Thanks to Rich Boomsliter for taking the Net 5 position, and Mary Jo Monday for being our Club Coach Chair. Mary Jo and I have met and discussed the role – Mary Jo will be sharing her plan for the District today. I am excited about the energy and enthusiasm Mary Jo brings.

Please support Rich and Mary Jo – when they enlist your help to support the District though the Net 5 initiative and coaching. These are two vital initiatives that support health of both clubs and the District. The District has a positive energy and is doing all of the right things to drive towards Select Distinguished status this year. Thank you for your energy and support.

Respectively submitted – Cindy Laatsch
Lt. Governor of Marketing
District 35

District 35

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Officer Name: Sue Kohut

Division / Area: Treasurer

Report for Meeting: 09-20-14

Greetings Fellow District 35 Officers,

Things are moving along quite well for me as your new Treasurer. Previous Treasurer, Ed Thelen, was very helpful with training and answering questions during the transition.

Given the mileage between District Governor Craig and I, we have a system that has been working well. When you email your voucher and supporting documentation to Craig, he reviews it, signs it, and emails it to me. When I receive the email I review your documents, write the check and send it to Craig. He signs and mails your check to you.

Craig, Rhonda, Cindy, and I are working to complete the 2014-2015 budget, due September 30.

The checkbook balance as of August 31 is \$20,203.30. August 31 reserve balance is \$33,856.65.

Some reminders that may assist you:

- **TAX EXEMPT**

Remember to use our District's tax exempt number for purchases related to District Toastmasters business. This number can be found on District 35 website in the Forms section.

- **SUBMIT & CASH SOON**

All expenses need to be submitted within 60 days. But the sooner you submit them and the sooner you cash your reimbursement, the better. It helps keep expenses on track with budget.

- **VOUCHERS**

Voucher reimbursement form and instruction are both available on the District website.

- **VOUCHER DETAIL**

When completing your vouchers, please provide as much information as possible. Ex: if you bought fruit, also write on your voucher which meeting and date the fruit was for.

Respectfully submitted,

Sue Kohut, ACG, ALB
District 35 Treasurer

District 35

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Officer Name: Jennifer Smith

Division / Area: Immediate Past District Governor

Report for Meeting: 09-20-14

Dear DEC,

I am sorry that I am unable to be with you today. I am helping set up for Race for the Cure. I will also be there on Sunday morning if anyone wants to visit me in the survivor area.

I want to stress the importance of our communications as a District. As Area and Division Governors, you all have access to contact information for our members. It is very important to keep your members aware of your events like contests, council meetings and anything else special going on in your Area or Division. With access, you also have a responsibility to protect personal information of your members.

Please send out every email using the BCC for your member emails. You may want to put your email in the TO for easy replies. The BCC keeps email blind to all who get the email and does not expose their email to other spam by using their email as a marketing list. Unfortunately, this has happened in the past.

Another quick reminder, an email to members is to be Toastmaster business only. Please do not promote products or other non-toastmaster events to members. A great place to promote these events/products would be Facebook or linked in.

Lastly use your resources on an email, put links back to the District website for pages and material published. This saves you time from pasting it in your email, but also shows people where to find information on their own. Every year, we have new people to educate on the usefulness of the District website.

Thank you for communicating effectively through email.

Respectfully submitted,
Jennifer Smith, DTM, IPDG

District 35

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Officer Name: Peggy Lee Hanson

Division / Area: Central Division

Report for Meeting: 09-20-14

The new Toastmasters year has kicked off in Central Division with a bang! Four TLI sessions were held with 63% of officer positions trained. While the number is over half, we want to do better. The Winter TLI dates have been chosen, and the venues will be nailed down in the next few weeks. From the feedback received, advanced notification of session dates was at the top of the list. Other feedback had been positive, right down to the presenters, venue, and overall sessions.

The Area Governors of Central Division are still busy creating introductions with their clubs. I have met with the five area governors via phone conferencing and email. We have established a monthly communications plan, and also have open lines via email or phone when necessary, for questions to be answered and information to be shared.

As of this writing, however, I am in search of an Area Governor for C4. I do have a few leads and hope to have a replacement nominee to the committee in the next few days.

Also as of this writing, there are three official club leads that have turned in their charter and paid the fee: Alliant Energy, UW-Platteville, and one club with the number of 3950852, whose contact is Jean Spellman. Unfortunately, I do not have the name of the club.

Speech Contests are underway. Areas C1 and C3 have completed their combined area contest last week. The remaining areas of C2, C4, and C5 will complete their contests as of Saturday, September 27, 2014. There has been a concern with the lack of participation on all fronts of contests—beginning with contestants. I had discussed this with my Area Governors and we are in agreement an initiative of some sort needs to happen to regain the enthusiasm and the importance of speech contests. A short survey sent out to the members may be a way of finding where the issues lay.

Central Division certainly has its challenges; however, all officers within Central Division are excited and enthusiastic in fulfilling their perspective roles. I am extremely proud of every single one of them and the commitment they've shown thus far and this early in carrying out their duties.

I consider myself blessed with the people of this organization of whom I get to work and play with in the Toastmasters realm.

To our success, yours in Toastmasters, and respectfully submitted,
Peggy Lee Hanson
District 35 Central Division Governor

District 35

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Officer Name: Keith Cumiskey

Division / Area: Metro Division

Report for Meeting: 09-20-14

Attendance was very good at the summer TLI. This will create a base on which to grow and develop strong clubs and leaders this year.

Four of the five **area contests** have been completed. The final contest will be conducted on Monday, September 22. M2/M5 held their contests together. Total attendance for the three events was over 100. More importantly, the majority of contest roles and contestants were filled by members performing them for the first time. This builds interest in Toastmasters for the long haul. In Metro Division, the average member has been in Toastmasters less than 16 months. We will retain members if they participate in, benefit from, and enjoy contests.

Twenty five of the twenty six clubs have been **visited** at least once. Half of the clubs have been visited more than once (not including home clubs). I have stressed that one semi-annual visit to a club isn't enough to really understand the clubs strengths, weaknesses, opportunities and threats.

The **Club Ambassador program** is being actively promoted within the Division. We have blank forms available at the area contests so attendees can get one event signed off on the spot.

Seven (7) members have been identified as willing to serve as **club coaches**. Three clubs are eligible for coaches and one more may be eligible after the dues grace period is over. Area governors are working with the club leadership, in most cases, to accept a club coaches. My objective is for every one of these clubs to have a coach before the end of the calendar year.

One area has a **deputy area governor** and the others are looking for candidates during their club visits. My objective is for each area to have a deputy by the end of the calendar year.

Planning for the **Metro Division Contest** is well underway. Venue, date, time and all major roles have been filled. I've waited to fill the judge roles until the area contests are complete. I am confident that this will be an outstanding contest three weeks from today.

Southeast Division Governor Doug Anderson and I intend to have a joint TLI again this winter and will begin planning in earnest after the Fall Conference.

Respectfully and enthusiastically submitted,
Keith Cumiskey, DTM
District 35 Metro Division Governor

District 35

2014–2015 DEC Reports



Officer Name: Barbara Weisenberger

Division / Area: Northern Division

Report for Meeting: 09-20-14

District Governor Carpenter, District Leaders and Friends,

The Northern Division has been pretty busy.

Four TLIs were held in the Northern Division –

6/17/2014 – Areas N3 & N4 TLI in Menomonie

6/25/2014 – Areas N1 & N2 TLI in Stevens Point

8/13/2014 – Areas N3 & N4 TLI in Menomonie

8/27/2014 – Areas N1 & N2 TLI in Menomonie

Officers Trained at these TLIs:

N1 – 46% of their officers trained

N2 – 63% of their officers trained

N3 – 60% of their officers trained

N4 – 80% of their officers trained

Northern Division Officers Trained = 62%

Humorous & Evaluation Speech Contests – Following the Area Contests (N1 on 9/10; N4 on 9/11; and N1 & N3 on 9/13) -- each Area will be proudly sending 1 contestant in each venue to the Northern Division Contest (to be held on October 11th in Merrill, Wisconsin).

The Area Governors are working with their clubs to make sure they all get their renewal dues submitted by October 1st – right now, 6 of our 20 clubs have reached that marker – but we are working for 100% renewals. Also AGs have begun their Area Visits and should have no difficulty meeting that deadline.

The N3 Area Governor, Scott Wuerch, is organizing an Evaluation Clinic (as his HPL project) which will run in conjunction with the next round of TLIs. We hope to be able to invite other Divisions to attend this event, and will keep everyone updated as things progress.

We do have some clubs in the Northern Division which are struggling, but I am confident the AGs have their “finger on the pulse” and are actively looking for ways to help those clubs stabilize. As they complete their Area Visit Reports, we will have a better idea of which clubs need more specialized assistance.

We had two achievements recently which made me smile.

1. Our newest club, United Toastmasters in Eau Claire (having chartered the end of May this year), held a Humorous & Evaluation Speech Contest and advanced two of its members to the Area Contest. For a new club, just a few months old, I think that's very inspiring.
2. An older club in N1 (Church Mutual TM) has been having a hard time of it for quite some time – coming close to losing their charter this past year. However, when I asked for volunteers to host the

Northern Division Humorous & Evaluation Speech Contest on October 11th, Church Mutual TM stepped forward. They honestly want to do better and I think stepping forward to help others fulfill their contest dreams shows a level of dedication and respect for other Toastmasters.

Respectfully submitted,

Barbara Weisenberger
Northern Division Governor