



District Director

Steve Taddei, DTM

Program Quality Director

Randie Ellington, ACS, ALS

Club Growth Director

Dilek Alkaya, ACS, ALB

Public Relations Manager

Tala Beigi, ACB, ALB

Administrative Manager

Sharon Brown, CC, ALB

Finance Manager

Logistics Manager

James Forslind, CC

District 57
www.d57tm.com

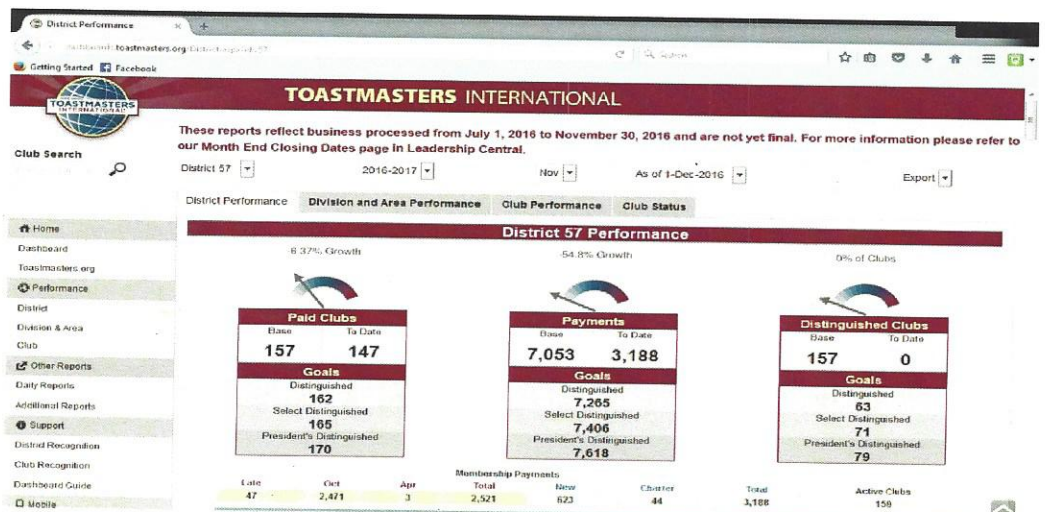
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We build new clubs and help
 all clubs achieve excellence.

District 57 Executive Council Meeting
Saturday, December 3, 2016
St. Andrews Presbyterian Church
Pleasant Hill

9:00	Call to Order, Mission of District, Flag Salute	James Forslind, CC
9:05	Ice Breaker	Group
9:15	Program Quality Director	Randie Ellington, ACS,
ALS		
9:30	Club Growth Director	Dilek Alkaya, ACS, ALB
9:45	Public Relations Manager	Tala Beigi, ACB, ALB
10:00	Administrative Manager Report	Sharon Brown, CC, ALB
10:10	District Leadership Committee	Teri McDonald, DTM
10:30	Break	
10:40	District Historian	Lindy Sinclair, DTM
10:50	Club Building	Michael Notaro, DTM
11:35	Pathways	George Marshall, DTM
11:40	Now is Your Time	Steve Taddei, DTM
12:00	Adjourn	





District 57 Executive Committee Meeting Minutes

DECEMBER 3, 2016

St. Andrew's Presbyterian Church

1601 Mary Drive, Pleasant Hill, Ca - California, 94523,

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	Destinee Cooper
Public Relations Manager	Tala Beigi
Logistics Manager	James Forslind
Immediate Past District Director	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 – Edwin Grimwood	

(Names with in bold were in attendance)

Area A – 1 Director	Joel David	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
TLI Dean	Kevin Thornton	OATM Chair	Nancy Tran
HPL Chair	Jean Cunningham	Nominating Chair	Teri McDonald
Speechcraft Chair	Ed Cullen	Fall Conference Chair	Kevin Markl
Social Media	Shyam Nath	Past District Governor	Tyree Johnson



Meeting called to order at 9:00am, Sergeant at Arms, James Forslind

Opening Remarks, District Director, Steve Taddei

- Welcomed the Leaders
- Ed Cullen (510-658-6178 or cell 510-774-5349 Wednesdays from 6pm to 7pm at Merritt College (Real Estate Forum)
- Welcomed Dignitaries Past District Director Teri McDonald and Naomi Takeuchi
- Started the session with the ice breaker activity. Attendees got into groups of four or five, making sure that they weren't paired up with people from the same division. Each person wrote down two experiences that they had that were true and one experience that was false. Their partners guessed which experience was false.

Program Quality Director, Randie Ellington

- TLI coming up on Saturday, January 7, 2017
- Train the Trainer scheduled for December 10, 2016
- David Dai is the TLI Registration Co-Chair
- Manoj Ramanan is Room Monitor Co-Chair

Club Growth Director, Dilek Alkaya

- D57's mission is to build new clubs and support all clubs to achieve excellence. We started the year with 157 club. As of October 2016 we have 147 clubs in good standing and we need 162 clubs to be Distinguished, 165 for Select Distinguished and 170 for President's Distinguished.
- Our goal is to have 1 or 2 new clubs per Division. To date we have Strokes of Genius I13 and Hangar Games in C24 are chartered. We have Ramboll in E18, Ohlone College I33, Bio Marin in San Rafael C9 and Ware House Split D14 that are in the process of chartering.
- That means when 10 clubs are not in good standing are brought back in as club in good standing with 8 or more members, we will keep our base of 157 and we will reach Distinguished District status by January 2017.
- We have 2 strong leads to charter and 6 new club leads that we are working on.
- Base member's dues are \$7,053 and to date we have 3,188 members. We need our membership at 7265 to be Distinguished, 7406 to be Select Distinguished and 7618 to be a President Distinguished District.
- Division A is leading with the lowest member loss rate
- Good news, all divisions have added 50-100 new members. Division I and D are leading with their highest rate of new member addition to their divisions.
- All divisions have retention rate of 65% to 78% and Division B is leading with highest membership retention rate.
- We started the year with 20-25 clubs eligible for Coaches and 1/3 of those clubs have a Coach assigned. With the October membership renewals clubs eligible for a Coach increased to 45. We expect to have at least an additional 1/3 assigned a Coach and bring the other 1/3 to 12 plus member status.
- No members from I29 Tesla Toasters and A35 Toast Builders renewed their membership. Toast Builders did renew and wants to re-charter. We are in the process of reviving Tesla Toasters Laugh Lovers wants to continue but only has 1 renewed member. Laugh Lovers executive members created a survey to be sent to D57 for feedback on reviving the club and receiving ideas for the path forward.
- DEMO Team club also struggling. Suggest having the DEMO Team conduct a demo at one of the DECM meetings.



- Would like to have 1-2 members from each division to join the DEMO Team Club.
- Awesome meeting with Rick Furbush, keynotes speaker during the D57 Fall Conference and Ohlone College, a club in the process of being chartered.
- John McHugh will have a Speech Craft in March 2017
- Club visit reports are at 91.7% with 157 base clubs and 144 club reports were submitted. Early achiever award goes to Division F & H due to having all their club visit reports in early.

.Public Relations Manager, Tala Beigi

- We are having a Social Media Contest. Clubs that submit the best 30 or 60 minute video of why they enjoyed/what they got from attending the Conference will win a Gift TBA. Contest will end January 31, 2017
- Tala and John are working on a short introduction video to send to corporations regarding the benefits of Toastmasters. This is another tool to use as well as calling the companies.

Announcement from Steve Taddei

- Finance Manager, Destinee Cooper resigned. Attendees that we were in search of a new finance manager and would welcome recommendations

Past District Director/Nominating Committee, Teri MacDonald

- Gave a talk on becoming a leader.
- Reminded everyone to submit their nominations for all elected TRIO, Division Directors and appointed Area Director positions

District Historian (new position), Lindy Sinclair

- Recalled how we got the name District 57. Of course we were the 57 District to be created in Region 2.
- Lindy spoke about our past leaders that made a great contribution to the District like Tevis Thompson who passed away last year.
- Our District will be 60 years old on July 1 2017. Suggest we should have a big membership drive with the local news media involved.
- Memorial to Tevis Thompson and other Toastmasters.
- Opened up to other leaders to talk about memories of district 57
- Romance Bill Meyn and Mary Clark meet through TM and married. Nancy Tran and Andrew TM romance. Watergate club for 3 seasons the club Presidents became pregnant during their President role.
- We need to celebrate our District's 60 years so start thinking about how we could do this.
- Membership building was Calling Businesses to start a club

Past International President, Michael Notaro DTM- Club Building

- Told a great story on presenting to a group of 50 employees at a corporate club which he chartered. Always believe in yourself.
- Recognized Naomi Takumi that moved from North Carolina to California.
- Shared techniques on how to reach out make phone calls to create strong leads for new club to charter.
- Looking for corporate clubs with at least 250 white collar employees working in the same building. (Not shift employees, not employees in 2 separate cities).
- Call to action to all the leaders in the room to call charity organizations, companies and churches to share the benefits of Toastmasters.



Meeting adjourned at 12:00 noon

Pathways Program, George Marshall, DTM

- February 7, 2017 is the launch of Pathway Program. District 57 will be the first in the world to start the Pathways Educational Manuals.
- Many of the meeting structure will be the same. The Education materials will be replaced with the new Pathway program.
- District will have Pathway guides for every club. Pathway guides will need to visit each club. Advertise the block of time that they are available via, face time, Skype, for questions from the club members.
- Need between 14 to 18 Pathway guides. For online training material and booklets.
- There is a 2 year transition period were both programs can run side by side and we have the longest transition period of about 3 years. Existing members can continue working the old program or you can work on the Pathways program. But, after Pathways has launched, all new members joining will have to use Pathways.
- Any new clubs that are launched after Pathways is started will need to be on the Pathways Program. In a existing member working on the old program is part of a new club that is chartered; the individual member can continue working on the old program or work from both programs.
- Very good Q & A.

Closing Remarks, District Director, Steve Taddei

- Go out and call some potential leads

Adjourned 12:00PM