

District 57 District Executive Committee Meeting Minutes for April 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 – 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

Others Present:

Julie Garrett – Area C9 Director Elect
Kira Pescoe – Area D3 Director Elect
Linda Redwood-Kahn – Area C24 Director Elect
Matt Clagett –
Mia Foster-White – Area B21 Director Elect
Tim Totah -

Nathan Woods – Area D14 Director Elect
John McHugh – Area G25 Director Elect
Chuck Chang –
Kerman Debo –
Wing Lok –
Jeff Watson – Area C8 Director Elect

Meeting called to order at 9:03 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.

Welcome and Where We Are, District Director, Teri McDonald 9:05 A.M.

For those of you who are here for the first time, what is DECM? DECM is the District Executive Committee Meeting. We talk about leadership. If you are an incoming Area Director, you will receive training next July, right at this meeting. This is where you get the tools so you can do a fantastic job as Area Director. Throughout the year we motivate, inspire and talk about things that are happening in the district.

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We set a goal this year to become Presidents Distinguished. In order to do that, we need to meet three goals. We need to achieve an 8% increase in membership, achieve an 8% increase in the number of clubs and 50% of our clubs need to be distinguished. How are we doing?

We started the year with 161 clubs. We need 174 to achieve 8% growth. To date we have 133 clubs.

We started the year with 7108 members. To achieve 8% growth we need 7677. To date we have 6136.

We need 50% of 161 clubs, or 81 clubs to be distinguished. To date we have 30.

It doesn't look too promising, does it? Today I am going to show you how we can make it happen. The numbers always look bad this time of year. You will leave here today saying, "We can do this."

We have 133 paid clubs. We need 33 more clubs to get to Distinguished and 41 more clubs to get to Presidents Distinguished. Guess what – we have 24 clubs not in good standing. That means that 24 clubs are late in renewing their dues. When their dues are paid, we will need only 17 to become Presidents Distinguished. We know that we will lose some of these clubs, but we can expect at least 20 to renew. I have a list of ten clubs that are potential new clubs this year. Randie probably has more than ten. If all 24 clubs renew and these ten clubs join, we only need to find 7 more clubs.

Even without those 7 clubs we will have achieved Distinguished status. One club is chartering this week and another turned in their charter papers yesterday with 58 new members. Look for opportunities in your area, and let Randie know about them. We have 76 days left to achieve this goal.

We have 6136 membership renewals so far this year. That seems to be a long way from 7677. But think about this. Seventeen new clubs with a minimum of 20 members each gives us a minimum of 340 members. The April 1 renewal date has just passed and we can expect several hundred, if not a thousand members who will renew are late with their renewal payment. Add to that the membership drive at the end of the year by clubs that need new members to become distinguished, and 7677 does not look that hard.

We already have 30 distinguished clubs. This puts us well on track for 81. Most clubs don't become distinguished until late May or June. This number will increase daily between now and June 30. We will end up with more than 81 clubs distinguished.

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Club Growth Director Report, Randie Ellington 9:26

The Club Growth Director is responsible for finding new clubs and retaining as many of the existing clubs as possible. That includes the Club Coaching Program. In the time I have been Club Growth Director I have traveled throughout the district and met a lot of people. I have learned that in the vastness of our district we have many people who are making a difference in other people's lives. I want you to realize that you are making a difference.

Continue to follow up on any opportunity. There is a difference between leads and opportunities.

Leads are great. But a lead doesn't become an opportunity until you have made a contact with someone in the organization who has expressed desire to help make the club a reality. If your contact is somebody in HR or somebody in management, it is that much stronger. That is when I would want your Area Director and Division Director to step up and work with you.

We have some marginal clubs that are probably not going to make it. These clubs desperately need coaches. As Area Directors you can identify people in your area who can effectively coach the struggling clubs and give them the opportunity to gain important leadership skills by stepping up and coaching these clubs.

I would like to recognize the Area Directors who have already completed their club visit reports: Happy Skywalker, Carol Haynes, Ann Hartwig, Karen Leffler, Donna Loo, Gina Cefalu and Curt Hayashida. The Area Director reports are very important. With 150 – 170 clubs, the only way the district leaders can know how each club is doing is through the Area Director's report. Additionally, the clubs need the feedback so they can address weak areas and build on strong areas. An outside opinion can sometimes jar their thinking and they can address issues they weren't aware of. Equally important, the Area Director reports can identify future district officers and other district leaders.

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The Area Director reports are important. But, if they don't come in until the end of May, they lose a lot of their importance. At that point there is only one month to address issues. Then a new slate of officers will come in and last year's reports will probably not be handed down to them.

I want to remind you that we are looking for corporations with 200 employees or more for corporate clubs. If you know somebody who works at a qualifying company, ask them for a name in HR or management who you might contact. There are Farmers Markets and other venues where people gather. In many of these you can set up a booth to promote Toastmasters. If you find a lead in either of these areas give it to you. If I give it back to you, it will be an opportunity.

The Demo Club is a great resource to help the Area Directors bring a new club into existence. I have leads to 50 companies that might potentially host a Toastmasters Club. I am working with them to determine which ones will become opportunities.

I have been a Toastmaster for 34 years. 2015 was a very good year for me. After all these years, every year I have been in Toastmasters has been a better year, especially the last five years. I have met a lot of great leaders who have helped me grow to the next level. We are all growing together. Each of you, as leaders, is having a transformative year. You will be a lot different on July first than you were last July first. Your biggest legacy will be in how you develop the leaders who are coming behind you. Look for those leaders. We need them.

Try not to be a leader of success, but a leader of value.

Reports, Teri McDonald, 9:41 A.M.

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

You have all received emails about the Spring Conference and about reaching your goals. April 15, yesterday, was a big day in the terms of recognition. Clubs and individuals will be recognized at the conference for goals achieved by that date. Some of the recognition will be in the form of cash. I have had a lot of reasons to get the word out that these rewards were available and I have had a great team that has gotten the word out more than once to every member of District 57. Thank you Dilek, thank you Happy, thank you Nate, and thank you to the rest of the team.

Finance Report, Kimberly Whitaker, 9:44 A.M.

You should all have copies of the financial report. What you have is the report for January, February and March. As of yesterday, the books for March are closed. We are underspending just slightly. Money for the conference is coming in. Our books are in the black. If you have any questions in the report please contact me by email.

Administration Report, Dennis Neary, 9:46 A.M.

If you haven't signed in, please do so before the end of the meeting. This is our only record of your attendance. All district officers for next year please sign in also. If you do not find a space with your name, write it in and indicate what area you will be representing next year. Next month there is no DECM. It is replaced by the Business Meeting at the Spring Conference. Be sure to sign up for your vote as a District Officer at the Credentials Desk. That signup sheet is my record of your attendance at the Business Meeting. You may carry two votes for a club, but you also get a third vote as a District Officer. The March minutes are posted on the District website and there are copies available on the back table. There are some things that need to be addresses near the end of the minutes. Let's start by asking, does anyone have any revisions to the first seven and a half pages of the minutes? Hearing none, let's move on to the Area and Division Directors' Successes and Challenges. There are two speakers who are not identified, and there are potentially misidentified. My recorder doesn't pick up the names when people are introduced as, "Come on down!" One of the speakers was misidentified and the two unidentified speakers were identified.

The minutes were amended to reflect these changes. It was moved and seconded that the minutes be approved as amended and the vote was unanimous.

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Break, 9:53 A.M.

Introduction of Candidates, Teri McDonald, 10:06 A.M.

Running for District Director, Steve Taddei.

Running for Program Quality Director, Randie Ellington.

Running for Club Growth Director, Dilek Alkaya and Kimberly Whitaker.

Division Directors:

Division A: Justin Paras

Division E: Linda Lawler

Division B: Open

Division F: Karen Moirao

Division C: Carol Haynes

Division G: Open

Division D: Edwin Grimwood

Division H: Stephen King-Monroe

Area Director's Experiences, Teri McDonald, 10:11 A.M.

Three current Area Directors will now talk about their experiences this year, for the benefit of those of you who are now considering becoming Area Directors next year.

Carol Haynes: Being an Area Director has been a great opportunity to see how other clubs grow, to see the way different clubs do the same thing and to make new friends. It is great to know you are not on your own when you visit a new club. Everyone in this room is behind you and willing to help if you run into problems. Also, Toastmasters Leadership Club is a great opportunity for any Area Director who wants to make their position into a High Performance Leadership Project. This club will guide you and assist you through the process. I will achieve my High Performance Leadership Project at the end of the year.

Karen Leffler: When I first took this job I was very apprehensive. But I learned that there were a lot of people who wanted to help me succeed. By the second half of the year I felt so much more in control. The contests ran so much smoother. At the beginning I was in my own little private world of corporate Toastmasters. That was great, but then I reached a level where I wasn't growing any more. I became an Area Director and learned more about the organization. I also learned about other clubs in my area. I set a goal to get my Advanced Communicator Silver award by June 30, and I am almost there. Being an Area Director has increased my self-confidence and has heightened my commitment to the organization. I encourage all of you who are coming in to this role to take full advantage of this great opportunity.

Stephen King-Monroe: My take on being an Area Director boils down to two things: speech contests and club visits. It is awesome to go to the club speech contests and watch the winners proceed to the area, then division, then district contests. It is great to see how they develop the speech between contests, to become a better competitor at the next level. The DECM meetings are great. This is a wonderful meeting. You get to know all of the district leaders. And, they serve food! I always have fun when I am here at this meeting.

Acknowledgement of the two newest Distinguished Toastmasters Present, Teri McDonald, 10:17 A.M.

Congratulations are in order to **Savitha Setlur** and **Jean Luong**, new Distinguished Toastmasters.

Program Quality Director Report, Steve Taddei, 10:18 A.M.

We hear from everybody that they are not quite ready to take on the Area Director position and that the second half of the year is much easier than the first half of the year. That is true in my position also. I really felt like I was in over my head at the beginning of the year. Now I have things in control. Particularly, the Fall Conference has been much easier than the Spring Conference. My comfort zone

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has now expanded to include putting together a conference. Your comfort zone will expand as an Area Director too.

When I was asked to be an Area Governor, I had never attended a Toastmasters meeting outside of my home club. I thought all Toastmasters meetings were exactly the same. I contacted the President and Vice President of Education at Sweet Talkers. They were glad to talk to me. They look to the Area Governor, or Director, as a resource. That doesn't mean you need to know everything. When something comes up that you are not sure about, you have everybody in this room as your own resource to get you through it. I visited the club; they had great meetings. A few weeks later I got a phone call from the Vice President of Education. She said. "The Club President has left the company. This is a corporate club, so she is no longer a member. I have to take over, and I need you to help me." We spent a lot of time discussing it. She didn't officially take on the title of President, but she took over all of the duties. She got to May, trying to figure out how she could get the club distinguished. Due to the layoffs, they had gotten down to about 14 members, and they needed 20 to be distinguished. All I could do was give her encouragement and let her know what had worked for other clubs. It got down to the middle of June, when I got a phone call while I was in the middle of an intense company meeting. I couldn't take the call and had to wait until lunch time to get the message. She called to say they had an open house. They got 6 new members, bringing them up to 22. She thanked me for helping make that happen. All I did was talk to her on the phone a few times. The open house was her idea, and I encouraged it. That's all you have to do to help a club.

There was a woman in Island City Toastmasters, fresh out of St. Mary's College. She had an incredible work ethic and a huge circle of friends.. About three months after she joined the club I asked her if she was interested in getting some of her friends together to start a new Toastmasters club. In March we had the demo meeting with 12 people. We kept going and by August we had the new club. The first year it was Presidents Distinguished. As an Area Director you have the opportunity to identify future leaders.

As an Area Director you can identify leaders, give them tasks and help them accomplish them. You will make an impact on people, on their clubs and on the district. Have a great time. You may feel intimidated as you get started, but that's what the trio and your Division Director are here for. It's what everyone in this room is here for. Sometimes family crisis or other things come up that keep us from completing our Toastmaster duties. That is when others pitch in and help us get through it.

The Spring Conference is coming up on May 14. It is at the Maritime Academy in Vallejo on May 14. We will have Darren LaCroix, a world champion of public speaking, presenting the keynote address and the Friday Night Showcase. The showcase will also be at the academy, and dorm rooms will be available for \$50/night for anyone who wants to stay over. That is \$25 each if two people share a room. You can register for the conference, the showcase and the dorm room on line at the District 57 website, D57TM.org.

District Speech Contests, Michael and Stacy Schwan, 10:33 A.M.

We are really excited about the conference. As with any conference, the contests take a lot of volunteers. We need timers, ballot counters, judges, sergeant at arms helpers and many more. We already have a lot of volunteers, but we can use more. Contact one of us if you want to be a part of the contests. Also, talk to people in your clubs about this opportunity. Judges, especially have a great

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responsibility to the contestants to make a fair and impartial judgement. We have a great team of judges so far, but we still need more judges from Divisions A, D, G and H.

Division Director Reports, Divisions A –C, and E, Teri McDonald, 10:36 A.M.

Jake needs to leave early, so he will present before the break and Lola will present after the break.

Division A, Mary Verghese: Division A is the largest division in the district, with 750 Toastmasters. We made a goal not to lose any clubs. Unfortunately, we will be losing one club. It is a corporate club, and the company has decided to eliminate their sponsorship of the club. We have been successful in saving all of the other clubs that were in danger. We are going for Presidents Distinguished status this year, and it is looking like that will be happening.

Division B: Diane Pleuss: We have 21 clubs, six of which are already distinguished. We have managed to save one club and we have one club that is tenuous that we are working the other one. Our division contest was about ten days ago, and I am proud to say that we had every Area Director there. The big surprise was that I was not there. That afternoon I got a call that my husband was in a car accident and was in the hospital. There is a Toastmaster who lives nearby who is a leader. I called her and explained what happened, and she stepped in and took over my role in the contests. In the hospital you have no cell phone connection. In order to call anyone you need to go outside and make the call. They were essentially on their own, and the contests ran smoothly with fantastic contestants. I didn't have to be there. They stepped in and figured it out. In Toastmasters there is always somebody who has your back. My husband is now okay, by the way.

Division C, Dilek Alkaya: WE continue to keep up to our motto and style: Center of Excellence at Division C, with C is the key: Communication, Collaboration, Contribution, Cheer, Commitment, and moving forward to Championship. Division C has 13 clubs with three Areas and three great Area Directors; C8 - Carol Haynes, C9 – Jia Chen and C24 – Robert Lee. Nine out of 13 second club visits have already been completed; we have 5 Triple Crown and OATM winners with potentially six more by June 30. We have had great support from our Club Officers and the three incoming Area Directors, all of whom are here today; Jeff Watson – C8, Julie Garrett – C9 and Linda Redwood Kahn – C24. Our successful year was full of many exciting events; contests, open houses and anniversary celebrations. The District C Contest was featured in a local magazine. We have started monthly HPL meetings with Meetup Chair Jay Lingda and lead HPL Chair Jeff Watson.

We have eight clubs that are already Distinguished or better. All three areas are almost distinguished. Division C is almost Select Distinguished. We should finish the year with all areas Select Distinguished or better.

I am proud to announce the first virtual club charter in the world. The club was chartered with great leadership from Division C members Larry Miller, Jay Lingda, Tom Brown, George Marshall and many others.

Jake Dmitriy, Division E: Division E has the edge. It is the center of Excellence. We started with 19 clubs and we now have 20. We are doing everything we can to support every member in every club. I want to say thank you for the great support from Division D Director, Lola Pratt. WE worked together and presented a combined make up officer training session. Lola is a pleasure to work with. I also want to thank Ed Cullen for being there every time I needed his help. I encourage you to support the members of your clubs. Offer encouragement and praise. Help them reach their potential.

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Division Directors Reports, Divisions D and F through H, Teri McDonald, 11:15 A.M.

Division D, Lola Pratt: One of my Area Directors isn't here because he is at the Warriors game. Unfortunately he didn't give me a ticket. Division D is on the path to finish strong. We have 23 clubs and four of them are already distinguished. Three of our Area Directors are here; Happy, Sharon and Roger. We had a successful division D contest. I thank all five Area Directors for attending. We are really working to revive The Word Mill. This club is at Mills College. They have some committed members and some potential members who want to see the club succeed. Look to see this club back in business. We will continue to meet our goals, and Division D will finish strong.

Division F, Shyam Nath: We started the year with the theme, Team Up! Move Up! We are moving up. Last Friday we had a great speech contest. We had as many as 50 people in attendance. The host club was Electric Speakers, which is already Presidents Distinguished. WE have other distinguished clubs, and one new club we just chartered is on track to be distinguished. There are two clubs that are in trouble. They started the year in jeopardy of losing their charter, and we are working hard to see that that does not happen.

Division G, Janice Thomas: In my Division I am known as Todd Henry Jr. for how often I scour the dashboard. We have at least three clubs that have already achieved Presidents Distinguished. My trouble area is up in Eureka, getting them to get their dues submitted. I think Division G will contribute five of the clubs we need to become Presidents Distinguished; three clubs that are now short of their renewal goals and the two new clubs we will be chartering. We are working with Division C to put on "Train the Trainer North". It will probably be on May 7. I just received a note from Happy Skywalker stating that she would consider being Division G Director next year.

Division H, Savitha Setlur: Division H is happy and high achieving. I want to recognize each of the area directors. Irene did a great job with the makeup training session. Gina has been magic for the division. Her enthusiasm is contagious. Jonathan has worked hard with one of his underperforming clubs. He has made a valiant effort, but it looks like the club will die. However, we are hopeful that he will charter a new club before June 30 to make up for that. Stephan and I have a plan to make his area Presidents Distinguished. We already have three clubs on the verge of being distinguished and he has chartered a new club. I will make a promise to Teri that Division H will have ten distinguished clubs by June 30. We have 76 days left; we have a lot of time.

Recognition, Teri McDonald 11:28

Area Director of the Month: Trish Johnson

District Director of the Quarter: Dilek Alkaya.

New Club Charter Papers: Presented to Randie Elington for CliffMasters.

Director's Grand Slam Award: The following 10 clubs have qualified for the \$120 award by becoming Presidents Distinguished by April 15: Warehouse Toastmasters, Marin Toastmasters, Southern Marin Toastmasters, Capitol Speakers, ChevMasters, Star Search, Santa Rosa, Heart2Heart, Ukiah Toastmasters and Electric Speakers. Additionally, 20 clubs qualified for Distinguished or Select Distinguished by that date. Their names were placed in a drawing and the following five clubs were drawn to also receive \$120; Diablo Toastmasters, Confidence Builders, Toast on the Hill, City Speech Toastmasters and Pleasanton Community Club.

District Spring Conference Chair: David Dai

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New Club Celebration, Randie Ellington 11:45

This is a celebration of Techtronics, a new club and ABC Toastmasters, expected to send in their papers on Wednesday.

Next Meeting – June 18, 9:00 A.M.

Adjourned – 11:50 A.M.

Minutes prepared by: Dennis Neary, District Administration Manager

Minutes Approved: June 18, 2016