

DISTRICT LEADER BIOGRAPHICAL INFORMATION



Candidate's Name: **Serena McCullough**

Candidate's Office: **District Director** District Number: **52**

Toastmasters member since: **2011**

Education:
2nd DTM - 2019
Dynamic Leadership 1 - 5 (DL1 - DL5) - 2018
1st DTM - 2015.

Toastmasters offices held and terms of service:
VPPR for Santa Clarita Dining Club - 2019 - 2020
President and SAA for Storytellers - 2019 - 2020
Program Quality Director - 2018 - 2019
Treasurer & VPPR for Storytellers - 2018 - 2019
VPE for Santa Clarita Dining Club - 2017- 2018
Club Growth Director & Club Extension Chair - 2017 - 2018
President of Renaissance Speakers - 2016 - 2017 (10 of 10 DCP points!)
VPM for Social Media Toastmasters - 2014 - 2015
Area Governor #34 - 2013 - 2014

Toastmasters honors and recognition:
2017 - 2018 - Renaissance Speakers - Member of the Year
2016 - 2017 - President's Distinguished President of Renaissance Speakers
2016 - 2017 - Renaissance Speakers - Member of the Year
2015 - District Evaluation Contest Winner
2015 - Area Contest Table Topics Winner

Relevant work experience and how it relates to Toastmasters and your role as a District leader:
I am the sole marketing representative for investigation services at David Morse & Associates (DMA) and have held that position since 2015. In that capacity I reach out to legal and professional offices throughout southern California. My direct marketing experience, team building and project management activities are very similar to my Toastmaster duties for the District.

What experience do you have in strategic planning?
In the area of strategic planning for work I have put together a yearly plan for my company (DMA) 5 years in a row. We set out a yearly strategy plan to help us implement our goals for reacquiring clients, maintaining our current clients, and securing new clients. We take our yearly plans and break them down to quarterly, monthly and weekly plans in order to keep us focused on our primary goals for the company.

What experience do you have in the area of finance?
As the sole marketing representative for investigation services, I am directly responsible for the expenditures of marketing as well and the solvency of the Marketing department. I have to make sure the work we sign up is viable and that all of our activities lead to an increased bottom line for the company. Additionally, I have a business degree from Pasadena City College.

What experience do you have in developing procedures?

Since 2015, at DMA, I have developed procedures to sustain growth in my company. For example, I was given a failing department which was destined to be shut down and by implementing positive strategies I was able to increase the revenue over 20 x every year I held that position. As President of Renaissance Speakers, I led them to their 2nd highest ever in number of educationals. This occurred due to my creating and supporting the new initiatives of the VPE and in keeping the club focused on member educational results. Lastly, as Program Quality Director for 2018 - 2019, my team and I achieved the highest number of educationals in 16 years and the 2nd highest number of Distinguished or better clubs in 11 years (as far back as TM goes).

What lessons did you learn from previous leadership positions?

I have learned several lessons throughout my years in leadership positions in District 52. One lesson as Club Growth Director was the importance of forming a team early in the year and working with the team throughout the year to achieve results. Another lesson as Program Quality Director was to keep the team focused on putting on a successful event as well as making sure to appreciate the team members in order to be able to rely on them throughout the year for a variety of events such as the May 4th conference, TLI, Pathways and Officer trainings, etc.

Why do you want to serve as a District leader?

I want all of our members to receive the most value possible from their Toastmaster experience. Having been a part of this incredible organization for 9 years. I want to create a District wide multi-generational environment that encourages new club growth and all clubs to be Distinguished or better. I want to serve as a District leader in order to help bring District 52 to Smedley Distinguished.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The District's mission statement is to "build new clubs and support all clubs in achieving excellence". In order to realize this mission statement, I will work with the Club Growth Director, Division and Area Directors to build new clubs as Alfred Herzing coaches us, 1 new club per area. To support all clubs in achieving excellence I will work closely with the Program Quality Director to establish a multitude of trainings, both in-person and via webinars. I want to encourage clubs to share successful actions with each other in order to reach their members goals.

Additional information about yourself:

I am an enthusiastic, persistent and hardworking individual that has planned, introduced and spearheaded several changes in school, work and Toastmasters. I have seen positive results from implementing these changes and observed an increase in group activities, group participation and goals successfully achieved. I look forward to working with a team that, together, creates a positive environment where clubs can realize their goals. I will be honored if I am chosen as District Director and plan to lead the District to Smedley's Distinguished in 2020-2021.