Attendees: (Names in ***Bold Italic*** were in attendance)

District Director ***Randie Ellington***

Program Quality Director ***Dilek Alkaya***

Club Growth Director ***Karen Moirao***

Administration Manager ***Beth Lacerna***

Finance Manager ***Denielle Wiese-Smith***

Public Relations Manager ***Kevin Markl***

Logistics Manager ***Ron Catoire***

Immediate Past District Director Steve Taddei

International Director-Region 2 ***Jim Kohli***

TLI Dean ***Ed Cullen***

DIVISION DIRECTORS (Names in ***Bold Italic*** were in attendance)

|  |  |
| --- | --- |
| Division A –***Faz Binesh***  Division B – Rick Morgin | Division C – ***Julie Garrett***  Division D – Sally Philbin |
| Division E – ***Christopher Foster***  Division F – ***Trish Johnston*** | Division G – Dallas Gouldberg  Division H – ***David Dai*** |
| Division I – ***Meridith White*** |  |

AREA DIRECTORS: (Names in ***Bold Italic*** were in attendance)

Area A – 1 Director Nilva Fuller Area F – 16 Director **VACANT**

Area A- 2 Director ***Eugenia Lau*** Area F – 20 Director ***Janice Fairfield***

Area A -22 Director ***James Forslind***  Area F – 32 Director ***Leah Cole***

Area B – 6 Director ***Marilyn Ferguson*** Area G –10 Director Terri Boudreaux

Area B – 7 Director Destinee Cooper Area G – 11 Director Troy Arseneau

Area B –17 Director Logan Kummar Area G – 25 Director ***John Leong***

Area B - 21 Director Stani Peycheva Area G – 31 Director Nora Guy

Area B – 27 Director Nanci Lucchesi Area H – 5 Director Philip Cameron-Smith

Area C – 8 Director Jay Ligda Area H – 19 Director ***Bill Holsey***

Area C – 9 Director Christine Robinson Area H – 28 Director Wendy Wilson

Area C- 24 Director A. Kim Holscher Area H – 34 Director ***Sarah Kirkland***

Area D – 3 Director ***Muriel Taing***  Area I – 13 Director Albert Mo

Area D – 12 Director Vivian Ling-Wong Area I – 29 Director ***Sherry Hsu***

Area D – 26 Director Matt Colebourn Area I – 33 Director Venkat Raman

Area D – 14 Director Adria Richards

Area D – 30 Director Elizabeth Pauw

Area E – 4 Director Vanitha Margan

Area E – 15 Director Jasper Visser

Area E – 18 Director ***Charles Vrooman***

Area E – 23 Director Emalynn Robinson

OTHERS IN ATTENDANCE:

|  |  |  |  |
| --- | --- | --- | --- |
| Contest Chair | ***Diane Pleuss*** | Parliamentarian | Bill Woolfolk |
| Pathways Dean | George Marshall | OATM Chair | Krishna Chockalingam |
| HPL Chair | ***Merci Del Rosario*** | Nominating Chair | ***Steve Taddei*** |
| Speechcraft Chair | Kimberly Whitaker | Fall Conference Co-Chair | ***Brenda Walker***/Neal Trotter |
| Social Media | ***Greg Kaufman*** | Spring Conference Chair | **VACANT** |
| Newsletter Editor |  | Newsletter Contributor |  |
| Awards Chair | Vivian Prater | VP Ed and Pathways Guide | ***Bryan Fisher*** |
| Youth Leadership Chair | Savitha Setlur | DCP Chair | Jean Cunningham |
| Train the Trainer Chair | Justin Paras | Club Extension Chair | Teri McDonald |
|  |  | Volunteer Coordinator Chair | ***Wing Lok*** |
|  |  | Statistician | ***George Marshall*** |

Also in attendance: ***Happy Skywalker***

Minutes were written by Beth Lacerna

Meeting called to order at 9:00 am. Sargent at Arms: Ron Catorie

**Theme: Keeping the main thing, The Main Thing**

Randie: Welcome District Leaders, Area Leaders, and International Director, Jim Kohli

What is the Main Thing we do at DECM?

* Build new clubs and inspire excellence in new clubs
* We identify and build leaders
* We nurture and help them grow

Karen Moirao: Let’s grow new club!

* Who is responsible to grow new clubs?
* Club Growth Director, Division Directors, Area Directors
* EVERYONE
* How do we get ideas for new clubs?
* From our club members
* Why do we want new clubs?
* Help to leaders and members to build self confidence
* Bryan Fisher identified AAA as a potential new club
* How do we make cold call?
* Prepare objectives and tell your story
* Look at the company web site
* Address questions and concerns
* Tell them how you and the organization could benefit
* Have a DEMO meeting by the DEMO team
* Charter with club mentors – 6 months to a year
* Inform them that you are a volunteer and not a sales person
* Tools to help you
* List of potential clubs
* Write a corporate letter
* Work with DD and AD to find new leads and work w/ existing leads

Grow new clubs that help replace the ones we lose. Resources can be found on our Toastmaster’s website

Dilek Alkaya:

* Encourage training for our clubs, both existing and new
* Encourage clubs to meet their educational goals.
* Traditional vs Pathways Goals. District 57 are the leaders in Pathways. Many clubs adapting to the change.
* Early achiever of Pathways
  + Carolyn. Douglas
  + Mark Snow (A Virtual Member in Australia)
  + George Marshall
* DTM Achievers
  + Krishna Chockalingam
  + Elizabeth Banks
  + Bryan Fisher
* One way to identify leaders
* Club visits (On November 30, all club reports due)
* Write report on club visits
* Avoid having contests on the same day to ensure attendance, support, and resources

You are all contributing our District success

Denielle Wiese-Smith: Review of District Division Budget

* Submitted budget but was returned for changes. 7K was forwarded to the 2018 – 2019 term, for TLI Expenses
* We have to manage our budget closely
* Previous year we were spending $300 per Division per year. Wasn’t enough because some Divisions had more clubs. D57 allocates $100 per area per year.
* Concur has not been rolled out yet
* Support fire victims who want to attend conference with your private $$

Kevin Markl: “Right message at the right time” Make our District President Distinguished

* Support district goals
* Start new clubs
* Grow members
* Help make clubs Distinguished
* Communication plan and tools
  + Meet up - Gets result and use consistency
  + Division Maps
  + Zoom for web conferencing
  + Email segments

George Marshall – Chief Pathways Guide

District 57 is the very first pilot to Pathways. We have more Pathways awards earned.

Three most common problems about Pathways

1) Getting Started

* Go on the Education site on the District 57 website
* Choose a path and follow prompts
* Read Pathways projects on the d57tm.org
* Start the Path

2) Complete the project

* Levels and awards are online
* VPE or Base camp manager must approve completion

3) Submit award in Club Central

* A lot of people do not understand the program

A cheat sheet is available to help understand the program. George would like your feedback on the program.

Brenda Walker and Neal Trotter – Fall Conference Co-Chairs

After the DECM meeting, Neal will do a promo video for the conference web site. Were able to get volunteers as greeters for the conference.

Wing Lok – Volunteer Chair. Need to staff the conferences.

Why should you volunteer as leaders at the conference? You are the leader of your life.

Take advantage of what Toastmasters offer. Expand skill set to plan programs. Make this year’s Fall Conference the best.

Randie will give more information on how we can help our members who have been affected by the fire. Reach out to those who were affected by the fire.

Also, if you are a business owner, you can promote your business by advertising in the program. Cost is nominal.

Faz Binesh – Division A

* Contest today at Castro Valley library
* He is assessing the health of the clubs
* 2 clubs closed
* Providing assistance in 3 clubs
* Possible new specialty club in Castro Valley

Rick Morgin – Division B

* Complete area club reports
* Will delegate to AD new club leads
* Working on struggling clubs
* Using Meet Up and Zoom
* Will be the Pathway lead for this area and division

Trish Johnson– Division F

* Area visits almost done
* Lost a couple of Area Directors, therefore the remaining AD’s are performing double duty by visiting other clubs to get the report done
* Will work on low membership
* Meet Up works for their club. Will follow up with the visitors
* Received credit on club renewals

Meredith White– Division I

* Thanks ADs for attending
* Need Pathway guide. Pathways is not intuitive
* 2 clubs struggling
* You can attend other areas for Officer Training
* Promote members to visit other clubs to learn and to grow

Brenda Walker– Filling in for Sally Philbin, Division D

* Contests completed
* All AD visited the clubs and now working on their reports
* Actively promoting Pathways
* Working with 2 clubs that are struggling

Miscellaneous

Timer – Ed Cullen

Demo meeting after the DECM.

Meeting adjourned at 12:00 pm

Please provide any corrections to these minutes to:

Beth Lacerna, District 57 Administration Manager

admin.manager@d57tm.org