

The District 57 Dispatch

The 2024-2025 term is almost over. I, for one, am on point, making sure my main club will hit Presidents Distinguished status, and am helping my second club gear up for a revamped Club Success Plan. Dispatch readers are involved in many club and district efforts, the big push before the finale. Finish strong, stretch yourselves, and encourage others to do the same. And don't forget to sign up for the District Conference on May 17—
New Beginnings!

Lee Vaughan, Editor

MAY, 2025

Thursday, May 15th: District 57 Candidates' Showcase, 6:00 - 8:00PM

Friday, May 16th: 2025 District 57 Business Meeting, 6:00 - 8:00PM

Saturday, May 17th: New Beginnings: District 57 Annual Conference, 7:30AM - 5:00PM

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THE 2025 DISTRICT 57 ANNUAL CONFERENCE IS ALMOST UPON US, BY SALLY PHILBIN, DISTRICT DIRECTOR



The Conference committee is putting the final touches on those pesky final details of every large event. And YES, it is all coming together. The Evaluation Contestants are practicing their speech evaluations at their clubs; clubs are gathering their banners for the Club Banner Parade; our

Keynote Speaker, Diane Pleuss has crafted an exceptional Keynote Presentation; Educational Session presenters are fine tuning their presentations (read on for more on this); of course there will be lunch followed by the presentation of the 2025 Communication and Leadership Award to Judge Joselyn Jones followed by her acceptance speech that you will not want to miss...take a breath...

...more Educational Sessions; award presentations will include the traditional line-up to honor our latest Distinguished Toastmaster Award Recipients; followed by more excitement as we recognize those who have earned their Elite Triple Crown and Outstanding Toastmaster Awards.

These awardees have already completed the work required; however, the rest of us have until June 30 to complete the work required to earn one of these three awards. I know I am still working on mine. Those who earn their awards by June 30 will be recognized at our end of year party in early August. Wait! Don't forget the District 57 International Speech Contest that will mark the end of our 2025 Conference. And then on to our Post Toasties Party where we will celebrate another Great Conference!

Check out the District 57 website at D57TM.org where you can go to register for the conference and find out about the limited lodging for the night before the Conference. You might want to double up with someone. The lodging at the Academy is bunk style accommodations like you would expect for basic student housing. Overflow housing is available off campus at a hotel at hotel pricing.

I can't wait to attend this extraordinary Conference at this extraordinary location on the water...The California Maritime Academy in Vallejo.

Sally

PROMOTE YOUR BUSINESS WHILE SUPPORTING THE CONFERENCE

To both offset conference expenses and highlight the remarkable businesses within our community, we are offering an exclusive opportunity to advertise in our printed Annual Conference program. This program is more than just a schedule—it will be filled with essential details like the day's agenda, award highlights, speaker bios, and other important information that attendees will reference throughout the event.

Your advertisement won't just be seen—it will be revisited, shared, and remembered. Think of it as a chance to put your business directly in the hands of a highly engaged audience who value the products and services our members provide. Whether you run a real estate agency, graphic design studio, coaching practice, public speaking service, or have authored a book, this is a unique opportunity to gain visibility while supporting the conference.

Expanded Visibility for Your Advertisement

Your advertisement will appear in both the printed and digital versions of the program. You'll also receive:

- Recognition on a sponsor slide displayed during the conference
- A post-conference thank-you on the District 57 Facebook page, expanding your visibility to our wider social media audience
- **For Platinum and Gold sponsors:** A featured banner on the official Conference website for added digital exposure

Partner with us to make this year's conference program both a treasured keepsake and a valuable resource. Your participation helps us—and promotes you. See how to secure your ad space at right:

ADVERTISE IN THE 2025 DISTRICT 57 ANNUAL CONFERENCE PROGRAM

Reach a dynamic audience of communicators, leaders, and professionals!

- ✓ Promote your Toastmasters Club
- ✓ Showcase your business or organization
- ✓ Recognize outstanding members
- ✓ Share a message of encouragement

Ad Options:				
Level	Ad Size	Price	Dimensions	Bonus
Platinum	Full Page	\$100	7.5"w x 10"h	3:1 Banner on Conference Page
Gold	Half Page	\$75	7.5"w x 5"h (H) or 3.625"w x 10"h (V)	3:1 Banner on Conference Page
Silver	Quarter Page	\$50	3.625"w X 4.75"h	-
Bronze	Business Card	\$25	3.5"w x 2"h	-

Ad Specifications:

- ▶ Full color ads
- ▶ Formats: JPG, TIF, PDF, or Photoshop
- ▶ Image quality: 72-150 dpi recommended

Why Advertise?

- ✦ Boost visibility for your club or business
- ✦ Support the success of our members
- ✦ Leave a lasting impression on a vibrant leadership community

*Ads may not promote contestants or candidates for District office.

Reserve Your Space by May 7, 2025!

Ready to reserve? Purchase here d57tm.org/conference

Questions or Need Help?

Email: tiffydawnjones@gmail.com

Phone: 510-513-2510

TAKE TWO: THE SECOND AND LAST AREA DIRECTOR VISIT AND WHAT IT'S REALLY FOR BY JEFF YOUNG, CLUB GROWTH DIRECTOR

Your Area Director should be reaching out to you for your second club visit. And maybe they asked you for how your club was doing on its DCP (District Club Performance) progress.

A lot of you probably said, "It's going okay," without providing details, because there weren't any. A smaller group said, "We're already done!"

But if they didn't, you might be wondering why they decided to randomly drop in one day, and then a few days later you get an Area Director report.

For this month, I might be telling you stuff you already know, but you never know.

Area Directors are required to visit your club a minimum of twice a year, once in the fall and once in the spring. (More specifically November 30th and May 30th, respectively.) They do not receive credit for being an Area Director unless they complete 75% of their reports.

If your Area Director showed up more than twice over the course of the year, it's because they wanted to, or you invited them to your Open House (assuming you ran one...), or both.

Their presence there is a way for the District to get a better view on how clubs are doing and if they need help. The Trio gets a copy of all 100+ reports when they're filed, and our job is to have them be our eyes and ears. We can't be everywhere at once, and we're not going to try - but we do look at them. We also have to trust that the Area Visit report is accurate, because if someone tells us a club Exceeds Expectations when they aren't really, that's a false positive result.

We're losing several clubs this year, and there's not a lot we can do about it in hindsight. I've spent a lot of this year reaching out to clubs in need of assistance, but even that wasn't always enough - I think the hardest lesson I learned was 'you can't save everyone' but my mission is to Make Clubs Better, One Member At a Time -- inefficient, but effective for enough clubs.

But I digress.

Fall Visit: A Plan Is Needed

The first Area Club Visit is to establish the plan of action --- the Club Success Plan, or CSP for short. We have an incentive for completing it, but it's always been optional, and it's easy to forget or skip.

That changes next year. Next year, the CSP is **mandatory and must be completed before September 30th**. It has to be signed and submitted to Toastmasters International if your club has any interest in being Distinguished that year.



You know the old adage, 'if you fail to plan, plan to fail?' Well, in this case, it's the flip side of that. "If you have a plan early, you have a plan for success," but you actually have to plan for what's reasonable for your club to do -- and more importantly, *who* will be doing those things. If you say "We're going to drive cross country and arrive in California somehow," whether you go using Route 40 or 80 makes the experience very different, even if the direction is the same.

You are allowed to do better than the plan. But without one in the first place? You're going nowhere.

Spring Visit: The Destination Awaits

When the Area Director comes back for the second time, it'll be at least three months since you published your plan, probably more like six, and they're there to see if things have progressed well since the first visit. That's been roughly six months worth of meetings with possible speeches, and in May, there's still one month left to sprint to the finish line.

- If you're short the Path levels, assign speakers who are close to finishing those levels.

- If you're short the 4 or 4 more members, it's time for a membership drive.

- If 4 officers or more skipped training or didn't pay dues on time? We can't help with that - it's too late to fix. But many of you got the emails from me over February, March and April with reminders to do that thing.

The Area Directors can only advise and inform; the club has to do the work.

[\(Continued on page 9\)](#)

CLUB MEMBERSHIP/DUES RENEWAL BY SALLY PHILBIN, DISTRICT DIRECTOR

Just because the stated deadline for dues renewal has passed, it doesn't mean that you shouldn't continue encouraging your members to renew by reiterating the importance of driving toward their personal goals. It doesn't mean that you should stop recruiting for new members. You have until June 30 to become Distinguished. Even more than that you have until June 30 to set up the foundation for the success of you and each of your members driving into the next program year. It is never too late to rejoin your club or to help your club bring in new members.

All clubs are included in the District 57 Realignment. Clubs not in good standing just won't be counted toward the min of 4 clubs needed for each Area. Each of these clubs are members of the District 57 Family and will still be assigned to a Division and an Area. No, we are not giving up on any of our clubs still showing on our roster of clubs!

What can be done? Post flyers on media sites like linked-in, next-door, others, have your club members post flyers on their personal FB pages...do you have an in-person presence? If yes, put up flyers on local billboards, in libraries, Starbucks... Post short summaries of what happened at your last meeting...speech topics, Table Topic topics...relate fun moments, growth moments. You get the idea.

You all can do this! together! Together You Can! Soar!

Sally

Incentives/Rewards

While April 15 was the deadline to earn the Outstanding Toastmasters Award (OTMA), the Elite Triple Crown (ETC-A level 5 + 2 other Path Levels), and/or a Distinguished Toastmaster Award (DTM) to be acknowledged at the Conference coming up on May 17, it is certainly NOT too late to earn any of these awards this Program Year and be recognized at the End of Year Party.

Keep on keeping on, put your head down and accomplish your goals. I know I am. I am working hard to earn both an OTMA award and ETC award for this Program year. Wish me luck! I know that I wish all of you luck be added to your hard work and perseverance in accomplishing your goals as well.

Well, these are individual awards, but there is a whole array of club incentives as well. Check out Incentive Tracker for the complete list at D57TM.org>Resources for Club Officers>Quick Links.

Club Leadership

May is the month to elect Club Officers for next year. A strong Club Officer Team can make all the difference for a strong year. Offer prospective officers the opportunity to shadow your outgoing officers. I recommend that your current officers write up a lessons learned document...what worked well and what didn't.

Start this year to build on these documents every year to create a history of best practices that can benefit your club in the years to come. It not only benefits your club but also benefits your outgoing officers as they can learn from their experiences not just from general hindsight, but more importantly from thinking them through with new perspective. I could see each outgoing officer giving a speech about what they learned. Hey, Path progress!

CANDIDATES CORNER!

In Toastmasters, our program year runs from July 1 through June 30. As we approach the end of the year, May is a time of transition and leadership renewal. At the club level, each club independently elects a new slate of officers. At the district level, we come together to elect our new leadership team.

On May 16, District 57 voting members will elect our incoming District Director, Program Quality Director, Club Growth Director, and a Division Director for each Division.

Below, you'll find short bios and headshots of each candidate to help you get to know the individuals running for these important leadership roles. Each candidate will also connect with voting members by sending out two campaign emails and delivering a two-minute speech during our [District 57 Showcase on May 15](#).

Take a few moments to explore the Candidates Corner and learn more about the leaders who are stepping up to serve.

All are welcome at [the Business Meeting on May 16](#) when we'll vote in Officers and Vote for Realignment. However, only those eligible to vote can do so. We will need a quorum of Presidents and VPE's. Please register to attend and to vote. All those eligible to vote will receive a packet next Friday. Please look for it in your inbox.

Bios for the following candidates may be found at D57TM.org [here](#).



District Director—
Linda Patten



Club Growth Director—
Maureen Filler



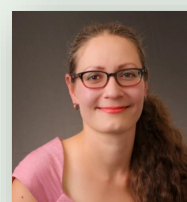
District Director—
Lindy Sinclair



Division Director—Division A—
Daniel Waas



Program Quality Director—
Jeffrey Young



Division Director—Division B—
Darya Hoover



Club Growth Director—
Dennis Dawson



Division Director—Division D—
Aaron Loc Van

WELCOME TO TOASTMASTERS-OPOLY, BY LEESA THOMPSON, PRM

Complete Public Relations Challenges. Earn District Bucks. Build Stronger Clubs!

Even though the game board is almost full for this Toastmasters year, it's not too late to roll the dice and keep playing! There's still time to complete challenges, earn District Bucks, and help your club grow in members, strength, and spirit.

This year's official deadline has passed.

But the club newsletter incentive deadline has been extended to May 7!

If your club hasn't submitted you newsletter, send them to PRM@d57tm.org right away so you can get your District Bucks NOW!

Here's how clubs have been playing Public Relations Incentives:

GO: Submit a Short Form Video – Earn District Bucks

(5 Clubs Completed)

Clubs submitted 1-minute promotional videos to showcase their energy and welcome guests. These were shared on the D57 Facebook Group and YouTube Channel and can be reused for promotion all year long!

3 clubs passed GO and collected their rewards!

COMMUNITY CHEST: Talk Up Toastmasters – Earn Bonus Bucks

(3 Entries Submitted)

Members shared their Toastmasters journeys during February, March, and April. One winner was spotlighted, and all entries were featured in the newsletter and rewarded.

Every story inspired someone new to give Toastmasters a try.

CHANCE: Newsletter Challenge – Roll Again?

(3 Entries Submitted)

We're sure there are more club newsletters out there! If you haven't submitted yours, now's your moment—send it in during this 1-week grace period to get your Bucks.

FINAL SPACE: District Store

Spend your Bucks before the program year ends! Reimbursement deadlines are approaching fast—don't miss out!

New Game Starts July 1

Let's finish this round strong... and get ready to roll again!

Ready, set, go!



COMPLETING PATHS, DISTINGUISHED CLUBS BY SALLY PHILBIN

Why do most people join Toastmasters? They/You/We joined Toastmasters to improve our communication skills. To do that members work the Toastmasters Educational Program. It has been this way for the past 100 years. And it works!!! Right now, the Toastmasters Educational Program is called Pathways. We work the program by completing projects that lead to completing Paths. We measure our progress by observing our improvement. We applaud each other's growth in our effective communication skills through speech evaluations and personal interactions.

Toastmasters International measures our progress by the number of Paths we have completed, the number of club members we have, and the completion of certain administrative duties like inputting the names of our officers. Just like our District offers incentives as Thank-You's to our members, Toastmasters International offers us incentives called Distinguished Club status. Being recognized as a Distinguished Club is an opportunity for each of us to brag about our personal growth during the year, marked by our club being called out as Distinguished.

District 57 has 25 Clubs that have earned a level of Distinguished already this year. There is plenty of time for this number to rise. For instance, Downtown Toastmasters, East Bay Municipal Utility District Toastmasters, and Toast on the Hill have all met the membership requirement and only need one more Distinguished point by June 30 to earn Distinguished status (probably in the form of a Path completion or two)! Then we have Newark Toastmasters Club, and Lakeside Speakeasy Club who have each earned enough points to be Distinguished but just need to recruit one more member by June 30 to earn Distinguished status. Finally, we have Speakeasies Club, and Quick Connections that each need one more distinguished Club point and one more member...sooo close!!!

THERE'S STILL TIME!! Wrap up those loose ends and let's make this happen for us!...for you!

Curious if your club is oh so close to Distinguished Status? Take a look at this list of clubs that are ooh sooo close:

DivArea	Club	Name	Goals	Paid members	Members needed
F28	1401	Speakeasies Club	4	12	1
F34	8388607	Quick Connections	4	19	1
A35	5269	Union City Toastmasters Club	4	12	2
D3	2767	Lakeview Toastmasters Club	4	17	3
D3	9389	East Bay Toastmasters Club	4	17	3
A29	1458900	Soaring Eagles	4	13	4
B27	795293	Tales & Tellers Toastmasters Club	4	13	4
B22	5229	Island City Toastmasters Club	4	11	5
C9	635	Pitch Perfect Toastmasters	4	11	5
A29	4657	T*Toasters Club	4	13	7

DivArea	Club	Name	Goals	Paid members	Members needed
D26	6061	Warehouse Toastmasters	6	15	2
F34	3179353	Talk and Thrive	6	17	3
D12	910103	Toastmasters Leadership Club	6	16	4
B27	684665	Creating Communicator s Toastmasters Club	6	12	5
B21	596430	LaughLovers Comedy Club	6	12	8
E18	1785	Danville Toastmasters Club 1785	7	19	1
A1	961	Castro Valley Toastmasters Club #961	7	10	2
C10	5434039	Toast Tronic	7	18	2
D30	1463058	Heart2Heart	7	17	3
E18	4976	Berkeley Bay	7	11	4

[Lists continue on page 8.](#)

THE HONORABLE SUPERIOR COURT JUDGE JOSELYN JONES TO RECEIVE TOASTMASTERS DISTRICT 57 COMMUNICATION AND LEADERSHIP AWARD

We are so excited to be able to honor Judge Jones in this way. Thank-you to our own Past International President Michael Notaro, DTM for making this outstanding nomination. Judge Jones will be making an acceptance speech at the Conference. Not many have the opportunity to hear her speak. You don't want to miss what will inevitably be an exceptional presentation.



[Buy Your Ticket](#)

[View Conference Agenda](#)

LISTS OF OH SO CLOSE CLUBS (FOR DCP), CONTINUED

DivArea	Club	Name	Goals	Paid members	Members needed
C31	4069	Downtown Toastmasters	4	22	Met requirement
D26	2527	East Bay Municipal Utility Dist Toastmasters Club	4	23	Met requirement
E23	4723864	Toast On the Hill	4	12	Met requirement
A13	1118	Newark Toastmasters Club	5	19	1
D26	2967	Lakeside Speakeasy Club	5	19	1
D3	88	Oakland 88 Toastmasters Club	5	18	2
A1	7881014	Stagecoach Speakers Transformers	5	10	6
B21	3972	Confidence Builders Club	5	12	8
E6	362	Sunrise Business Leaders Toastmasters	6	9	1
A1	3442284	Stagecoach Warriors	6	18	2

DivArea	Club	Name	Goals	Paid members	Members needed
C31	1449647	The Daybreakers	7	8	5
F34	2332	Chamber Chatters Toastmasters Club	7	10	5
D12	2188234	Scopemasters East Bay	8	19	1
A29	8388607	Regulatory Affairs Toastmasters (RAT)	8	18	2
B27	4027	Diablo Champagne Breakfast Club	8	18	2
D26	1150549	Andeesheh Toastmasters Club	8	17	3
E23	3730917	Power Speakers	8	29	Met requirement

TAKE TWO, CONTINUED

Overall Lessons in Leadership

Finally, the last part of the reason for the Area Director visits and those Area Council meetings that they (hopefully) ran is to take that first and bigger step into learning how to lead outside their club. To create events and run contests and encourage people to participate. It's skills they can't get anywhere else. But more importantly? To be an extra resource and outside advisor to your club. Not all Area Directors are created equal, and they have to learn while doing, which isn't always easy.

So after the second Area Director visit, consider giving them feedback as well.

If they did a good job by your club, be sure to reach out to them and let them know. We had a good mix of volunteers and appointees this year, like every year, but it's up to you to provide a report on them just as much. Especially if they didn't do as well as a previous Area Director - giving them avenues where they could improve is feedback like a speech evaluation form, except it's for the support you received across the year.

And if they inspired something in you? We could definitely use more Area Directors for the coming year. The future of District 57s leadership starts with you.

-Jeff

NEWSLETTER CHALLENGE EXTENDED

Do you have a club newsletter you're proud of?
There's still time to enter it into the
Newsletter Challenge!

Every submitting club will receive District Bucks!

E-mail your newsletter to news@D57TM.org by
May 7th!

On Club Management

Are you sure you've explored all the ways your club might hit its DCP goals for the year? Are you preparing to vote in a slate of club officers for the new term? Here are some tips to finish strong and hit the ground running in the new term:

- Your VPE or VP of Pathways can double-check Pathways level completions of all members in the club. Perhaps there are members that forgot to submit for a level completion; or maybe you have a member that can complete a level with one more speech.
- Plan to hold club officer elections in May. Nominate and vote in officers wisely, but don't overthink the process. Get your list of officers in on time to hit an easy DCP goal in the new term.
- Begin to discuss a new Club Success Plan for the coming term. CSPs will be required in the new term, but nothing says you can't complete it early!

