

**District 35  
2015 Fall Conference**



**District Council Meeting  
Crown Plaza Milwaukee Airport – Milwaukee, WI  
November 7, 2015**

The meeting was called to order at 2:33 p.m. by District 35 Fall Conference Master Host Ken Bjorkquist, DTM.

District Director Rhonda Williams, DTM welcomed members to the District 35 Council meeting.

**Credentials Committee Report**—Craig Carpenter, DTM, IPDG

- There are 121 clubs in District 35. A quorum is 1/3 of Club Presidents and Vice Presidents Education. Therefore,  $121 \times 2 = 242 \times 1/3 = 81$  for a quorum.
- There are 53 Club Presidents and Vice Presidents Education in attendance to cast their own vote and 32 votes represented by proxy for a total of 85.
- A quorum is present.
- In addition there are 29 voting members of the Executive Committee present for a total of 114 votes.
- A majority is 50% plus one or 58 votes. 75% is 86 votes.

**District Administration Manager**—Ed Thelen, DTM

Minutes from the May 2, 2015 Council Meeting are posted on the TM35 website at <http://d35.toastmastersdistricts.org/downloads.html>. There were no corrections to the minutes and they are approved as posted.

**District Finance Manager**—Sue Kohut, ACG, ALB

*Written report submitted.*

The 2015-2016 budget was posted on the TM35 website at <http://d35.toastmastersdistricts.org/downloads/html>. It has been submitted to the Financial Department of Toastmasters International and was approved and accepted.

Sue Kohut moved for adoption of the 2015-2016 District 35 budget. Motion was seconded by Richard Seelig (Resource Advanced Club #5296) and approved.

At the end of October, there was \$20,220.94 in the checking. The September reserve statement had a balance of \$42,216.44 of which \$9,400 must be kept in reserves and may not be spent.

**Report of Audit Committee 2014-2015**—Thomas Rozga, DTM, PDG

*Written report submitted.*

The annual audit was held on August 20, 2015 to review last year's books. There were two checks that needed additional approvals as the expense was over \$500.00. All debit card expenses had appropriate voucher documents and approvals. The committee provided a few recommendations for future actions by the District. The audit committee commended District Treasurer, Sue Kohut, for the excellent job of recordkeeping and the accuracy of the reports.

**New Business**—Rhonda Williams, DTM

Irvin Snider, DTM needed to be confirmed as Southeast Division Director as no Division Director had been elected at the May District Council meeting. Justin Gottfried (Milwaukee Metro Speakers #945) made a motion to confirm Irvin Snider, DTM as Southeast Division Director. Motion was seconded by Richard Seelig (Resource Advanced Club #5296) and the motion was unanimously approved.

## **Division Directors' Reports**

### **Central Division**—Nancy McCulley, ACB, CL

*Written report submitted.*

- Three new clubs submitted charter paperwork within last month.
- Started the year with Area Directors in only three of the five areas
- After realignment, some communication confusion especially during dues collection.
- Low club involvement in contests: areas combined contests due to low participation.
- Few clubs met minimum number of officers trained during first round – DCP starts off poorly.

### **Eastern Division**—Vince Treague, DTM

*Written report submitted.*

- 14 of 15 clubs participated in Summer TLI and 12 of the 15 had four or more officers trained.
- Monthly Division Council and Area Council meetings being held to plan upcoming events.
- Winter TLI scheduled for January 16<sup>th</sup> and Eastern Division speech contest set for April 16<sup>th</sup>.
- Working with clubs to provide more ways to recruit and retain members.
- Plans are underway for two new clubs and possibly a third club.

### **Metro Division**—Julia Boss, ACB, ALB

*Written report submitted.*

- Base of 29 clubs and currently there are 28 paid clubs.
- NM Speaks!, a new club at Northwestern Mutual, chartered on September 24<sup>th</sup>.
- Metro Division officers trained at two joint TLI sessions with the Southeast Division. Our Toastmasters brethren in Southeast are partners, not competition.
- All Area speech contests held successfully and with many new Toastmasters competing or taking on supporting roles.
- As of November 5<sup>th</sup>, only eight clubs are eligible for the Distinguished Club Program. Nine clubs are eligible for a club coach.
- The focus for the remainder of the year will be working on membership, education and meeting quality.

### **Northern Division**—Mark Nienow, CC, CL

*Written report submitted.*

- There are 13 clubs in the newly aligned Northern Division.
- Areas N1 and N2 are very strong with getting officers trained at TLI, great participation in contests and role model clubs.

- Membership is the biggest issue with replacing and maintaining membership in clubs and a number of clubs being at the minimum membership level of eight.
- Other challenges are getting coaches for eligible clubs, getting all club officers equally engaged and getting dues paid on time.

**Southeast Division**—Irvin Snider, DTM

*Written report submitted.*

- Theresa Flynn, ACB, ALB has agreed to be the Deputy Division Director for the Southeast Division. Rozaline Janci, CC, CL has also helped with a number of events.
- Informal Division Council meetings have been held throughout the fall.
- Two clubs, Speaking of Cisco and Franklin Toastmasters have been chartered since September.
- The Area speech contests were a learning experience for all involved. The Division Contest had about 80 people in attendance and was almost standing room only.
- Area club visits are underway and about half of the club reports have been filed.

**Western Division**—Heidi Schreiner, CC

*Written report submitted.*

- The Western Division has started out with three areas comprising 13 clubs and approximately 200 members. Active participation has occurred from every Area.
- A few clubs are struggling with membership. Membership is forgotten about until dues are collected and some members don't renew.
- The first Division Council meeting was held using Google Hangouts. It was a good way to quickly connect, but bugs need to be fixed to continue using this tool.
- The focus for the rest of the year will be to strengthen the clubs and unity in the Division.

**Public Relations Manager Report**—Barbara Weisenberger

*Written report submitted.*

- Goals made early in the year include an increased presence in the media, developing a PR network involving all District 35 Vice Presidents Public Relations, increasing using of social media outlets and developing new ways to bring opportunities to our members.
- Media presence increased through communication District wide and with various media markets with respect to the International Speech Contest and new District leaders installed in July.
- Setup a private Facebook group for the Vice Presidents Public Relations after a video greeting.
- Working on understanding more about social media including the use of algorithms and usage statistics. Assistance has been given by Web Master Peggy Lee Hanson, Twitter Master and Newsletter Editor Christine Piela, David Kocol and Jim Kohli.
- New District public relations promotions will be forthcoming.

**Club Growth Director Report**—Keith Cumiskey, DTM

*Written report submitted.*

- A new incentive program to encourage early dues payment was implemented this fall. It appears to be successful as District 35 is currently in the top 15% in North America with respect to membership growth.
- Four new clubs were chartered within a ten day period at the end of September. Four more clubs have submitted their charter application. Nine potential clubs are in various stages of development.
- Toastmasters has rolled out a new lead management system which makes tracking opportunities easier.
- We are all responsible in the growth of new clubs as we all have potential sources of leads.
- We are losing clubs as quickly as we are building new ones. 51 of our clubs are eligible for club coaches, yet only 10 have coaches. Contact Keith if you are interested in being a coach.
- Participate in the Club Ambassador program and the new Capture the Banner program which are good ways to get outside of your club.

**Program Quality Director—Cindy Laatsch, ACG, ALB**

*Written report submitted.*

- Most District leaders have identified their strengths through the Strengths Finder process. We will use this information to grow as individuals and leaders.
- We started assembling the District 35 Fall Conference team in late summer. Under the leadership of Fall Conference Chair Kathleen Rader the team has come together to deliver an amazing conference experience.
- Planning has started for the next Toastmasters Leadership Institute on January 23, 2016 at Monona Terrace in Madison. Stay engaged with your Area and Division Directors and watch the District website for more information.
- The Distinguished by December challenge was announced in the October Newsletter. You must have five Distinguished Club Program goals complete by 12/31/2013 and have either 20 members or a net growth of five members by 7/1/15. Clubs that meet the criteria will be in a random drawing for 10 \$100 gift certificates.
- The Spring Convention planning team for the District 35 Spring Convention at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh will begin assembling immediately after the Fall Conference.

**Immediate Past District Governor Report—Craig Carpenter, DTM, IPDG**

*Written report submitted.*

- Four clubs have achieved Distinguished Status. Three clubs have five Distinguished Club goals but need a few more members. Seven clubs have four Distinguished Club goals. Way to go!
- Keep working on communication and leadership awards. This will grow and improve your Club, Area, Division and District. District 35 has achieved Distinguished District status the last two years and with continued growth will do so again this year. There is a special award given to Districts that achieve Distinguished status three years in a row.
- Because of everyone's efforts, I was called on stage at the International Convention in Las Vegas as a Distinguished District Governor. It was an experience of a lifetime to be your representative.

**District Director Report**—Rhonda Williams, DTM

*Written report submitted.*

- Our major realignment approved last Toastmasters year created a brand new landscape in District 35. We added a new Division and three new Areas. We will continue to face challenges due to our geographic enormity, but the level of service to our remote clubs can only continue to improve.
- We continue to see an explosion of clubs in the southeast corridor of the state and hope to expand our opportunities outward.
- Low member clubs continue to be our greatest challenge. Be conscious of planning meetings in advance, fill all roles and ask members to come prepared. My goal for the year will be to have every one of our clubs finish the year with double digit membership.
- Everyone will see an increasing emphasis on Net 5, club coaching, Speechcrafter and other member building ideas for the remainder of the Toastmasters year.
- Continue to build your own skills. Challenge yourself and each other. Become the leader and speaker you were meant to be.

**Announcements**—Rhonda Williams, DTM

The next District 35 Council meeting will be held at the Spring Convention on Saturday, May 7, 2016 at the Best Western Premier Waterfront Hotel & Convention Center in Oskosh, Wisconsin.

The District Council meeting adjourned at 3:23 p.m.

Respectfully submitted,

Ed Thelen, DTM  
District Administration Manager