

District 57 District Executive Committee Meeting Minutes for January 16, 2016
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**

Program Quality Director – Steve Taddei
Events Team:
Registration Chair – Kevin Thornton
Chief Judge – Stacy Schwan
Contest Chair – Michael Schwan
Past District Governor Breakfast Chair – Merci del Rosario
Training Team:
OATM Chair – **Andre Lewis**
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 – OPEN
Club Coach Chair – Randie Ellington
International Conference Travel Chair – Monica Sullivan

Public Relations Manager – Ed Cullen
Web Team Leader – **Happy Skywalker**
Website Staff – Ron Catoire
Website Staff – Nathan Wood
Website Staff – Daneille Wiese-Smith
Website Staff – Thuy Hong Nguyen
Website Staff – Dilek Alkaya

Finance Manager – Kimberly Whitaker

Administration Manager – Dennis Neary
Assistant Administration Manager – Sharon Brown

Logistics Manager – **Duane Weiler**
Statistician – George Marshall
Parliamentarian – **Bill Woolfolk**

Recognition Team
High Performance Leadership Chair – **Jean Cunningham**
AD/DD HPL Chief – **Tyree Johnson**
Awards Chair – Pam Thompson

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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 – Robert Lee
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 Catoire
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 – Gina Cefalu

Others in Attendance:

Tim Fisher – Lakeview Toastmasters

Meeting called to order at 9:00 AM, District Logistics Manager, Duayne Weiler

- 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 Past District Governor, Tyree Johnson.

Opening Remarks, Past District Governor, Tyree Johnson 9:01 A.M.

Welcome everyone. I will be presiding at the meeting today, along with Immediate Past District Governor, Tod Henry, in Teri’s absence. We are at the midway of the year and it is time for some reflection. When you get to halftime, it is a new game. In leadership there are a lot of things that motivate you.

Q. – What are some of the things that motivate you?

A. – Vision. Seeing others grow.

What I heard were inspiring attributes. What I didn’t hear was fear. Fear can be a motivating factor. I would like you to reflect on what your fears are for the next six months. Everyone write down your top three fears and put them in the hat. We will pull them out and discuss them. How many of you found that you had a fear of writing down your fears? If that’s you, you are in the right place.

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Fears pulled from the hat – Succession in next year's role. Running the spring contest. Getting members to renew. Fear of starting clubs. Fear of meeting your distinguished goals. Fear of failure. Fear that I will be overworked and suffer for it.

Tyree then broke us into groups to discuss strategies for overcoming our fears.

Strategy – Do not overcome your fear. Just feel the fear and do it anyway.

Strategy – Do not use the word “fear”, use the word “concern”.

Strategy for having too many things from the outside world coming in and not being able to get things done – The strategy was prioritizing. Prioritize your projects every morning. Separate the projects into what is critical, what is important and what would be nice to get done. Then prioritize in each category. Strategy for the fear of club failure due to membership problems – Hold open houses. Distribute flyers to nearby coffee shops, barber shops, doctors' offices and other similar establishments. Set up a booth in a Farmer's Market or similar event. Outreach.

Strategy for fear of club failure – Make sure the club officers are trained. If they don't attend training, have sessions in the Executive Committee Meetings discussing the role of all club officers.

Strategy – Have more Division Council meetings and Area Council meetings, to train Area Directors and Club Officers in their roles. Help assure that the word gets down to the members. Hopefully we can have Division Council meetings immediately after the DECM in this same room.

Strategy for dealing with an overwhelming workload – Delegating. Part of delegating is development. Delegation should not be dumping. Invest your time and talent into developing the people you have delegated responsibilities to. However, don't delegate and then micromanage. Give the people the tools to get the job done, but don't insist they do it your way.

Strategy - You have a wide variety of people who are there to help you. All you need to do is ask. You are never alone. Look around the room. Don't be afraid to ask anybody in here to help you if you have a problem. We are all here for each other.

The Area Directors should go over this list with their clubs. What are your fears? What are your concerns? What can we do to help you? What solutions can you come up with?

Every club needs to present the Moments of Truth module every year. How many of you have done Moments of Truth? Encourage your clubs to present the Moments of Truth module.

The District has a goal to be President's distinguished this year. Some of you may fear that we cannot get there. Be assured that we have strategies to get there and you have support to help you get there.

Reports:

Public Relations Report, Ed Cullen 9:42 A.M.

One job of the Public Relations Manager is to protect the brand. There is a wonderful club in Division A that has great promotional material that is not in the Toastmasters colors and is not in the Toastmaster brand. They are a great club, and you would probably like a club in your area like that club. But I will have to be a wet blanket, and talk to Area Directors and VPPR's to make sure the brand is protected. To learn what constitutes the Toastmasters brand, go to Toastmasters.org and click on public relations. We should all be going to Toastmasters.org daily to check the progress of our Area or Division.

Wasn't that a fabulous Toastmasters Leadership Institute?

This is International Speech season, the contest that goes all the way to Washington – where we will stand on the stage as a Presidents Distinguished District.

Our website, D57tm.org, has a link to Toastmasters Time TV. If you have a moment, click on that link. You will see fabulous speeches by District 57 members on Toastmasters Time TV.

Let the world know what a wonderful thing Toastmasters is. As Ralph Smedley said, “Why keep that to yourself?”

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Administration Manager, Dennis Neary 9:48 A.M.

Please be sure and sign in if you haven't already done so.

We do not have any minutes to approve this month. They are not quite ready. Next month we will have two month's of minutes to approve.

If you are giving a presentation at DECM and you want me to print copies of handouts or other materials, please let me know at least a week before the meeting. I had one request come in yesterday, and wasn't able to meet it.

Break: 9:52 A.M.

Division B Director, Diane Pleuss 9:59 A.M.

Division Director Quarterly Reports via the AcaDECM Awards. The Academy Awards are next month. As Toastmasters we are always looking ahead. So today we present the AcaDECM Awards.

Highest member club growth award – Mary Verghese, Division A Director - Soaring Eagles Club went from 32 members to 116. 10:01 A.M.

Division A – the amazing division. Division A goes from Fremont to Alameda, with 31 clubs and 600 to 700 members. Five clubs have already achieved five or more DCP goals. Thirty percent of the clubs have already achieved 3 goals. On the bottom we have clubs that need help, and the Area Directors are helping them. We have ten clubs that qualify for the club coach program and we are actively searching for coaches for these clubs. 65% of the clubs are community clubs. Our corporate clubs are the clubs that are struggling.

Soaring Eagles went from 32 members to 116 members. The membership growth is 262%. This is a university club, and the club sponsor assured that the club was made known to all of the incoming students. Then the Soaring Eagles soared.

We started the year with 31 clubs and we now have 31 clubs.

Center of Excellence Award – Dilek Alkaya, Division C Director 10:09 A.M.

I received this award on behalf of the Area Directors and the clubs in the division. The clubs get this award for their well organized, quality meetings - for doing an ordinary thing extraordinarily well. We have thirteen clubs in the division, and seven of them have already achieved five or more DCP goals. It is entirely possible that all thirteen clubs will be distinguished or better by the end of the year. WE have one make up officer training session scheduled and are in the process of scheduling one more. We will add parliamentary procedures training to that one. Dilek lauded specific achievements of a majority of the thirteen clubs in the division.

Award for Record Time - Savitha Setlur, Division H Director 10:16 A.M.

Savitha found a replacement for an Area Director in record time. Gina Cefalu stepped in as Area 34 Director as soon as the position became available.

Division H is High Achieving and always Happy.

Gina explained that she has four clubs. Her four required club visits will be completed by the end of February and all four are already scheduled. One club has five goals completed. The other three have two, one and zero. I will be encouraging the three clubs with less than five goals completed today to have more than five completed by June 30. I am looking forward to the challenge.

Stephen King-Monroe, Area 5 Director, received the Area Director of the month award he was awarded last month. (He was not present last month to receive it.)

Irene Andro, Area 28 Director, was recognized for her regular attendance at DECM.

Savitha ended by thanking all of the Area Directors for their outstanding work.

Best Set Design - Janice Thomas, Division G Director 10:24 A.M.

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The Best Set Design award definitely goes to Division G. Our miles of rolling hills, trees, wineries and hot air balloons make division the greatest setting in District 57. Division G is more than 200 miles in length. Our division is something like the current Star Wars movie, where they are filming in Ireland and Iceland and China. We need to take our officer training to several different locals throughout the division. We are doing that. We are also working on an electronic division newsletter. We are pursuing two new clubs, and are ahead of where we were last year at this time.

Best Collaboration –Lola Pratt, Division D Director 10:27 A.M.

Sharon Brown, Area 3 Director, spoke in Lola's absence. We are pushing for a strong finish. We are certain to be distinguished, at least, as a division. Our goal is Presidents Distinguished. Oakland 88 is one of the top ten clubs based on number of awards vs. base membership. (Ed. Note, so is Warehouse Toastmasters.) Oakland Hills is having an open house this Tuesday. We are collaborating with Division E to present a joint makeup officers training on February 8, at East Bay M.U.D. in Oakland. We are working with the Club Presidents and VPPR's to finish the year strong. We are scheduling Division and Area council meetings.

BBB - Best Backbone Award - Diane Pleuss, Division B Director 10:31 A.M.

One Area Director, when asked if a club officer had already been trained had to attend TLI, had the backbone to say, "Yes, you have to go!" Because of that, all seven officers in that club were trained! Thank you, Donna Loo.

Club Coaching – Sally Philbin, Club Coach Chair 10:35

The goal is to move the club meetings from boring to exciting. What is the number 1 reason that clubs fail? Because they don't meet the needs of their members, and the members storm out.

Why do we join Toastmasters? What is it that we think we will get out of joining a club? What does Toastmasters say to get people interested?

Is our end game in toastmasters to become better toastmasters? No! We join Toastmasters to improve ourselves in the outside world. Toastmasters is a pathway, not a destination. The answer to the above questions is "personal growth." Toastmasters is a professional organization that teaches its members public speaking, leadership, listening and a host of other skills. It provides a fun, professional environment.

When we ask people to coach a club, we often hear that they are too busy. They see coaching a club as a burden. They don't realize that this is an opportunity for personal growth for them. We need to emphasize that the club coach often gets more out of coaching a club to success than the club itself does. This is one of Toastmasters' tools for personal development.

What are the attributes of a professional organization? Meetings start and end on time. Meetings are well organized. There is a meeting agenda. It gives the times for each portion of the meeting, and it is followed. The meeting is under control at all times. Meeting roles are assigned in advance, not at the start of the meeting. The tools needed to run the meeting are there and ready to go. There are no side conversations during the course of the meeting.

How do we create a professional fun environment? The environment is always friendly; we are greeting other members as well as visitors. Everyone greets the guests, not just the one appointed person.

There are no cliques in the club. Guests are encouraged to visit, but they are not pressured to join. Club members will accommodate each other if someone is striving to achieve a goal by a deadline.

Icebreaker speeches are scheduled right away. Every first icebreaker speech receives an experienced evaluator. Consider having everyone in your club complete a written evaluation on the speech evaluation form. Remember, the evaluator is practicing. That person is learning as is the speaker. The evaluator is only giving one person's opinion. A speaker will gain insight from an evaluation form several different members' viewpoints. Periodically hold meetings with entirely different formats i.e. roll

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playing meetings, reverse meetings, heavily themed meetings. Club members all have a positive attitude about overcoming challenges.

Why do you continue to be active in Toastmasters? You learn from the speeches. It is an opportunity to keep on growing. It is exciting to hear a new member give their icebreaker speech and step out of their comfort zone into the world of public speaking.

Break: 10:59 A.M.

Why Leadership? – Tod Henry, Immediate Past District Governor 11:09 A.M.

If you were asked to give a one hour speech next week in front of 500 people, would you do it? Wouldn't you have to be a Past World Champion of Public Speaking, or at least an Accredited Speaker, in order to do something like that? It took me quite a while after I joined Toastmasters to realize that somehow people without those lofty credentials have found the courage to make such speeches. I have an official roll this year, encouraging people to take on district rolls next year. I believe, as do many others in the room, that by taking on duties as a district officer your skills are going to grow exponentially.

Why are you here? What is the purpose of being part of a Toastmasters club? It's great to be able to talk in front of your home club, but what are you doing with those skills? Are you taking them beyond Toastmasters and out into the world?

We want to pay back what we have been given. Our mentors see things in us that we didn't see, and helped us to see them. We are doing the same now. We are using what we believe is the best method for building new clubs. If something comes along that is better, we will change. We hold fast to principles and ideals, but we adapt to new strategies as they evolve. That is effective leadership. As Area Directors you want to get buy in from your clubs. They are your clients. They are your team. You want them to be distinguished, but you need to get them to buy into the idea or it won't happen. The same principle applies to starting a new club. You don't have to do it all yourself. There are people and groups who will help you; people in your clubs, other district officers, the Demo Club and others. Team up! Move up!

There is still time in the year for any club to reach whatever level of distinguished they want to achieve. We have set the groundwork, now all we need to do is follow through. We are going to achieve some level of distinguished this year. It is something we did last year and the year before, and we will do it again this year as well. Standing on stage at the International Convention is something I want all of you to experience. As district leaders you have expanded your circle of friends in Toastmasters dramatically from the club level. By attending the International Conferences you will expand it many times more. I have been asked where I have been since becoming a Past District Governor. I have avoided attending DECM because I thought it was important for Teri, and Steve to build their team their way, without my interference. What you may not know is that I am running for International Director. There is a long process that started on the last day of the International Convention when anyone who was running was required to submit their initial paperwork. There are three people running this year. The last three times they were all unopposed. In a little over a month the nominating committee will let me know whether or not they will nominate me. If they do not, I will not run from the floor. If I am nominated I will go through a process that terminates in making a speech before 1,500 – 2,000 delegates in Washington D.C. just prior to the final vote. Giving that presentation is something I never dreamed I would be capable of doing before I joined Toastmasters. The confidence and ability to deliver that speech is just one thing that District 57 has given to me – that being a district officer has given to me. And this is something that being a district leader can give to you. When you give back by being a district leader you get far more than you give. I don't know what it would cost you to get the abilities that being a district leader provides. I encourage every one of you to find a person to assume your current role

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next year. Give them the gift of a position of District leadership, and guide them into and through it. I enjoyed my three years on the District Trio, and when it was over, I would have done it again in a minute, but it was somebody else's turn. I don't see district leadership as a chore; I see it as a blast! Earlier I asked what you are doing beyond Toastmasters. That applies to me as well. There is a reason why you want to speak before a group. There are many worthy causes that we could and should discuss and many charitable organizations set up to address them.

I want to talk briefly about one cause I have become more deeply involved with since becoming a Past District Governor – Domestic Violence. Four women will be killed every day through domestic violence. One in three women will be a victim of domestic violence at some time during their life. The domestic hot line receives 22,000 phone calls a day. Five to ten children a day die through domestic violence. Don't think of this as a SEP (Somebody Else's Problem). Maybe domestic violence isn't your thing. Maybe it's not the dogs and cats either. But there is something out there that you care passionately about and you can help change. Somebody can use your skills and ability. Earlier I asked you, "Why are you here?" What is the purpose of the skills that you are gaining? There is an endless supply of open doors that have your name on them. There is somebody who could use your help and your abilities to make a difference. I believe that Toastmasters is one of the greatest organizations in the world. It has changed my life and I know it has changed many others. I am working to give back and I am working on a project. If any of you are interested, please contact me. I thank every one of you. I believe in you and think you are so far more talented than you realize. I also believe you can have a huge impact in more ways than you are already doing. I do need your help next year for the district 57 leadership team, so that we can continue this tradition.

Final Announcements - District Logistics Manager, Duayne Weller 11:43 A.M.

Introduced The Lakeview Players plus 1, Sharon Brown, Tim Fisher and Tyree Johnson. They presented a delightful skit announcing the upcoming international speech and table topics contests.

Recognition and Announcements– Tyree Johnson, Past District Governor 11:50 A.M.

Division Director of the Quarter – Savitha Setlur, Division H.

Area Director of the Month – Justin Paras, Area A29.

Toastmasters Leadership is having an open house on March 3 at the East Bay M.U.D. building, 275 11th St. Oakland.

Please look at the Outstanding Achievement Toastmaster (OATM) award criteria. Fulfill the requirements and submit the application by April 15 to receive recognition at the Spring Conference.

Next Meeting – February 13, 9:00 A.M.

Adjourned – 11:55 A.M.

Minutes prepared by: Dennis Neary, District Administration Manager

Minutes Approved: February 13, 2016.