

District 57 District Executive Committee Meeting Minutes for July 18, 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 – Sean Adams

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 – Patricia DeSa

International Conference Travel Chair – Monica Sullivan

**Public Relations Manager – Ed Cullen**

Social Media Team Lead – OPEN

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Newsletter Lead – OPEN

Mail Chimp Team Lead – OPEN

Google Hangout Team Leads - OPEN

Advertising Team Lead \_ OPEN

Web Team Leader – OPEN

Website Staff – Vinella Garcia

Website Staff – **Happy Skywalker**

**Finance Manager – Kimberly Whitaker**

**Administration Manager – Dennis Neary**

Assistant Administration Manager – **Sharon Brown**

Logistics Manager – **Duane Weller**

Statistician – George Marshall

Parliamentarian – Bill Woolfolk

Recognition Team

High Performance Leadership Chair – Jean Cunningham

Awards Chair – Pam Thompson

**Division Directors:**

**Division A – Mary Verghese**

**Division E – Jake Dmitiry**

**Division B – Diane Pleuss**

**Division F – Shyam Nath**

**Division C – Dilek Alkaya**

**Division G – Janice Thomas**

**Division D – Lola Pratt**

**Division H – Savitha Setlur**

**Area Directors:**

**Area A01 – Chris Finn**

**Area D14 - Happy Skywalker**

**Area A02 – Trish Johnson**

**Area D26 – Roger Howland**

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**Area A13 - Nilva Fuller**

**Area D30 – Debo Sarker**

**Area A22 – Thomas Zarembinski**

**Area E04 – Andrew Gi**

**Area A29 - Justin Paras**

**Area E15 – Nancy Tran**

**Area A33 - Edwin Grimwold**

**Area E18 - Susan Colburn**

**Area B06 - Ann Hartwig**

**Area F16 - Karen Moirao**

**Area B07 - Karen Leffler**

**Area F20 - Kathy Brancheau**

**Area B17 - Tala Beigi**

**Area F32 - Sarah Kirkland**

**Area B21 - Donna Loo**

**Area G10 - Rick White**

**Area B23 - Curt Hayashida**

**Area G11 – Sue Finch**

**Area B27 - Janice Lessing**

**Area G25 – Mark Burchill**

**Area C08 - Carol Haynes**

**Area G31 – Lily Trent**

**Area C09 - Jia Chen**

**Area H05 – Stephen King-Monroe**

**Area C24 - Debra Poblete**

**Area H19 – Jonathan Wells**

**Area D03 - Sharon Brown**

**Area H28 – Irene Andro**

**Area D12 – Justin Young**

**Area H34 – Joseph Fernandez**

**Others in Attendance:**

**Tyree Johnson** – Past District Governor

Randie Elington

Elizabeth Banks

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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**

- Welcomed everyone.
- Area Director Inductions. All area directors present were formally inducted into office.
- District Team Introductions: Finance Manager, Kimberly Whitaker, Public Relations Manager, Ed Cullen, and Administration Manager, Dennis Neary each briefly introduced themselves.
- Area and Division Training needs to be completed in the next couple of months.  
**Action Item:** All Area and Division Directors attend the next DECM on August 22 to receive the remainder of the training..
- Food pantry – This church has a food pantry. Please bring one or more non-perishable food items to future DECMs. We want to give back to the organization that gives us this venue.
- Ice Breaker: Area Directors and Division Directors expressed their expectations of things they will gain and things they will give this year.
- Expectations: Teri passed out contracts for all Area and Division Directors, listing the district’s expectations for these officers. Asked all district officers to achieve at least one educational goal this year.
- Teri reminded Area and Division Directors to appoint a contest chair for their contests. Don’t do it all yourself.
- Give speeches at your club visits. Speak to the areas the club needs to address (i.e. membership building, creating a successful club culture or the Distinguished Club Program.) Be sure you get manual credit for every speech given. It is possible to complete an educational goal just with the AG speeches in the clubs.  
**Action Item:** All Area and District Directors to return signed contracts to the District Administration Manager by August 22, 2015.
- District Goals:
  - Club Growth – We start the year at 160 clubs. Our goal is 174 by June 30, 2016.
  - Membership – This year we had 7,080 membership payments. Our goal is 7,647.
  - Distinguished Clubs. Our goal for this year is 80 clubs that are distinguished or better.
- Area Director Incentives:
  - The three Area Directors with the best attendance records at DECMs as of next June 30 will receive a free set of advanced manuals.
  - Area Directors who get their club visit reports submitted on time in both halves of the year will receive a free Starbucks card, a free Pete’s card or a free Jamba Juice card.

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- Area or Division Directors whose Area or Division is distinguished by April 15 will receive a free Spring Conference admission.

Break: 9:52 A.M.

**Program Quality Director, Steve Taddei 10:16**

- Introduced Jean Luong who awarded as certificate to Dennis Neary for coordinating a Youth Leadership Program in Alameda for Girls Inc.
- A huge benefit of being an Area Director is the relationships you build with other district officers at the District Executive Committee Meetings. Friendships I formed as an Area Governor in 2009-2010 are still going strong. Max out your relationships.

**Enhance Club Quality**

- Participants gave the reasons they joined Toastmasters and the reasons they stayed in Toastmasters.
- Participants then spoke about what makes a quality club. The Area Director's job is to provide support for all clubs in the area.
- Discussed ways to support a struggling club.
  - Don't tell them what they have to do; help them achieve it. Lead by example.
  - Conduct helpful Area Council Meetings.
  - Ask questions before you give suggestions. Find out the history and the members' take on the situation.
  - Suggest having varied meetings occasionally; i.e. backward meetings, all speeches meeting, all table topics, draw your meeting role out of a hat at the beginning of the meeting, have a poetry meeting. Mix it up. Once every two or three months do something unusual.
- Discussed building trust with the clubs. Received suggestions from the floor.
  - Let them know you are there to support them.
  - Have last year's Area Governor introduce you.
  - Visit to build rapport before you make an official visit.
  - Mention your credentials. Let them know that you have been in their shoes.
- Preparing for a Club Visit.
  - Look up the club on the Toastmasters.org District Dashboard. Know where they stand and know the club history. Review the club visit report.
  - Send the Club President a copy of the blank visit report in advance. Let them know what questions you need answered. Give them time to come up with the answers. (If they have completed their club success plan, they won't need much time.)
- The official club visit:
  - Visit the club early in the cycle and submit the report soon after the visit. Give the club sufficient time to address any problems you may note.

Break: 10:53 A.M.

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**Club Growth Director, Sue Haun 11:12**

**Establish and Support New Clubs**

We want more people to have the same positive experience we have had.

Sue asked the participants to talk about what they had gained by starting new clubs. The answers ranged from the exhilaration of seeing people gain confidence in themselves to seeing people who didn't know each other come together to create a positive experience for new toastmasters to experiencing the excitement in the room from the potential members.

People who can help create new clubs:

- The most important person is **you**. You can give us leads; organizations or geographical areas that can benefit from a Toastmasters club. If you see a company, a City, a geographical area or an organization that could benefit from a Toastmasters club, let us know. If you have contact information for a club champion or if you just have a vague feeling that this organization would benefit from a club, let us know. We cannot start a club someplace we don't know about. Also identify potential Club Sponsors and Club Mentors for the new clubs.
- **District Director** gets leads from World Headquarters and adjusts club alignment at the end of the year.
- **District Club Growth Director** gets leads from the members and World Headquarters, may forward leads to Area and division Directors, helps plan the demonstration meeting teams, coordinates with the District Director, assists with prospect visits, attends demonstration meetings and pre-charter information meetings, recruits, trains and supervises club building team members, club sponsors and club mentors.
- **Club Sponsor** follows up on leads, serves as a contact for demonstration meetings, generates interest and recruits members in new clubs, shows new clubs how to hold meetings and elect officers, collects the dues and fees, submits the paperwork to Toastmasters World Headquarters, and plans the Charter Presentation Meeting.
- **Club Mentor** guides the club and attends meetings for the first six to twelve months, teaches the new members how to be Toastmasters, explains the club officers' roles, and the Distinguished Club Program. Takes leadership roles and gradually turn them over to the club members. Helps the officers develop a club success plan and helps recruit and retain members.
- **Demo Club:** The Demo Club is dedicated to conducting quality demonstration meetings for potential new clubs. Club members will help the Club Sponsor run a quality demonstration meeting.

Club Coaches: Coaching is a different experience from mentoring. A club coach has two years to get an existing club that is faltering up to distinguished status. A Club Coach is not working with people who know nothing about Toastmasters. A Club Coach is working with experienced Toastmasters who are experiencing difficulties making their club a quality club. Sometimes the biggest challenge is getting the club members to acknowledge that they need help. Clubs that are eligible for a Club Coach have twelve members or less. (Note that clubs that are faltering

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but have more than 12 members can request a Club Mentor.)

Passed out forms for members to write down any leads they might have for new clubs. If you have a contact in the organization, that is great. If you don't, submit the form anyway. Guidelines for leads were introduced: communities with population of 10,000 or more and corporations with 150 employees or more.

Sue randomly selected four forms out of the ones submitted, and four lucky people won gift certificates for Starbucks.

**District Director, Teri McDonald**

Handed out educational awards to Division Directors. These are the awards that had not been distributed last year.

**Action Item:** Division Directors distribute awards to Area Directors. Area Directors distribute awards to members during their preliminary club visits.

**Jeopardy:**

Teri presented a game of jeopardy, based on today's presentations. Three Area Directors volunteered to be game participants; Jonathan Wells, Justin Paras and Nancy Tran. The categories were: Clubs, Education and Training, Membership, Leadership and Hodgepodge. The winner was Nancy Tran.

**Next Meeting – August 22, 9:00 A.M.**

**Adjourned – 12:16**

Minutes prepared by: Dennis Neary, District Administration Manager

Minutes Approved: