



District 57 Executive Committee Meeting Minutes
 February 11, 2017
 Eric Martin Room at Peterson Cat
 2700 Teagarden Road, San Leandro,

Attendees: *(Names with in bold were in attendance)*

| | |
|---|-----------------------------|
| District Director | Steve Taddei |
| Program Quality Director | Randie Ellington |
| Club Growth Director | Dilek Alkaya |
| Administration Manager | Sharon Brown |
| Finance Manager | Deneille Wiese-Smith |
| Public Relations Manager | Tala Beigi |
| Logistics Manager | James Forslind |
| <i>Immediate Past District Director</i> | Teri McDonald |

DIVISION DIRECTORS: (Names with in bold were in attendance)

| | |
|--------------------------------------|---|
| Division A –Justin Paras | Division C – Carol Haynes |
| Division B – Donna Loo | Division D – Happy Skywalker |
| Division E – Linda Lawlor | Division G – Jenn Sesto |
| Division F – Karen Moirao | Division H – Stephan King-Monroe |
| Division I – Stephanie Butler | |

(Names with in bold were in attendance)Did Not have Sign In****

| | | | |
|-----------------------------|---------------------------|-----------------------------|------------------------------|
| Area A – 1 Director | Savitha Setlur/Chris Finn | Area A- 2 Director | Krishna Chockalingam |
| Area A -22 Director | Jerreau Taylor | Area A – 35 Director | Nicolas Will |
| Area B – 6 Director | Elizabeth Banks | Area B – 7 Director | Rick Morgin |
| Area B –17 Director | Hykeem Jordan | Area B - 21 Director | Mia Foster-White |
| Area B – 27 Director | Alan Paiolini | | |
| Area C – 8 Director | Jeff Watson | Area C – 9 Director | Julie Garrett |
| Area C- 24 Director | Linda Redwood-Kahn | | |
| Area D – 3 Director | Debar-ray Jones | Area D – 12 Director | Neal Trotter |
| Area D – 14 Director | Nathan Woods | Area D – 26 Director | Brenda Karroll-Walker |
| Area D – 30 Director | Vivian Prater | Area E – 4 Director | Chris Foster |
| Area E – 15 Director | Edson Ramos | Area E – 18 Director | Carolyn Douglas |
| Area E - 23 Director | Matt Clagett | Area F – 16 Director | Vijay Ratthinam |
| Area F – 20 Director | Trish Johnston | Area F – 32 Director | Ben Sykes |
| Area G – 10 Director | Eric Shaul | Area G – 11 Director | Sue Finch |
| Area G – 25 Director | John McHugh | Area G – 31 Director | Justin Bordessa |
| Area H – 5 Director | Tim Totah | Area H – 19 Director | Kerman Deboo |
| Area H – 28 Director | Chuck Chang | Area H – 34 Director | David Dai |
| Area I – 13 Director | Pravesh Kumar | | |
| Area I – 29 Director | Mariam Ghazvini | Area I – 33 Director | Koshy George |
| Area I – 36 Director | Merideth White | | |

OTHERS IN ATTENDANCE:

| | | | |
|--------------------------|------------------------|---------------------------------|----------------------|
| Contest Chair | Suzanne Yorkunas | Parliamentarian | Bill Woolfolk |
| Pathways Dean | George Marshall | OATM Chair | Nancy Tran |
| HPL Chair | Jean Cunningham | Nominating Chair | Teri McDonald |
| Speechcraft Chair | Ed Cullen | Int'l Director, Region 2 | Jim Kohli |
| Social Media | Shyam Nath | Newsletter Contributor | Tyree Johnson |
| Newsletter Editor | Chris Foster | | |



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Meeting called to order at 9:10am, **Sergeant at Arms, James Forslind**

Area D – 14 Director Nathan Woods:

Described the importance of the meeting space. Eric Martin brought Toastmasters to Peterson University and how a man he never met impacted his life.

Steve Taddei, District Director: “The Launch of Pathways” Group exercise was to break out into groups of 5 and discuss what experiences you have had with Pathways this week. Then a select few shared their stories with the group. Gary Wong finished a level in Pathways

George Marshall, Chief Pathway Guide

- Each guide will have 8 to 10 clubs each to visit and present Pathways
- Visited 80% of the clubs already seen the Pathways Presentation. Leaves behind the Kit with the VP of Ed and provided weekly support.
- Because it is a pilot, TI does not want us to discuss Pathway with other Districts.
- New membership application form that **does not** have Sales Tax included. Since TI is no longer shipping anything to new members there is not sales tax.
- We have to use the Districted rate. You can find the application on the flash drive or go to the District website.
- The password to get into Pathways is “d57pathways”
- 320 people logged in to Base Camp 19 completed the Ice Breaker, 120 members in progress 160 members are not in leadership roles that have looked at Pathways.
- Q & A
 - *Turn off your Popup blocker when logging into Pathways.
 - *A two club member how to give proper credit. When you log into Base Camp you can designate the club you desire to have the credit.

Dilek Alkaya, Club Growth Director:

- Path forward mode. Base is 157 and we are half toward the base in membership.
- New clubs 4 clubs Ohlone, Ramboll On (E18), Sacred Heart Church (D30), Captricity (D3)
- Additional new clubs in the pipeline are: Food Bank (B6), JFK University (B7), Health Services (C8), Aduro Bioteck (E4). Plus hot leads for Area E, D,G & H that we are pursuing.
- Struggling clubs are Laugh Lovers, Toast Builders lost charter, DEMO Team we need more local support and would like to have 2 or 3 members from each Division to help the DEMO Team stay alive. Tesla no longer exist but interested in reviving, Stagecoach Achievers is gone.
- Laugh Lovers Open House on Sunday, February 19th Tyree is working to get this club back.
- Need Club Coaches for struggling club
- Danger Clubs: SFUN Masters (D12) is dead, Livermore Lunch Bunch is dead if there is another club in the area before March 31 we can use their charter for the new club.
- Semiannual Clubs may not realize that they need to submit their officer list twice a year. Area I-29



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- Early achievers who already turned in their club reports: David Dai and Krishna Chockalingam
- Membership retention is more than 70% this is fantastic news for every division.

Jean Cunningham: Presentation on Member Retention and Dues Renewal

- How to get new members. Talk to people, where the pin that says "Ask me about Toastmasters"
- Ask your friends and family the clerk at the store. Put up flyers in the neighborhood, for corporate club put flyers in the lunch. Visit businesses. Go to local Farmers Market by apples and put your club sticker on the apple and hand them out.
- We have incentive programs for membership, "Beat the Clock", and between March 1 -22 the incentive is a \$25 gift certificate at the TI store. Member retention, call up past members and tell them about Pathways. Keep 90% of your current members and receive another \$25 coupon for the TI store.
- What are we doing to keep members? Send the people that left a postcard, letter or email to check in with them and let them know about Pathways.
- Talk to the members and get new ideas to bring back past members. Have a membership building contest between the club members or contest between different clubs.
- Engage guest when they visit your club.
- Suggest conducting "Moments of Truth" at the clubs. Should be presented once or twice a year for clubs in trouble.
- It's up to every member in every club to bring in new members.

Steve Taddei, District Director:

- Reviewed Club Rewards for Springtime Retention: Renew 90% of your members from March 1 to March 22nd the clubs will earn \$25 Gift Card from TI Store
- Springtime Club Growth: Net growth of 2 members between March 1 and April 22 the clubs will earn another \$25 Gift Card, which will be awarded at the Spring Conference.
- Also an incentive for holding an Open House clubs will receive UP TO \$50 reimbursement for the event expenses.
- Confirmed that a member that returns to their club after their membership lapses has the option to finish their CC or start Pathways or work both programs.

Tala Beigi, Public Relations Manager

- Event submission form with Google. Much easier to use and get the information on the calendar.
- Pathways pages has been updated. More materials are added as we receive it.
- Pathways is a secured password: d57pathways that allows you more access.
- Added 2 more people to the PR team. We also have a Newsletter team, Social Media Team, Web Team and Visual Content Team.
- Social Media contest was great fun. Shyam Nath is working for the next video for people to talk about their experience with Pathways.



- Talk to the clubs to contribute articles for the Newsletter.

Sharon Brown, Administration Manager

Minutes for January 2017 had no amendments and there was a motion to approve the minutes by Happy Skywalker and seconded by Brenda Karroll-Walker.

Steve Taddei, District Director:

- Introduced the new Division Director Stephanie Butler for Division I and was presented with her pin.
- Stephanie has hit the ground running and has planned her Officer Make Up Training this month.
- Presented our new Finance Manager Deneille Wiese-Smith with her pin
- Steve discussed about the audit that was conducted by Robert Kaiser the Chair of the Audit Committee, along with Brian Fisher
- Reviewed Randie's report (who was away attending a training). The Spring Conference we have Lark Doley, First Vice President, from Austin Texas is the Keynote Speaker. We are setting up Demo meetings and Corporate club visits. She will speak on the Friday night showcase.
- Still need some help with finding next years leaders. For the conference we still need a Volunteer Chair, Publicity Chair, Hospitality Facilities Chair, Room Monitor Chair, and Sponsor Chair.
- Ramping up for the Contest and we should put them on the Calendar as soon as possible.
- Steve, Dilek and Tala going up to visit Division G in Eureka on a Saturday afternoon and participate in a street fair with the 4 clubs in Division G.
- **Naomi Takeuchi** and Division G announced hosting a Pathways event, bring your laptops to Century 21 in Santa Rosa. Everyone will work on their Pathways together.
- TLI went well and know the Division Directors are working on their make-up training.
- Want suggestions for improvements.

Deneille Wiese-Smith, Finance Manager

- Has checks written and signed and ready to distribute.
- She will have reports at the March DECM meeting

BEST PRACTICES FOR TLI – SUGGESTIONS FOR IMPROVEMENTS

- When will the credits show on the TI website
- Build in time for getting to training.
- Using the new Eventbrite was great tool to get the word out for Make-up training. Very successful turnout. Tala will give the Directors the password and get them set up to use Eventbrite.
- Should not have someone train a role that has never done the role before.
- If there will be combine training in the same room just have 1 room monitor.
- Insurance to facility for meetings
- Offer more than 1 make up training within the time frame we have.



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- Partner with another club to hold a make-up training.
- Important to have projectors for Makeup training and TLI training. Bring your own equipment.
- There are 2 TLI and make up training is not like TLI.
- Okay to attend another Division for Make up training
- List the venues that have been used in the past for training. It should have the contact person name, the cost and what the requirements are. Then we can pass this on to the next Director.
- Should be instructions on how to plan a make up training which would also include the venues used in the past. The instructions should be saved in our d57tm.org References
- If you want to know how to plan a meeting the best way is to volunteer to help at a make up training.
- Mark Vergil did write instructions on how to conduct an Officer Training.
- You can find a sign in sheet for TLI or make up training on the d57tm.org website.
- If you need Evaluation forms you can get them from Kevin Thornton.
- Suggested that Division Directors can input the credit for their officers attending TLI or makeup training.

What are some best practices for Open Houses

- Get out in the community and in the local businesses. Pass out flyers, use the business bulletin boards.
- Don't use the old TI branding logo.
- Target a Facebook area to market and get the word out
- Invited a speaker that wrote a book (book signing) to their Open House
- Cold Call businesses-Naomi starts with, *We are a Non Profit organization* then say *TI is one of the top leadership & speaking organizations. May I speak with someone in your HR department.*
- Warehouse had so many members they had to split the club one meets in the morning and one meets in the evening. Looks like both will be Presidents Distinguished.
- Suggested that we have a script to use when we make calls to companies.
- Jim Kholi has a script that he is willing to share.
- Jim said you don't walk in unexpected to a business for cold calling.

Dilek Alkaya, Club Growth Director:

- We could use help with volunteers for DEMO meetings.
- We need club mentors, club coaches and club sponsors. Would like to have 2 for each Division.

Meeting Adjourned at 12:00pm