

District 57 District Executive Committee Meeting Minutes for September 19, 2015
St. Andrews Presbyterian Church, 1601 Mary St., Pleasant Hill, CA

Attendees: Note - **Positions** shown in bold type below are voting members of the District Executive Committee. **Names** shown in bold type are persons present.

District Director – Teri McDonald

Immediate Past District Governor – Tod Henry
Executive Assistant - OPEN

Program Quality Director – Steve Taddei

Events Team:

Conference Venue Chair – OPEN
Fall Conference Co-chairs – OPEN
Spring Conference Co-chairs - OPEN
Registration Chair – Kevin Thornton
Chief Judge – Stacy Schwan
Contest Chair – Michael Schwan
Installation Dinner Chair - OPEN
Past District Governor Breakfast Chair – Merci del Rosario

Training Team:

TLI North Chair – Greg Scott
TLI South Chair – Leadership Club (represented)
Train the Trainer Chair – Gina Cefalu
Speechcraft Chair – **Suzanne Yorkunas**
Youth Leadership Chair – **Jean Luong**

Club Growth Director – Sue Haun

Club Coach Chair – OPEN
Club Mentor Chair - OPEN
Ad-DD Training Chair – OPEN
International Conference Travel Chair – Monica Sullivan

Public Relations Manager – Ed Cullen

Social Media Team Lead – OPEN
Newsletter Lead – OPEN
Mail Chimp Team Lead – OPEN
Google Hangout Team Lead - OPEN
Advertising Team Lead _ OPEN
Web Team Leader – **Happy Skywalker**
Website Staff – Vinella Garcia
Website Staff – Nathan Wood

Finance Manager – Kimberly Whitaker

Administration Manager – Dennis Neary

Assistant Administration Manager – **Sharon Brown**

Logistics Manager – **Duane Weller**

Statistician – Gerorge Marshall
Parliamentarian – Bill Woolfolk

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Recognition Team

High Performance Leadership Chair – **Jean Cunningham**
Awards Chair – Pam Thompson

Division Directors:

Division A – Mary Verghese
Division B – Diane Pleuss
Division C – Dilek Alkaya
Division D – Lola Pratt

Division E – Jake Dmitry
Division F – Shyam Nath
Division G – Janice Thomas
Division H – Savitha Setlur

Area Directors:

Area A01 – Chris Finn
Area A02 – Trish Johnson
Area A13 - Nilva Fuller
Area A22 – Thomas Zarembinski
Area A29 - Justin Paras
Area A33 - Edwin Grimwold
Area B06 - Ann Hartwig
Area B07 - Karen Leffler
Area B17 - Tala Beigi
Area B21 - Donna Loo
Area B23 - Curt Hayashida
Area B27 - Joe Amaro
Area C08 - Carol Haynes
Area C09 - Jia Chen
Area C24 - Debra Poblete
Area D03 - Sharon Brown
Area D12 – Justin Young

Area D14 - Happy Skywalker
Area D26 – Roger Howland
Area D30 – Debo Sarker
Area E04 – Andrew Gi
Area E15 – Nancy Tran
Area E18 - Susan Colburn
Area F16 - Karen Moirao
Area F20 - Kathy Brancheau
Area F32 - Ron Cotoire
Area G10 - Rick White
Area G11 – Sue Finch
Area G25 – Mark Burchill
Area G31 – Lily Trent
Area H05 – Stephen King-Monroe
Area H19 – Jonathan Wells
Area H28 – Irene Andro
Area H34 – Joseph Fernandez

Others in Attendance:

Tyree Johnson – Past District Governor

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Meeting called to order at 9:00 AM, Division Logistics Manager, Duayne Weller

- Led everyone through the pledge of allegiance
- Reminded everyone of District 57 Mission statement – “We build new clubs and support all clubs in achieving excellence.”
- Introduced our District 57 Director, Teri McDonald

Opening Remarks, District Director, Teri McDonald 9:03 A.M.

- Welcomed everyone.
- Discussed the mission statement. “We build new clubs...” Our goal for this year is 16 new clubs; two in each division. Out of 16 we now have 2. We are now a distinguished district 2 years in a row, and committed to a third year in a row.
- It takes a lot of commitment to be a Distinguished Toastmaster. Today we are acknowledging one of our newest Distinguished Toastmasters, Ed Cullen.
- You see several labeled sheets all around the walls, with labels such as “What I need to know today”, “Who wants to be where the action is?” “Who do you know that wants to volunteer?” “How do we better get information to the members?” “What do you want to see on the D57 website?” Each table has one or more sticky-back pads on it. Write your responses and post them to the sheets during the meeting, preferably during intermissions.
- This church is having an ongoing food drive. We want to give back to the church; please bring nonperishable contributions to the DECM meetings.
- Teri led us through some stretching exercises to start the morning right.

Reports:

Administration Manager, Dennis Neary 9:09 A.M.

If you haven’t signed in, please do so during the break. I cannot remember everyone who was here; if you don’t sign in you were not present according to the minutes.

Any area or division director who hasn’t returned your contract, I have copies available. Please see me during one of the breaks and sign the contract.

The minutes for the August meeting were discussed and revisions were made. Jean Cunningham made a motion to approve the minutes as corrected and Happy Skywalker seconded the motion. The motion passed with unanimous approval.

2015-2016 Budget Report, Teri McDonald 9:14 A.M.

Before bringing up Kimberly, Teri explained that we now have a budget for the year. She acknowledged all those who helped prepare the budget. We are planning to spend more money on incentives this year than in previous years. This year we are doing 22 incentives. Approximately 50% of the budget is for conferences and marketing. TLI and training is budgeted for \$17,000. Communications and Public Relations is budgeted for \$4,000, as are speech contests. Contest packages for all area and division directors are not budgeted for the spring contests. Only the portions that are not downloadable for free are budgeted. If you have copying expenses for any contest materials, the division directors have a discretionary budget that can cover those expenses. The district receives \$9.00 per member from the international dues. The revenue numbers are given to us by Toastmasters International. They are the average for the district for the past three years. We are advised by Toastmasters International not to copy last year’s budget. Last year’s budget is available for review, but expect to see differences between it and this year’s budget. The budget gets final approval at the business meeting at the Fall Conference. We are now looking for preliminary feedback and approval.

Finance Manager, Kimberly Whitaker 9:31 A.M.

We do not have the budget entered into the system yet, so we can show the expenditures, but cannot compare them to the budgeted expenses. By next month you will see a full revenue and expense

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report. Many of the expenses shown are carryover expenses that were not included in last year's final report.

We have a new SOP – Standard Operating Procedure for submitting payment vouchers to the district. This procedure is designed to let members know how to submit for reimbursement and what backup documents are required, help the finance director process the voucher efficiently and insure the member receives payment in a timely manner.

Member Responsibility: Download the voucher from the District 57 website (D57tm.org). Fill in all required information and submit within 60 days or before July 15, 2016 whichever is sooner. Be sure to include your receipt or invoice or a copy of same. You may provide the original or a scanned copy. You can email the voucher to the finance director or submit it at a DECM. You can also mail the voucher to the district P.O. Box.

Finance Director Responsibility: Process the voucher and sign the check in a timely fashion. Include the expense in the records at TI World Headquarters.

Division Director Responsibility: If any of the funds are coming from a division director's discretionary fund, please submit a written authorization for the expense.

District Director approves all vouchers and signs all checks.

Ed Cullen made a motion to approve the SOP. Dilek Alkaya seconded the motion. The motion was unanimously approved.

Program Quality Director, Steve Taddei 9:46 A.M.

- As of now, 95% of all area and division directors have been trained. We have met our director training requirements. It was a complete team effort to get the training completed – TEAM UP! MOVE UP! Steve handed out ribbons for the home clubs of the area and division directors.
- Saturday, November 14 is the Fall Conference at San Ramon Valley Conference Center. Region 2 International Director, Gloria Shishido, will be the keynote speaker. Come to hear her speak, for the contests and for the educational sessions. The Saturday night showcase speaker will be our two time International Speech Contest finalist, James Jeffley. Christine Robinson, who has made it to the International semi-finals three times will also be presenting at the conference. The price will be \$85 to attend the conference; \$80 for guests. It will be \$95 after November 5 at the door.
- Moments of Truth is a module that should be presented at every club at least once a year. Everywhere you see me this year I will be carrying the Moments of Truth module. It will make struggling clubs stronger, strong clubs great and great clubs even better.
- We tend to put our own limits on what we can accomplish. The DCP is a great thing. It gives you a road map for achieving success. But it limits you to ten goals and eight educational awards. We have clubs that are capable of doing much more than that. You don't have to stop there. We are going to track the clubs that get the most awards. The top three clubs will get a set of advanced manuals at the end of the year. Also, the clubs that have the most members achieving awards will receive recognition.

Club Growth Director, Sue Haun 9:56 A.M.

We have one new club since our last meeting. The club is in Division f. Congratulations! We have 1,170 membership payments posted.

One of our incentives was the September Stretch, which required clubs to pay 75% of their dues renewals by September 15. Eighteen clubs met the challenge.

Ylma Gutierrez is building clubs in the southern end of the district. Cassandra Cockrill is also investigating leads. Leslie Neal is the New Club Mentor Coordinator. Gary Wong will be creating a team to do officer training for new clubs. Randie Ellington is the Club Coach Chair.

We already lost one club this year. There are signs to look for that indicate a club is in trouble; club officer lists not turned in, membership declining, the club isn't participating in contests, officers are not

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being trained, dues are not paid on time. When you see these signs, find out what is happening. Talk to the club officers. Ask if you can be of assistance.

October dues payments are a good indicator for the district to see what clubs are strong, what clubs may be having problems and what clubs are really struggling. Watch the dashboard and if you see a potential problem with one of your clubs, call them. Teri will talk more about the dashboard later today. We have a demo meeting scheduled later today. This could be our third new club of the year. Sue recognized several members of the demo team who were present.

At the International Conference, Sue was able to talk to the Club Growth Director from Poland. He related that all he had to do as Club Growth Director was sit by his computer and wait for the new clubs to roll in. New clubs are sprouting up all over Poland. This is Sue's vision for District 57.

Break: 10:04 A.M.

Quality Contests, Quality Judges: Michael and Stacy Schwan 10:18 A.M.

We have a signup board in the room where clubs, areas and divisions can sign up to reciprocate with other clubs to provide qualified judges for the contests. Michael Schwan, District 57 Conference Chair, emphasized that these should be qualified judges. Today we are going to learn how to determine if someone is qualified to judge your contest and how to train potential judges to become qualified. Stacy Schwan, District 57 Chief Judge, gave us the four roles of the Area/Division Director regarding contest judges; know the rules regarding judge selection, know how to identify good qualified judges, know how to train judges to become qualified, and be resources for other areas, divisions and the district.

In club and area contests you want five or more judges and they can be from the same clubs as contestants, as long as all clubs are equally represented in area contests. At division contests and above you need more judges (at least 7) and judges cannot be in the same club as any contestant. Judges must have completed at least six speeches and be a member in good standing of a club in good standing for six or more months. A qualified judge is fair and impartial, familiar with the rules of judging, objective and discrete. I recommend that you send the judging forms to the judges in advance of the contests, so they have a chance to become familiar with the criteria.

The best resources for training judges are the online tutorial on the Toastmasters.org website, the judges' guide and ballot, the judges' and the contest rulebook. Be sure to read the checklists in the back of the rulebook. Every time you judge you need to review all of the above criteria.

Be a resource for other contests. We need to give in order to get. You may not be able to be a judge in some contests, but you can do timing, ballot counting or fulfill some other function. You can also provide names of qualified judges to other areas and divisions.

Along with the resources that have already been mentioned, you have the following material available; The Speech Contest Judge's Training Presenter Guide, the Speech Contest FAQ, and the Toastmasters International phone number (949) 858-8255.

Michael opened a discussion on how to find qualified judges for your contests. Suggestions included calling your club presidents and asking for recommendations within the club, networking with other area/division directors to exchange names and asking for volunteers during your club visits.

Protests were briefly discussed. Only a judge or a contestant can file a protest. The judges need to meet and review the protest and the person being protested needs to be given an opportunity to respond to the protest. A protest can potentially significantly delay the results. Once the results have been announced, no protests are allowed. The one exception to this rule is if the results are announced incorrectly and a ballot counter or Chief Judge immediately calls for a correction.

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The Speechcraft Program: Suzanne Yorkunas 10:47 A.M.

The speechcraft program is a concentrated and condensed version of Toastmasters. It is a workshop running four to eight weeks which teaches public speaking skills to people who are not Toastmasters. The participants pay to attend. Any club can run a speechcraft workshop. It is conducted by the club members. It can be run in lieu of your scheduled meetings at your meeting location or it can be run at a different time and place. Speechcraft is a proven membership building tool. It introduces the Toastmasters method to people who want to become better at public speaking, but are reluctant to commit to a long term membership. After experiencing the program, many people are ready for the long term commitment.

District 57 has set a goal that every area conduct a speechcraft workshop during this Toastmasters year. The people who attend will present three to six speeches during the course of the workshop, and those speeches will last two to five minutes. They will also receive and give speech evaluations and participate in table topics. Club members will run and regulate the workshops. They will mentor and evaluate the participants and will give instructional speeches from the better speaker series.

If you run the workshops at the time of the normal meetings you will get the attendees comfortable with attending at that time and location. You may consider extending the length of the meetings slightly to accommodate the speechcraft program.

If you opt for a different time and location you need to assure that your members are available at that time and can get to that location for the workshop. This might be a good option if there is an organization with sufficient interest and an available venue.

In order to run a speechcraft the club president needs to appoint a program chair who will reach out to other members to create publicity, attract attendees and run the program. Program materials are available from TI and the club can charge attendees a fee sufficient to cover the cost of the materials and other expenses. The materials provide step by step directions for running the program.

The fee will actually attract people to the program. It ascribes value to the workshops and creates a commitment to attend and participate. The fee needs to be reasonable. Recognize the participants at the end with a certificate and a celebration. Invite them to join the club.

Duane Weller told about his experience of joining Toastmasters as a result of attending a Speechcraft workshop. He was not ready for a long term commitment to the organization, but a short Speechcraft commitment was acceptable. He wasn't familiar with Toastmasters but he wanted to improve his communication skills. He was invited by a club member to attend. At the end of the program he could see the benefits and realized he should have joined years ago.

Youth Leadership Program, Jean Luong 11:06 A.M.

The Youth Leadership Program is a program very similar to the Speechcraft program, but it is targeted to young people who cannot join Toastmasters because of their age. It is not an immediate membership building program; however some parents have been known to join. It does build leaders and public speakers for the future. Membership increases are a form of delayed gratification.

Every participant, regardless of their skills at the beginning, will come out of the program an improved speaker and leader. All students give speeches and take on meeting roles. Every Youth Leadership Program is sponsored by a local club and is led by club members. A program can have from ten to twenty students of any age up to seventeen. Ideally the students will be within one or two years of each other.

The sponsoring club pays for the course materials and does not collect fees from the students. This program is an amazing opportunity for club members to get experience presenting to a different group of people, to watch the progress of the students, to gain speaking and leadership skills and to give back to the community. Trainers must be Toastmasters, but they all do not have to be from your club. You can always recruit people from other clubs.

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Citizens for a Better Community has sponsored a YLP for the past eighteen years. ChevMasters has run a YLP at Buena Vista Elementary for the past eight years. Kaiser of Vallejo has sponsored a YLP for the past ten years.

We need to reach out to the community to find organizations who will host a YLP for their students and we need to recruit YLP coordinators and sponsoring clubs.

We are expanding our Youth Leadership Programs with existing hosts. We are going from one program a year to eight with Fremont School district. Girls Inc. of the Island City loved our program and we are expanding the program to Girls Inc. of Oakland and San Ramon. We have an ongoing program with Kaiser, Vallejo. We want to expand that to Kaiser throughout the district.

We will be presenting programs about YLP on Toastmasters Time TV. I will be hosting a Chinese TV talk show that will include YLP. I would like to propose that each area sponsor at least one YLP every year. Hopefully, we can have a prize for the area that has the most YLPs during the Toastmaster year. The district can have an award for YLP coordinators, with recognition at the conferences, with recognition for clubs that sponsor at least one YLP.

Break: 11:22 A.M.

District Director, Teri McDonald 11:30 A.M.

We will be recognizing the Area Director of the Month and the District Director of the Quarter. This month's Area Director of the Month has encouraged their clubs to get their membership dues in on time and all clubs have complied, has completed all of their area visit reports, and they have one club that is already essentially Presidents Distinguished. This month's Area Director is Happy Skywalker.

Public Relations Manager, Ed Cullen 11:34 A.M.

We are rebuilding D57TM.org. A week from today will be a meeting of the volunteers who are going to do that job. My job is easy. My job is to say "Toastmasters is great! District 57 is great!", and to say it in as many places and as often as possible. We are going to build at least sixteen clubs and be distinguished from the club up to the district. If you are not satisfied with the website, please talk to me.

District Director, Teri McDonald 11:37 A.M.

The dashboard on the Toastmasters International website (toastmasters.org) gives you up to date information about every toastmasters club in the world, including your own. Learn to use it and learn to love it. We are in Region 2. There are six districts in Region 2. The dashboard shows us how we are doing in comparison to each of the districts in our region. Go to "select a District" and click on District 57. This is the view we have been displaying at DECM meetings. The three charts at the top show how we are doing in each of the three categories the district is rated by. You can also click on a previous year to see how we did that year. You can scroll down to see details on each club in the district.

The daily reports show club renewal dues information. Just getting the dues paid to the club does not make the dues on time. The club treasurer needs to submit the payment to Toastmasters International (TI) by the due date for the club and member to get credit.

The daily report also includes officer list submittals as well as additional information in numerous areas. The officer list submittal is crucial. If you find a club in your area has not submitted their officer list, that means no club officer has access to club central on the TI website. Therefore the treasurer cannot pay the dues on line. Problems compound for the club until a list is submitted, either by fax or snail mail.

We will go into more detail about the dashboard at a future DECM.

The questions that were posted re: "Things you need to know today" are as follows:

- When is the next Train the Trainer session? A. December 5. Gena Cefalu is the chair person for this event.

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- Do Area Directors get Toastmasters name badges? A. Absolutely! Steve has them for directors who haven't yet received theirs.
- How do I get the phone number for district officers? A. On the district website (D57tm.org) there is a district officer list with contact information. You can access the membership list with contact information at District Central on the TI website.
- Do all club officers have information on how to submit club dues online? A. This information is given regularly at officer training sessions. Those who attend officers training should have the information.
- Some clubs in my district that got their dues paid by September 15 do not show up on the list of those who achieved the September Stretch. Why is that? A. It is possible that they renewed eight or more members but didn't renew 75% of their membership. Another possibility is that the club collected the dues on time but did not submit them to TI on time. We can research particular clubs off line.
- Do you have money in the budget for contest refreshments? A. Each division director has a discretionary budget for the year. They can allocate money for area/division contests as they see fit.

We want to end our DECM on a high note and we ended with a toast (using Martinelli's Cider) to the new club in the district since the last DECM; APACA TVC Toastmasters in San Ramon.

Next Meeting – October 24, 9:00 A.M.

Adjourned – 11:59 A.M.

Minutes prepared by: Dennis Neary, District Administration Manager

Minutes Approved: October 24, 2015