

District 57 District Executive Committee Meeting Minutes for February 13, 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 – Randie Ellington**

Club Coach Chair – Sally Philbin  
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 Dmitiry**  
**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**

**Meeting called to order at 9:05 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 District Director, Teri McDonald.

**Opening Remarks, District Director, Teri McDonald 9:07 A.M.**

Welcome everyone. I am glad you all showed up this morning. We are going to focus on membership, education and new clubs. Everyone got a blank sheet placed on their back. I want you to write things that you appreciate about each person on their sheet. After five minutes several people paired up to read each other’s comments to them. Then several comments were shared with the room. Comments included: You are warm and caring. Your enthusiasm. Your unconditional support. Your youthfulness. You are a great friend. Everyone agreed that it was great to see all of the complimentary things that had been written about them.

**Reach Your Goals, Program Quality Director, Steve Taddei 9:24**

It is official, Darren Lacroix will present at the Friday night showcase on May 13 as well as the keynote address at the conference on the 14th. Anyone who was at the Las Vegas Convention and heard Darren speak with Patricia Fripp knows what a treat this is going to be.

We are working on getting a Publicity Chair for each Division, who will get volunteers to make sure the conferences and other events are publicized throughout the division, at area and division contests, make

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up officer trainings, etc. The conference will be at the recently upgraded Maritime Academy in Vallejo. We are looking forward to a fantastic conference.

We are seven months into the Distinguished Club program and we already have clubs that have achieved all ten goals; Starsearch and Warehouse Toastmasters have already attained all ten. Wordweavers have achieved nine. These clubs are already President's Distinguished. But why stop there? We are going to award a full set of advanced manuals to the top three clubs with the most educational awards completed at the end of the year and to the top three clubs with the most members achieving an educational award.

We have 53 clubs that have achieved four or more educational awards. At this time last year we had 45 clubs and we ended up with 85, which put us well in to the Presidents Distinguished status. We are well on our way to surpass that number.

We had two clubs with seven officers at TLI, Wordweavers and Heart to Heart. They will get \$50 gift certificates from the district. We have 74 clubs that as of now have at least four club officers trained. The rest of the clubs need to get their officers trained at the makeup officer training sessions. Every Toastmaster deserves to belong to a Distinguished Club.

### **Membership Retention and New Clubs, Randie Ellington 9:36**

Together we can reach our goals.

I value your time and I value the fact that you are here as leaders. My first week as Club Growth Director was a great week – I was in Vegas; I was in training with a great group of people. Now I need to extend the knowledge that we learned there to you. It goes back to the District Mission – We build new clubs and support all clubs in achieving excellence. That means that while we are building new clubs and extending this great opportunity to new people, we can't lose sight of our existing clubs. We can't lose sight of the clubs that are struggling. We need to help them to get back on track.

In order to build new clubs, we need leads. We are primarily looking for the best leads; those with an identified champion in an organization that is large enough to support one or more clubs.

To help struggling clubs we need to provide support. Division directors have already approached me to find coaches for their clubs that need help. I am reaching out to you. Volunteer to coach a club. Talk up this opportunity in your home club and in the clubs in your area. I want to recognize Mary Verghese. She had six clubs that were struggling in her division, and she got coaches for all of them. Other division directors are actively searching for club coaches, including Diane Pleuss and Sevitha Setlur.

At the beginning of the year we set a goal to become Presidents Distinguished. We started with 161 clubs. In order to meet our goal we need to end the year with at least 174. We are currently at 153. We have three new clubs and 11 that have not yet renewed. The ones that have not renewed are not lost, but we need to help them to build back up to at least eight members. Even if we get them all back, we still need to add 10 more new clubs to meet our goal. We have six months to do this, and it can be done.

We also need our existing clubs to gain new members. Even if all current members renew, we will still be short of our membership goal for Presidents Distinguished. Help all the clubs in your area grow their membership, not just the struggling ones.

In your club visits let the club know that we value you and we want to help you. Recruit coaches from the other clubs in your area, especially the very strong clubs. Get your clubs the help they need in order to thrive. Let them know that District 57 has a lot of awards ready to recognize members and clubs that achieve.

We need new clubs. I need more leads. Let me know of any potential new clubs in your area. We will follow up on any good leads that come in. If we all work together, we can make this happen.

As Toastmasters we have only one goal; to enhance the lives of others. We do grow from the experience, but the true reward is watching those we have helped grow.

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**Break:** 9:57 A.M.

**Recognition, District Director, Teri McDonald** 10:08 A.M.

Duayne Weiler was recognized for all of the hard work he does preparing for and setting up the meetings.

People who have attended virtually every meeting were recognized: Diane Pleuss, Dilek Alkaya, Tala Beigi, Irene Andro, Curt Hayashida and Mary Verghese.

Mary Verghese, Savetha Setlur and Diane Pleuss were also recognized for their success in finding coaches for their struggling clubs.

Division Director of the quarter for last quarter, Savitha Setlur.

The audit committee was recognized. Kimberly Whitaker accepted the award.

Tyree Johnson and Jean Cunningham were also recognized for their near perfect attendance.

Area Director of the month, Tala Beigi.

Jake Dmitiry received an award for making his area Presidents Distinguished as Area Governor last year.

**Reports:**

**Public Relations Report, Ed Cullen** 10:18 A.M.

This year's theme is Team Up! Move Up! I do not do the public relations work alone. I have an awesome team. I would like to recognize one member of that team, Dilek Alkaya.

Our job is to let the world know that Toastmasters is awesome. We have Club Contests and Area Contests coming up. After that we have Division Contests and then a fantastic Spring Conference on May 14. You can register on line now.

**Finance Report, Kimberly Whittaker** 10:22 A.M.

We have underspent our budget to date. We are being financially responsible and are on the right track. All financial entries are up to date through January. The audit is complete and there were no discrepancies found.

You can email payment vouchers to me and I will get the ball rolling. However, I need to have the original voucher and receipt before I can actually issue your check. You can bring them to DECM or you can mail them to me.

**Administration Manager, Dennis Neary** 10:25 A.M

Please be sure and sign in if you haven't already done so. This is the attendance record. If you didn't sign in, you weren't here as far as getting that award that Teri handed out earlier. We can sign you on retroactively if you let us know you attended a meeting, but it is much easier if you remember to sign in each month.

You have copies of the December and January DECM minutes. I would like to get both approved at this meeting. We have already identified some issues in the December minutes; Duayne's last name is misspelled on pages one and two. That will be fixed. On page two, Ron Catore's last name is misspelled. That will also be fixed. Does anyone have any other corrections? Savitha noted that Trident Toastmasters is in Division A and that her first name was misspelled on page 5. Those items will also be corrected. It was moved by Ed Cullen and seconded by Dilek Alkaya that the December minutes be approved. The motion unanimously passed.

In the January minutes we noted that Duayne's last name is misspelled on pages one and two and Ron's last name is misspelled on page 2. Copy and paste is a wonderful function of Microsoft Word. You can make one mistake and it will stay with you all year. These will be corrected also. In addition I have changed "set up a both..." to "set up a booth..." on page 3 and deleted the first sentence in the administration report on page 4. Tyree Johnson suggested starting a new paragraph in Tod's report

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when he began talking about the charity he supports. That will also be done. Tala Beigi made a motion to approve the January minutes as amended and Karen Moirao seconded the motion. The motion unanimously passed.

**Demonstration Meeting Demonstration, Demo Team Club, Teri McDonald 10:31**

We make the demo meetings a lot of fun. We engage the audience and make sure that they have fun, so they will want to join Toastmasters.

The demo team host, Lola Pratt welcomed the existing Toastmasters and the future Toastmasters. She then gave a brief history of Toastmasters International, followed by "Everyone has a story, and we would like you to share your story with us."

The Toastmaster, Tod Henry, introduced the speaker of the day, Linda Lawler.

Linda spoke for five to seven minutes on the benefits of Toastmasters and what it has done to help her. She mentioned that this was one place where it is okay to mess up giving a speech. You will still get encouragement and suggestions for improvement. She then told us that she had one bad speaking experience and made a life-long decision never to speak in public. Then, somebody was able to talk her into attending a Toastmasters meeting. She loved it and joined on the spot. Being a Toastmaster has changed her whole career path, opening up doors that she would have never considered trying to approach before she joined. After fourteen years in Toastmasters people sometimes ask her, "Why are you still in Toastmasters? Haven't you learned how to give a speech yet?" Her answer is "Toastmasters is fun! I like the people I meet, the stories they tell, and watching them Progress in their leadership and speaking skills." As you develop your speaking skills, people skills and leadership skills, you gain self-confidence, and that confidence carries over into your entire life. So take this opportunity to gain those skills and confidence and become a charter member of this new club.

Tod then led a round robin evaluation of the speech wherein everyone in attendance had a chance to comment. There were many comments about the personal story resonating with people and about her sincerity.

Tod then explained that we use the round robin evaluation in the demo meetings rather than having one designated evaluator, because we want to get as many of the guests as possible involved. It gives them a chance to speak without feeling threatened. It gets them engaged. You have people start participating and start laughing and feeling more relaxed. Then, by the time we come to table topics they are ready to come up.

Tod introduced the Table Topics Master for the meeting, Jake Dmitry. Jake had previously passed out cards to all attendees, asking them to write down something not many people know about them, that they would like people to know. He quietly had collected the cards. Now he read the statement that someone had written and asked the group to guess who it was. After a few guesses, he revealed the author and asked them to come up and speak about it. The guests are primed to get up and speak, and now they have a topic that they want people to know about. After a short period of guessing, the author will be ready to get up and speak. Eight people came up and spoke. Some did a very good imitation of a nervous novice speaker.

Tod mentioned that by using this method for table topics, the potential new members never speak for less than a minute. Using the normal table topics format club visitors often talk for less than 45 seconds. By having them unknowingly select a topic that they want to talk about for their table topic subject when they submit the cards we overcome that.

The host, Lola Pratt, then asked how many people were ready to start a new club. Quite often, if there are more than 20 potential charter members in the room a new club is started then and there. She thanked the team that put on the presentation. In an actual demonstration meeting the next steps would be to select a name for the club and elect club officers. That part was eliminated today in the interest of time.

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**Break:** 11:06 A.M.

**Brainstorming, Teri McDonald 11:16**

Everyone here is invited to join the Demo Team Club. It meets the fourth Saturday of the month. We practice doing demo meetings every month. You are not alone if you want to start a club, the demo team club is here to help and we will all participate if our schedules allow. Our members have participated in meetings that have started many clubs. We have people who have mastered these skills as part of our pool. Teri asked for questions and suggestions from the audience.

One person noted that a very polished speaker might intimidate the visitors and suggested having a fairly new speaker speak as well. Teri explained that the demo meeting has time for only one speaker. We get a full hour, but half of that is taken up by explaining the history of toastmasters, closing the sale, choosing a club name, set the meeting time, date and location, and electing club officers.

The speech should always be a personal story about what Toastmasters has done to improve your life. It should be given by a polished speaker, but not necessarily somebody who is too polished. By the time eight or ten people have spoken at table topics and we have all laughed with them, all of the stress is gone out of the room and people are ready to join.

Having an assigned evaluator, as we do in normal Toastmasters meetings, was suggested. We moved away from that to a round robin session in order to get the potential members involved, and it has worked wonders. The more we can get the potential members to participate the more fun they will have and the more likely they will be to fill out that application. It is a proven method.

There is a video on youtube of Rick Ferbish describing this method. If you have an opportunity to view it, please do so.

You might have noticed that there was no ah counter/grammarian and the timer role was very low key. Those roles will be explained on the back of the agenda at a demo meeting, but the actual meeting is simplified due to time constraints and the desire to keep it simple. They can see on the agenda that there are other roles in an actual Toastmasters meeting.

**The Leo Report, Teri McDonald 11:31**

The Leo Report was developed by District 96. It is a graphic representation of how clubs are doing. It is updated daily. This tool will tell you where your clubs are standing. It will be posted on the District 57 website. The club status is color coded. Clubs that are experiencing problems are shown in red. Tjhis makes it easy for you to identify clubs that need help.

Some of these clubs have not renewed eight members. The District is sponsoring *Moments of Truth* for clubs that are in trouble. As the Area Director, you can present this module to the club. We want to do all we can to bring these clubs back to a growth pattern. We still have packets available if you want to make the presentation. Go ahead and take a packet for your clubs that are in trouble. Give the presentation yourself or let us know who you are giving it to in the club.

We also have sister clubs. If you are in a strong club and you have a struggling club in your area, team up and give the struggling club the support and guidance it needs.

**A Personal Report, Teri MacDonald 11:38**

Last year before the International Convention in Kuala Lumpur, I knew that I was having health problems. My doctor advised going to the convention, saying we could figure it out when I got back. At the convention I became very ill and when I returned I was diagnosed with cancer. I questioned whether I should remain in this leadership position or not. I decided that I have goals and that I have made a commitment to Toastmasters. I will not let cancer beat me. I made a choice to be here and not be a victim of cancer. I had radiation and surgery, and now I am cancer free.

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I made my choice. You have to make your own choice, and I know that sometimes the path you choose is not toastmasters. We have four and a half months left in this Toastmaster year. I choose to do all I can to make this District Presidents Distinguished. I hope you will choose to do the same this year and for years into the future. Will you choose a life of leadership, or are you on a path where you don't know where you are going? It is time to decide what you want to do next year in Toastmasters. I hope you will choose to get all you can get out of Toastmasters.

I shared my story with you because you have a choice now. You can go back to your club and just be a member, or you can choose to continue on your leadership journey. I appreciate every one of you. What a wonderful family. And, I see the potential in every one of you.

**District Officers for Next Year, Tod Henry 11:47**

It is my job to collect the applications for next year's District Officers. I hear people saying "I want to do this," or "I want to do that." Now it is time to fill out the paperwork. I believe we are all here for a purpose. There will come a time when you will have the opportunity to speak on a heartfelt subject to several people on very short notice. If you stay on the leadership team you will be able to do so and positively affect many lives. Who is stepping up? We need division directors, a club growth director and other leaders. It doesn't matter who else is running. It is about the journey. You can also recommend other people.

**Next Meeting – March 19, 9:00 A.M.**

**Adjourned – 11:54 A.M.**

Minutes prepared by: Dennis Neary, District Administration Manager  
Minutes Approved: March 19, 2016