



Toastmasters International District 52

***Fall Virtual Business Council Meeting
Thursday, September 15, 2022,
7:00-8:15 PM Pacific***

Rose Abbott, DTM
Presiding Officer
District Director

Paul Reyes, DTM
Administration Manager

Patti Titus, DTM, RP
Registered Parliamentarian

Erik Fonseca, DTM, PDD
Lance Webster, DTM, PDD
Credentials Desk

Virtual District 52 Council Meeting
September 15, 2022

Delegate's Packet - Table of Contents

Description	Page #
District 52 Council Meeting Agenda	3
The Mission of the District	5
Virtual Meeting and Vote Protocol	6
District 52 Council Meeting Standing Rules	11
Credentials Report	13
Voting Information	14
Voting Instructions	15
Minutes of the 2022 Spring District Council Business Meeting	16
2022-2023 District 52 Budget	22
2022-2023 District 52 AMENDED Alignment	23
Appointment of 2022-2023 Leaders	26
Year End Profit and Loss Report – 6.30.22	27
2021-2022 Year-end Audit Report	32
Public Relations Manager Report	36
Club Growth Director's Report	37
Program Quality Director's Report	39
District Director's Report	40
Announcements	41
Toastmasters International 2022-2024 Strategic Plan	42

Virtual District 52 Council Meeting
September 15, 2022

Meeting Agenda



2022 District 52 Council Meeting

Thursday, September 15 | 7:00-8:30 PM Pacific

Presiding

Rose Abbott, DTM - District 52 Director

Agenda

Agenda Topic	Person Responsible	Time
Call to Order and Welcome	District Director: Rose Abbott, DTM	7:00 (5 min.)
Review of the District Mission	Keith Birch, Division F Director	7:05 (2 min.)
Adoption of the Meeting Agenda	District Director: Rose Abbott, DTM	7:07 (3 min.)
Meeting Protocol Voting Procedures	Parliamentarian: Patti Titus, DTM, Registered Parliamentarian	7:10 (5 min.)
Credentials Committee Report	Co-Chairs: Erik Fonseca, DTM and Lance Webster, DTM	7:15 (5 min.)
Approval of Meeting Minutes May 13, 2022, Business Meeting	Administration Manager: Paul Reyes	7:20 (3 min.)
Business Requiring Vote:		
2022-2023 District Budget	Peter Genter, DTM, Finance Manager	7:23 (5 min.)
Business Requiring Adoption:		
Alignment Amendment Report	Rose Abbott, DTM, District Director	7:28 (5 min.)
Appointment of 2022-2023 Leaders	Rose Abbott, DTM, District Director	7:33 (5 min.)

Virtual District 52 Council Meeting
September 15, 2022

Meeting Agenda - Continued

Agenda Topic	Person Responsible	Time
Additional Reports:		
Year End Profit and Loss Report – 6.30.22	Catherine Ghaffari, 2021-2022 Finance Manager	7:38 pm (5 min.)
2021-2022 Year-end Audit Report	Audit Committee Chair, Enrico Pena, DTM	7:43 (5 min.)
Director Reports	Albert Lin, DTM, PRM Ruchin Gupta, CGD Serena McCullough, DTM, PQD Rose Abbott, DTM, District Director	7:48 pm (4 min.) (4 min.) (4 min.) (4 min.)
Announcements – Spring Contest	Rose Abbott, DTM, District Director	8:04 pm (5 min.)
Next Meeting	Paul Reyes, Administration Manager	8:09 pm (3 min.)
Meeting Adjourned	Rose Abbott, DTM	8:12 pm

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

We build new clubs and support all clubs in achieving excellence.

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Toastmasters International Core Values

- Integrity
- Respect
- Service
- Excellence

Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication, and leadership skills development.

Virtual District 52 Council Meeting

September 15, 2022

Virtual Meetings and Electronic Voting (District Council and District Executive Committee)

Per protocol 7.1, virtual meetings occur as recommended by the District Director and are agreed upon by a majority of the District Executive Committee. Any agenda item that requires a vote must adhere to the following process:

- Notice of the electronic vote posted to the District website four weeks in advance of the vote opening.
- District posts the proposed agenda item at least 14 days in advance of the vote.

For the following agenda items, which are specific to the District Council, a vote must adhere to the following process:

- District posts proposed budget at least 14 days in advance of the vote.
- District posts information about the proposed appointed District leaders at least 14 days in advance to the vote.

Virtual Meetings

Selecting a virtual meeting platform:

First you will need to select the platform or software that will be utilized. When making your selection it is important to consider the tasks or business that will be conducted—this determines the features the platform must have. You may want to distinguish between required features and nice-to-have features. Some items to consider are:

- Number of attendees
- Audio and/or video capabilities for the meeting host and attendees
- Ease of use
- Ability for attendees to participate in the discussion

Once you have established the necessary features, the next step is to evaluate the available platforms. To do so, consider seeking help from someone on your team or District who has experience in this area. [GoToMeeting](#) is one of many platforms that can be utilized to support the items noted above.

Finding a team:

To conduct a virtual meeting successfully, you will need help. Do not plan to manage the meeting platform and host the meeting by yourself. Select or appoint one or two members who are experienced with technology to support you in managing the platform. This will allow you to focus on running the meeting and facilitating discussions.

Managing discussions:

Select a platform that allows attendees to silently signal their desire to speak so not everyone is speaking at once. Additionally, consider selecting a platform with the ability

Virtual District 52 Council Meeting

September 15, 2022

to mute attendees to help maintain order during discussions. Most platforms will have a feature allowing the host to chat with attendees privately or publicly. Ask members to submit their questions or type in their name to signal that they would like to address the entire group. As members enter their question or name, the chat feature captures the requests in the order received. The member or members who are managing the platform can notify you, the meeting host, of the speaking order of attendees.

Tip:

Before starting the meeting, it is important to provide guidelines for everyone. Some examples are:

- Attendees should mute their microphone/phone when not speaking
- Attendees should wait until they are acknowledged before speaking
- Attendees should limit their speaking time –tell attendees how much time they have
- The host reserves the right to mute attendees as needed

Electronic Voting

Selecting a voting platform:

Similar to preparing for a virtual meeting, you will need to select a platform that will meet your needs. Some requirements to consider for an electronic vote are:

- Number of voters
- Ability to assign weighted votes (for members carrying multiple votes – not including proxies)
- Automatic tabulation of results
- Ability to import voters

Both [Election Buddy](#) and [Election Runner](#) can accommodate the minimum requirements needed to host an electronic vote. The basic setup between these two platforms is similar and both offer free trials for you to experiment.

Finding a team:

When planning and setting up the electronic vote, you will want to assemble a team or appoint a committee to assist you. Once again, seek out members who are experienced with technology to manage the voting process.

Processing credentials:

There are some tasks that need to be completed before the vote. These tasks are very similar to the credential process at in-person meetings. Since the vote will not be held in-person, the credential process is completed prior to setting up the voting platform. The tasks you must complete include:

Virtual District 52 Council Meeting

September 15, 2022

- Register all voting members prior to setting up the vote. This serves two purposes:
 - It creates a list of voters to be imported into the voting system
 - It determines if **quorum** is met or not based on the number of voters registered
- Determine the number of votes each member is entitled to, most commonly known as weighted votes. The club officer list from World Headquarters will help you assign the number of votes to each voting member.

Registering voters:

To register voters, you will need to survey who will be attending the meeting. The club officer list can be used to obtain the officer's email address to distribute the survey. This determines the number of club presidents and vice presidents' education who will be in attendance to see if quorum is met. Use a survey tool, such as [Google Forms](#) or [Microsoft Forms](#), to help you attain the information needed. You should include questions such as:

- Name (first and last)
- Membership number
- Club number(s) in which President/VPE is representing
- Will you be attending the meeting?
- What is your preferred email address to receive the link to vote?

The survey should be distributed to all members who are eligible to vote.

- For the District Executive Committee meetings, this includes all Division Directors, Area Directors, the District Director, the Program Quality Director, the Club Growth Director, the Administration Manager, the Finance Manager, the Public Relations Manager, and the Immediate Past District Director.
- For the District Council meetings, this includes all Club Presidents, Vice Presidents Education and District Executive Committee members. However, members of the District Executive Committee do not count toward a quorum.

Set a specific amount of time for members to register. Once the registration period has closed, the results can be prepared. Members must attend the meeting to vote. As such, remove anyone who cannot attend the meeting. Once voter registration has been completed, your next steps are to:

1. Determine how many Club Presidents and Vice Presidents Education will be in attendance. This determines if quorum is met.
2. Determine the number of votes each member is entitled to. Members holding multiple voting positions across clubs are entitled to **a maximum of two votes**.
3. Download the voter import template list or format the voter information per the instructions of the voting platform. Common fields include Name, Voter ID, Email

Virtual District 52 Council Meeting

September 15, 2022

and Weight (number of votes). Using the survey results and club officers list, you will have all the information to complete the import of voters.

Creating the ballots:

The voting platform takes you step-by-step through the process of creating the ballots. Please note that if more than one agenda item is being voted on, you should create separate ballots for each item. If multiple agenda items are put onto the same ballot, the results will not be tabulated until after all items on the ballot have been voted on. For example, if the ballot includes both the approval of the District budget and District appointed leaders, the results will not be posted until members have submitted their selection for both ballots.

Providing notice:

Since the vote is conducted electronically, notifications should be sent to the voters once the vote is launched. Part of setting this up is establishing the voting period, or when voters can cast their ballots.

Once the ballots are created and ready to be sent to the voting members, you must determine when to send it. It can be sent prior to the meeting or right before the first vote, depending on what works best for your meeting.

In the event that a quorum (one-third of all Club Presidents and Vice Presidents Education) is not met for a District Council meeting, business transacted shall be deemed as valid as if a quorum were present if it thereafter is expressly approved by the affirmative vote of a majority of the member clubs in the District on the basis of two (2) votes per club. The vote and voting period will need to be set to accommodate obtaining a majority on the basis of two votes per club.

Conducting the virtual meeting and electronic voting:

During the meeting, a team should assist with managing the virtual meeting platform and the electronic voting platform, including the Administration Manager. As noted earlier, the meeting should start with housekeeping guidelines so that all attendees are aware of how the meeting will be conducted. The meeting will then proceed to each agenda item. If an agenda item requires a vote, then the discussions and voting will take place.

The District Director or the chair of the meeting will call upon the attendees for questions and discussion as outlined earlier. Once discussion is over, the chair can ask the attendees to cast their vote.

Both Election Buddy and Election Runner have dashboards that report in real time and automatically tabulate the votes as they come in (both in percentages and in number of votes), although you may need to refresh the page occasionally. Once the voting period is closed, the team managing the vote can manually close the vote and announce the

Virtual District 52 Council Meeting

September 15, 2022

results before moving on to the next item. The process will repeat until all agenda items have been addressed.

Tip: Closing each vote manually will prevent the results from being changed. The person overseeing electronic voting should familiarize themselves with the features by practicing with the free trial. Source: <https://www.toastmasters.org/leadership-central/district-leader-tools/district-management/virtual-meeting-and-vote>

Virtual District 52 Council Meeting

September 15, 2022

District 52 Council Meeting Standing Rules

From TI District Administrative Bylaws, Articles IX - XI and XIII, as amended

(Not subject to approval by the District Council)

Article IX: District Council

- a. **Composition** The District Council shall consist of the District Executive Committee, as defined in [Article XI\(a\)](#) of these administrative bylaws, and the representatives from each Member Club in good standing in the District, who are the Club President and Vice President Education. Each Member Club is entitled to two (2) votes, and the club can determine whether the Club President or Vice President Education, holding two (2) votes, or both representatives, with one (1) vote each, will act as voting members of the District Council. These shall be the only voting members of the District Council. References made in these administrative bylaws to “members of the District Council” shall mean only voting members.
- b. **Authority** The District Council shall serve as the administrative governing body of the District, operating with powers delegated to the District Council by the Toastmasters International Board of Directors and subject at all times to the ultimate direction of the Board of Directors and the [Articles of Incorporation](#), [Bylaws](#), [Policies](#), and decisions of Toastmasters International, and these administrative bylaws. The District Council shall conduct all business of the District, shall assume responsibility for the payment, with District funds, of all debts incurred in the conduct of authorized District activities, and shall not assess or impose any financial obligation on any Member Club or any individual member of a club. Members of the District Council in attendance at the annual District conference are required to attend the Annual Meeting of the District Council.

Article X: Council Meetings, Quorum, and Voting

- a. **Regular Meetings** The District Council shall hold at least two (2) meetings during each program year, with the exact number and schedule of meetings to be fixed by the District Council. The first meeting must take place no later than September 30 to approve the District budget and confirm the appointment of District leaders. One meeting shall be the Annual Meeting and shall be held between March 15 and June 1. Notice of any meeting shall be sent in writing to all District Council members at least four (4) weeks prior to the date of such meeting.

Each program year the District Executive Committee determines whether the Annual Meeting of the District Council, in which the elections take place, is conducted online or hybrid. All other meetings of the District Council are conducted online.
- b. **Special Meetings** Special meetings of the District Council may be called by the International President, the District Director, a majority of the District Executive Committee, or not less than one-fourth of the members of the District Council. Notice thereof shall be sent in writing to all District Council members at least two (2) weeks prior to the date of such meeting. The notice shall include the reason the meeting is being called. Any other valid business may be transacted at the meeting.
- c. **Quorum** One-third of the Club Presidents and Vice Presidents Education from Member Clubs in good standing in the District shall constitute a quorum for all District Council meetings. In the event that any business is transacted at any District Council meeting at which a quorum is not present, the action shall be deemed as valid as if a quorum were present if it thereafter is expressly approved in writing, personally, by mail, fax, e-mail,

Virtual District 52 Council Meeting

September 15, 2022

electronic transmission or other reasonable means, by the affirmative vote of a majority of the Member Clubs in the District on the basis of two (2) votes per club.

d. Voting

When the voting process is conducted only the Club President and/or Vice President Education of any Member Club may vote on behalf of the club as its representative. Either club officer may carry the club's two (2) votes or each of these club officers may carry one (1) vote, as determined by the club membership. The representative from any Member Club in good standing is entitled to a maximum of two (2) votes.

District Executive Committee members are entitled to one (1) vote and may cast up to two (2) additional votes as a representative of a Member Club, for a maximum of three (3) votes.

District Council members must cast their own votes; no proxies are permitted.

Article XIII: Rules of Order

Robert's Rules of Order Newly Revised shall be the final authority on parliamentary procedure insofar as Robert's Rules do not conflict with any provision of these administrative bylaws, the [Articles of Incorporation](#), [Bylaws of Toastmasters International](#), Policies set by the Toastmasters International Board of Directors, or applicable law. If the District is located in a jurisdiction where Robert's Rules are not a recognized authority on parliamentary procedure, the District may use the recognized authority in the jurisdiction where the District is located in place of Robert's Rules.

Note:

District Council Members (DEC, Club Presidents & VP of Education) must sign up for the District Council Meeting by registering in advance. **District Council member registration and attendance are important to constitute the required quorum** for the successful transaction of business at this meeting. Click link to register for this meeting:

<https://us06web.zoom.us/meeting/register/tZlIdOCvqjoqGdfS94WnTRSXji4VF0rykn1>

After registering, you will receive a confirmation email containing information about joining the meeting. **Registration will close on September 14, 2022, at 11:59 PM PDT**. The agenda will be emailed two weeks prior to the meeting date. Questions regarding the District 52 Council Meeting must be submitted in writing by September 13, 2022 at 11:59 PM PDT by email to the District Administration Manager at adminmgr@district52.org

Virtual District 52 Council Meeting

September 15, 2022

Credentials Committee Report | District 52 Toastmasters

District 52 Credentials Committee Report

Clubs Eligible X 2	=	_____
Quorum (1/3 of Clubs Eligible X 2)	=	_____
Presidents and Vice Presidents Education Represented	=	_____
District Executive Committee Members Represented	=	_____
Total Ballots Available	=	_____
Simple Majority (50% of the Total Ballots Available + 1)	=	_____

District Business

District Budget:	Approved	_____
	Not Approved	_____
Alignment Amendment Report:	Approved	_____
	Not Approved	_____
Appointment of Leaders:	Approved	_____
	Not Approved	_____

Virtual District 52 Council Meeting

September 15, 2022

Voting Information | District 52 Toastmasters



1. A vote master will be present at the business meeting to run and tally of votes.
2. We will be using the voting system to vote for the **BUDGET only**. All other proposals will be adopted and NOT voted on.
3. Early in the Business Meeting, Delegates will do a practice vote. At that time, you will receive a text and an email from invitations@mail.electionbuddy.com with a link to access the voting platform. Check your spam/junk folder if you do not receive it.
4. Click the link that was emailed or texted to you and sign in using the Access Key and Passwords given to you in the email or text. The **Access Key is your MEMBER NUMBER**. Please reach out via **Chat Only** to the Vote Master with questions.
5. This will bring you to the voting screen for the first vote. Make your selection and Click Verify Your Selection. Confirm your choice and click Submit Ballot. **IMPORTANT: DO NOT CLOSE THE SCREEN AFTER CLICKING SUBMIT BALLOT.**
6. A further explanation on how to vote is located in the next page.
7. You will be given **3 mins to cast your vote**. After the vote, The results will be shown on screen.

**** IF YOU ACCIDENTALLY CLOSE THE BROWSER WINDOW, YOU CAN GET BACK INTO THE VOTING SCREEN BY GOING HERE:**

<https://secure.electionbuddy.com/m/d52> **

Virtual District 52 Council Meeting

September 15, 2022



Voting Instructions | District 52 Toastmasters

1. Voters will have received an email from “Toastmasters District 52” This email will include a link that your voters will use to take them to the login page and their access key and password. If they have a text message on file, they may also receive a text.
Your voters will click on the links provided.
2. On the login page, enter the voter will enter their access key and password exactly as depicted on the notice. Successful entry of your credentials will bring them to the ballot for your first vote.
3. The voter will read the ballot carefully and follow the instructions provided on the ballot to vote on the item. After they have made your selections, they will select the “Continue” button at the bottom of the ballot.
4. They will be brought to a page where you can review the choices they made on the previous page. They will confirm their choice is correct and then select the “Submit” button. Or, if they accidentally selected the wrong option they can go back and edit their ballot.
5. They will then be brought to the “Thank You!” page. This page includes your confirmation code for this vote. At the bottom of the page is an orange “Next Vote” button. The voter will select this button.
6. The “Next Vote” button will take them to the meeting page. This meeting page will be blank until the next vote goes live. **Do not close this web page or navigate away from it.**
7. Once the next vote goes live, a new button will appear on the meeting page. The voter will select this button to proceed through the voting process for the next vote and repeat steps 3 through 6 until all voting has been completed.
8. If the voter gets out of the voting flow (i.e. by closing their browser or needing to use a different device) they can go to the following link:
<https://secure.electionbuddy.com/m/d52>

The above link will return them to the flow of voting and the next vote will appear when ready.

Virtual District 52 Council Meeting

September 15, 2022

Previous Meeting Minutes | District 52 Toastmasters

District 52 Spring Business Meeting 05/13/2022 - Meeting Minutes

In Attendance

Lawrence Quesada, DTM - District Director
Rose Abbott, DTM - Program Quality Director
William Guthrie, DTM - Club Growth Director
Catherine Ghaffari - Finance Manager
Anita Kugler - Div. A Director
Paul Reyes - Div. B Director
Ruchin Gupta - Div. C Director
Judy Thang - Div. D Director
Vanessa Herrera - Div. E Director
Marianne Toghia - Div. F Director
Alex Casteleiro - Public Relations Manager
Anca Enache - Administration Manager

Various district officers
Past and current region advisers
Past and current international directors

Agenda

- Call to Order and Welcome
 - District Director Lawrence Quesada, DTM
 - ❖ Greetings and introductions
 - ❖ Link to meeting packet <https://www.district52.org/business-meeting-packet/>

- Inspiration
 - Darrell Miller

Virtual District 52 Council Meeting

September 15, 2022

- Reading of the District Mission
 - Alithea Coleman, DTM, Area Director B20
 - ❖ Page 3 in the business packet

- Meeting agenda adoption
 - ❖ Without objection, the meeting agenda is adopted

- Assisting with the meeting:
 - Parliamentarian - Norm Cook, DTM, Past District Governor
 - Administration Manager - Anca Enache
 - Credentials Chairs - Sandra Humphries, DTM and John Murray, DTM
 - Zoom Master - Albert Lin, DTM
 - Timer - Jim Michael, DTM
 - The representative from the election software - Jesus from ElectionBuddy

- Virtual Meeting and Vote Protocols
 - ❖ Pages 4-7 in the business packet

- Voting Procedures
 - ❖ Page 13 in the business packet

- Approval of Meeting Minutes
 - District Director Lawrence Quesada, DTM
 - ❖ A copy of the minutes for the September 11th, 2021, meeting is included in the business packet pages 14-16 (it was also made available on the district's website).
 - ❖ No objections were raised, the minutes have been approved.

- Division A Director Report
 - Anita Kugler
 - ❖ Pages 57-59 in the business packet

- Division B Director Report
 - Paul Reyes
 - ❖ Pages 60-61 in the business packet

- Division C Director Report
 - Ruchin Gupta
 - ❖ Pages 62-66 in the business packet

Virtual District 52 Council Meeting

September 15, 2022

- Division D Director Report
 - Judy Thang
 - ❖ Page 67 in the business packet

- Division E Director Report
 - Vanessa Herrera
 - ❖ Pages 68-70 in the business packet

- Division F Director Report
 - Marianne Toghia
 - ❖ Pages 70-72 in the business packet

- Audit Report
 - Enrico Pena, DTM
 - ❖ A copy of the audit report has been made available on the website and it is also part of the business packet (pages 41-48).
 - ❖ No objections were raised, the audit report has been adopted.

- Financial Report
 - Catherine Ghaffari
 - ❖ A copy of the finance report has been made available in the business packet (pages 49-55).

- Public Relations Report
 - Alex Casteleiro
 - ❖ A copy of the public relations report has been made available in the business packet (pages 73-98).

- Club Growth Director Report
 - William Guthrie, DTM
 - ❖ This report is not part of the business packet
 - ❖ Great success with the hybrid meetings
 - ❖ Leverage LinkedIn and the rest of social media channels
 - ❖ Some momentum lost during the contest season

- Program Quality Director Report
 - Rose Abbott, DTM
 - ❖ A copy of the program quality report has been made available in the business packet (pages 19-34)

Virtual District 52 Council Meeting

September 15, 2022

- Addendum Report
 - ❖ A copy of this report has been made available in the business packet (pages 36-40)
 - ❖ Contains a list of membership payments

- District Director Report
 - Lawrence Quesada, DTM
 - ❖ A copy of the district report has been made available in the business packet (pages 17-18).
 - ❖
- BREAK

- Credentials Committee Report
 - Credentials Chairs - Sandra Humphries, DTM and John Murray, DTM
 - ❖ A copy of the credentials committee report has been made available in the business packet (page 11).
 - ❖ There are 86 eligible clubs in the district; each club receives two votes, one for the President and one for the Vice President of Education. To achieve a quorum one third of the Presidents and Vice Presidents of Education of eligible clubs must be represented, which is 114.
 - ❖ There are 173 Presidents and Vice Presidents represented. There are also seven district executive committee members represented. District executive committee members do not count towards achieving a quorum.
 - ❖ The total balance available is 180 if everyone votes, a simple majority would be 91, a two thirds vote would be 119.
 - ❖ No objections were raised, the credentials committee report has been adopted.

Credentials Committee Report

Clubs Eligible X 2	=	<u> 172 </u>
Quorum (1/3 of Clubs Eligible X 2)	=	<u> 56 </u>
Presidents and Vice Presidents Education Represented	=	<u> 173 </u>
District Executive Committee Members Represented	=	<u> 7 </u>
Total Ballots Available	=	<u> 180 </u>
Simple Majority (50% of the Total Ballots Available + 1)	=	<u> 91 </u>

Virtual District 52 Council Meeting

September 15, 2022

- Voting Items:

- ❖ Club Alignment

- Linda Cota-Kumagai, DTM, PDG
 - A copy of the club alignment has been made available in the business packet (page 56).
 - The alignment has been approved

Annual Business Meeting and Elections: Alignment

Toastmasters District 52

May 13, 2022 at 7:17pm – May 13, 2022 at 7:23pm

(GMT-08:00) PACIFIC TIME (US & CANADA)

Completed Administrator Closed Early

31 ballots submitted of 60 eligible voters – 52%
0 notices queued

Approving the 2022/2023 Club Alignment recommendations by the alignment committee <small>PLURALITY</small>	
Yes	43 votes (93.5%)
No	3 votes (6.5%)
<input checked="" type="checkbox"/> Weighted Ballots	46.0 votes tallied from 31 ballots

- Elections of the new District Leaders

- Erik Fonseca, DTM, PDD

- ❖ A copy of the district leadership committee report has been made available in the business packet (pages 99-100).

- Every candidate listed was officially vetted
 - No additional leadership applications were submitted by the May 6 deadline.
 - The District Leadership Committee report is officially submitted, as it is written

- District Director Lawrence Quesada, DTM

- ❖ Elections for next term's leadership

(going on the motion of using without objection, since there are no contested positions)

- District Director - candidate Rose Abbott, DTM
 - ◆ Without objections the District Director elect is Rose Abbott, DTM
 - Program Quality Director - candidate Serena McCullough, DTM

Virtual District 52 Council Meeting

September 15, 2022

- ◆ Without objections the Program Quality Director elect is Serena McCullough, DTM
 - Club Growth Director - open floor candidate Ruchin Gupta
 - ◆ Without objections the Club Growth Director elect is Ruchin Gupta
 - Division A Director - candidate Lupita Damian
 - ◆ Without objections the Division A Director elect is Lupita Damian
 - Division B Director - no candidate; the position remains open and will be appointed as determined by District Director elect
 - Division C Director - candidate William Tappin
 - ◆ Without objections the Division C Director elect is William Tappin
 - Division D Director - open floor candidate Ruchi Agarwal
 - ◆ Without objections the Division D Director elect is Ruchi Agarwal
 - Division E Director - open floor candidate Vanessa Herrera
 - ◆ Without objections the Division E Director elect is Vanessa Herrera
 - Division F Director - no candidate; the position remains open and will be appointed as determined by District Director elect
- Announcements
 - Welcome region 2 candidate for International Director, DTM, past region adviser Jesse Oakley (page 101 of the business packet)
 - Finance Manager for next term - Peter Genter
 - Public Relations Manager for the new term - Frank Barragan
 - Administration Manager for the new term - Paul Reyes
 - Open positions for area directors; please reach to your district leaders if you are interested
 - Current club officers to submit by June 25th the list of newly elected club officers for the new term
 - Toastmaster Leadership Institute (TLI) set for June 25th
 - Next Meeting
 - Business Meeting: sometime in September 2022, TBD by the District Director elect

Virtual District 52 Council Meeting
September 15, 2022

2022-2023 District 52 Budget

Peter Genter, DTM, Finance Manager

	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
Membership Dues Allocation	157	1,620	11,066	1,834	385	187	163	1,251	11,023	1,296	465	450	29,877
Conference revenue	-	-	-	-	-	-	-	-	-	-	3,000	-	3,000
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	157	1,620	11,066	1,834	385	187	163	1,251	11,023	1,296	465	450	32,877
TI Allocation Expense	125	125	125	125	125	125	125	125	125	125	125	125	1,500
Conference expense	-	-	-	-	-	-	-	-	-	-	3,000	-	3,000
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing Outside Toastmasters expense	-	500	-	250	-	250	-	250	-	250	-	-	1,500
Recognition expense	175	425	150	150	325	300	400	350	550	300	525	1,875	5,525
Club Growth expense	-	400	200	900	200	300	100	300	200	300	200	400	3,500
Public Relations expense	220	220	220	220	220	220	220	220	220	220	220	520	2,940
Education & training expense	-	700	600	-	-	-	800	200	300	-	-	-	3,100
Speech contest expense	-	-	-	-	-	-	-	-	-	690	-	-	800
Administration expense	255	940	120	140	120	120	120	140	208	228	208	358	2,957
Food and Meals expense	-	-	800	-	-	-	500	-	-	-	-	-	1,300
Travel expense	-	-	1,550	-	-	-	-	-	-	-	-	-	1,550
Lodging expense	-	-	4,410	-	-	-	-	-	-	-	-	-	4,410
Total Expense	775	3,310	8,075	1,785	990	1,315	2,265	1,585	1,603	2,113	4,278	4,678	32,771
District net income/(loss)	(617)	(1,690)	2,991	49	(605)	(1,148)	(2,102)	(334)	9,420	(817)	(813)	(4,228)	105

We, the undersigned, certify that this budget and narrative cover estimated receipts and expenditures for the district year. This budget directs the financial resources entrusted to the district toward achieving the district mission and will be presented to the district council for approval at its next meeting.

[Signature] 9/15/22
District Director Date

Serena McCullough 9/6/2022
Program Quality Director Date

[Signature] 9/6/2022
Club Growth Director Date

[Signature] 9/6/22
Finance Manager Date

Break even	Revenue	Expense	Net	Policy
Conference	3,000	3,000	-	Meets Policy
Fundraising	-	-	-	Meets Policy
District Store	-	-	-	Meets Policy
Minimum Expense Type		Expense	%	Policy
Marketing Outside Toastmasters		1,500	5.0%	5.0%
Maximum Expense Type		Expense	%	Policy
Education and Training		3,100	10.4%	15.0%
Marketing Outside Toastmasters		1,500	5.0%	10.0%
Club Growth		3,500	11.7%	15.0%
Public Relations		2,940	9.8%	10.0%
Recognition		5,525	18.5%	20.0%
Travel		1,550	5.2%	25.0%
Lodging		4,410	14.8%	15.0%
Food and Meals		1,300	4.4%	15.0%
Speech Contest		1,490	5.0%	5.0%
Administration		2,957	9.9%	10.0%
Total Membership Dues		29,877	100.0%	

Virtual District 52 Council Meeting
September 15, 2022

2022-2023 District 52 AMENDED Alignment

Rose Abbott, DTM, District 52 Director

District 52 Alignment for 2022-2023

Division Director	Area Director	Division	Area	# Clubs	Club	Club Name
DIVISION A						
Lupita Damien	William Anderson	A	10	4	1966	Mindful Communicators
		A	10		2966	Warner Center Toastmasters
		A	10		3944160	V.O.L.T. Voices Of Leadership Toastmasters
		A	10		7709693	Executive Minds Toastmasters
	Abbey Ronquillo	A	11	3	9655	Calabasas Toastmasters
		A	11		826306	Westlake Bank of America Toastmasters
		A	11		4054980	Malibu Toastmasters
	Christopher Wilson	A	12	3	2466	NSD ERC Navigators' Toastmasters Club
		A	12		641372	Dynamic Speakers of Northridge
		A	12		2779840	Health Net Toastmasters (HNTM)
	Andre Mizukami	A	13	4	4165	Woodland Hills Toastmasters
		A	13		8605	Challengers Toastmasters
		A	13		674325	Santa Susanna Speakers Club
A		13		5118771	Valley Stars Toastmasters	
DIVISION B (eliminated B23)						
Alietha Coleman	Chris Rowe	B	20	5	1007423	North Valley Speakers
		B	20		2981519	Stagemasters
		B	20		4952141	Foothills Community Toastmasters Club
		B	20		7038414	Medtronic Diabetes Toastmasters
		B	20		7906528	TikTock Thoroughbred Toastmasters
	Kathy Lyons	B	21	5	172	Cosmopolitan Tech Club
		B	21		4407551	Outliers Toastmasters Club
		B	21		5260519	BarneStorming Toastmasters
		B	21		7034704	Virtual Supper Club
		B	21		7619175	Heart Filled Toastmasters
	Hal Croasmun	B	22	4	9641	Daybreak SCV Speakers
		B	22		3729871	Neuro Orators Toastmasters Club
		B	22		4479678	Santa Clarita Toastmasters
		B	22		1670	Valencia Toastmasters Club

Virtual District 52 Council Meeting
September 15, 2022

2022-2023 District 52 AMENDED Alignment

Rose Abbott, DTM, District 52 Director

District 52 Alignment for 2022-2023

Division Director	Area Director	Division	Area	# Clubs	Club	Club Name
DIVISION C (eliminated C33)						
William Tappin	Aravind Tangirala	C	30	5	147	Gettin' Toasty #147
		C	30		914	Burnt Toastmasters Club
		C	30		5515	Distinguished Singles Club
		C	30		5522	Motivated Toastmasters
		C	30		7203439	American Muslim Orators
	Theresa Ofstad	C	31	5	7488	Adventurers Club
		C	31		3410372	Toastmasters for Mental Health Professionals
		C	31		4077924	Noho Toastmasters
		C	31		7030372	Speaking Your Business
	Rida Qadeer	C	31		2510651	Improv Toastmasters
		C	32	4	5359365	Talkmasters Toastmasters
		C	32		1101858	Studio City Speakers
		C	32		1311423	Imagination at NBC Universal Toastmasters Club
DIVISION D						
Ruchi Agarwal	Amy Bender	D	40	4	2620	Freethinkers Club
		D	40		6746	Loquations Club
		D	40		651101	Mid Wilshire Toastmasters Club
		D	40		7713034	LA Tech Toastmasters
	Kari Iwai	D	41	4	3567	LA Civic Center Club
		D	41		2941014	Getty Toastmasters
		D	41		4935291	Voices Of Los Angeles Toastmasters
		D	41		7669413	Clean Water Communicators
	Gene Graves	D	42	4	3046	Voces Latinas Toastmasters Club
		D	42		4279	Bunker Hill Toastmasters Club
		D	42		8228	LAPD Code One Club
		D	42		3236873	Lofty Speakers
	Steven Cavallero	D	43	3	298	Watermasters Speakers Club
		D	43		5951	Toast Of Downtown Club
		D	43		616895	Public Works Pioneers Toastmasters Club

Virtual District 52 Council Meeting

September 15, 2022

2022-2023 District 52 AMENDED Alignment

Rose Abbott, DTM, District 52 Director

District 52 Alignment for 2022-2023

Division Director	Area Director	Division	Area	# Clubs	Club	Club Name
DIVISION E						
Vanessa Herrera	Lena Pousette	E	50	3	616	Downtown L.A. Toastmasters
		E	50		7624448	Hope Street Toastmasters
		E	50		7840377	Legally Speaking
	Jim Kearney	E	51	4	421	Round Table Toastmasters Club
		E	51		6588384	AEG Toastmasters of Los Angeles
		E	51		7503592	Tree Talk
		E	51		7895410	Entrepinayship Toastmasters
	Judith Van Praag	E	52	3	382	LAUSD Toastmasters Club 382
		E	52		3629	Water and Power Toastmasters
		E	52		4771953	Coast to Coast Toasters
	Peter Field	E	53	4	2152150	CityMasters Plaza
		E	53		2219491	CityMasters 2
		E	53		5333085	City Masters Crystal Club
E		53		7775006	Successmasters Toastmasters Club	
DIVISION F						
Keith Burch	Colleen Grant	F	60	5	8	Glendale 1 Club
		F	60		1653	Rising Star Club
		F	60		6011	Media City Toastmasters
		F	60		659175	Warner Bros. Toastmasters
		F	60		7039054	PDS Personal Development Storytellers
	Daniyel Anilov	F	61	5	1320	Burbank Toastmasters
		F	61		3622	Executive Toastmasters Club #3622
		F	61		9065	Ernest Speakers Club
		F	61		1078973	Prepared Speakers Toastmasters Club
		F	61		2909634	DreamWorks Animation Storytellers
	Allen Chung	F	62	4	29	Jewel City 29 Toastmasters of Glendale
		F	62		3833	Leadership and Public Speaking (LEAPS) Toastmasters Club
		F	62		2269817	HBN Toastmasters Club
		F	62		4266460	Dine Brands Toastmasters
	Mern Reeves	F	63	4	748804	Toastmasters 4 Writers
		F	63		1803700	ToastMousters
		F	63		2046288	Wine & Dine Toastmasters
		F	63		7378247	Toastmasters At Logix

Virtual District 52 Council Meeting

September 15, 2022

District 52 2022-2023 Executive Council

District Executive Committee			
Title	Last Name	First Name	Elected / Appointed
<i>District Director</i>	Abbott	Rose	Elected
<i>Program Quality Director</i>	McCullough	Serena	Elected
<i>Club Growth Director</i>	Gupta	Ruchin	Elected
<i>Administration Manager</i>	Reyes	Paul	Appointed
<i>Finance Manager</i>	Genter	Peter	Appointed
<i>Public Relations Manager</i>	Lin	Albert	Appointed
Division Directors			
Division	Last Name	First Name	Elected / Appointed
A	Damian	Lupita	Elected
B	Coleman	Alietha	Appointed
C	Tappin	William	Elected
D	Agarwal	Ruchi	Elected
E	Herrera	Vanessa	Elected
F	Keith	Birch	Appointed
Area Directors			
Area Number	Last Name	First Name	Elected / Appointed
A10	Anderson	William	Appointed
A11	Ronquillo	Abbey	Appointed
A12	Wilson	Christopher	Appointed
A13	Mizukami	Fumiko "Andre"	Appointed
B20	Rowe	Chris	Appointed
B21	Lyons	Kathy	Appointed
B22	Croasmun	Hal	Appointed
C30	Tangirala	Aravind	Appointed
C31	Ofstad	Theresa	Appointed
C32	Qadeer	Rida	Appointed
D40	Bender	Amy	Appointed
D41	Iwai	Kari	Appointed
D42	Graves	Gene	Appointed
D43	Cavallero	Steven	Appointed
E50	Pousette	Lena	Appointed
E51	Kearney	Jim	Appointed
E52	Van Praag	Judith	Appointed
E53	Field	Peter	Appointed
F60	Grant	Colleen	Appointed
F61	Anilov	Daniyel	Appointed
F62	Chung	Allen	Appointed
F63	Reeves	Mern	Appointed

Virtual District 52 Council Meeting
September 15, 2022

Year End Profit and Loss Report 06.30.2022

Catherine Ghaffari, Finance Manager – 2021-2022

District 52
Profit & Loss Statement (Actual vs. Budget GL Detail) (in USD)

Month Ending 06/30/2022			07/01/2021 Through 06/30/2022		
Actual	Budget	Variance	Actual	Budget	Variance
District Revenue					
Membership Revenue					
491.26	1,124.00	(632.74)	29,917.83	34,602.00	(4,684.17)
491.26	1,124.00	(632.74)	29,917.83	34,602.00	(4,684.17)
Conference Revenue					
Registration & Tickets					
Registration - Member					
0.00	0.00	0.00	0.00	2,600.00	(2,600.00)
0.00	0.00	0.00	0.00	2,600.00	(2,600.00)
0.00	0.00	0.00	0.00	2,000.00	(2,000.00)
0.00	0.00	0.00	0.00	2,000.00	(2,000.00)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00	0.00	5,600.00	(5,600.00)
Non Registration					
304.18	0.00	304.18	515.80	1,500.00	(984.20)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
0.00	0.00	0.00	0.00	1,000.00	(1,000.00)
304.18	0.00	304.18	515.80	3,500.00	(2,984.20)
304.18	0.00	304.18	515.80	9,100.00	(8,584.20)
0.00	0.00	0.00	0.00	900.00	(900.00)
0.00	0.00	0.00	0.00	900.00	(900.00)
795.44	1,124.00	(328.56)	30,433.63	44,602.00	(14,168.37)
District Expenses					
Conference Expenses					
0.00	0.00	0.00	150.00	0.00	150.00
17.51	0.00	17.51	17.51	0.00	17.51
0.00	0.00	0.00	0.00	6,000.00	(6,000.00)
0.00	0.00	0.00	0.00	700.00	(700.00)
0.00	0.00	0.00	107.20	2,000.00	(1,892.80)
0.00	0.00	0.00	915.96	0.00	915.96
0.00	0.00	0.00	233.10	0.00	233.10
467.57	0.00	467.57	675.96	0.00	675.96
0.00	0.00	0.00	450.00	300.00	150.00
92.75	0.00	92.75	92.75	0.00	92.75
0.00	0.00	0.00	0.00	100.00	(100.00)
577.83	0.00	577.83	2,642.48	9,100.00	(6,457.52)
Recognition					
Recognition - Member					
0.00	0.00	0.00	1,927.99	0.00	1,927.99
0.00	0.00	0.00	0.00	618.00	(618.00)
0.00	270.00	(270.00)	112.49	2,550.00	(2,437.51)
0.00	0.00	0.00	(29.57)	0.00	(29.57)

Virtual District 52 Council Meeting
September 15, 2022

Year End Profit and Loss Report 06.30.2022

Catherine Ghaffari, Finance Manager – 2021-2022

District 52
Profit & Loss Statement (Actual vs. Budget GL Detail) (in USD)

Month Ending 06/30/2022			07/01/2021 Through 06/30/2022			
Actual	Budget	Variance		Actual	Budget	Variance
0.00	1,000.00	(1,000.00)	Expense			
			7044-000000 - Postage & Shipping	319.21	1,400.00	(1,080.79)
0.00	0.00	0.00	Expense			
0.00	0.00	0.00	7080-000000 - Gifts & Thank You	(200.00)	0.00	(200.00)
0.00	0.00	0.00	7082-000000 - Incentives	3,519.76	0.00	3,519.76
0.00	1,270.00	(1,270.00)	Total Recognition - Member	5,649.88	4,568.00	1,081.88
0.00	0.00	0.00	Recognition - Area			
			7010-000000 - Awards Expense	(100.00)	0.00	(100.00)
			(Trophies, Plaques, Ribbons & Certificates)			
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	(73.45)	0.00	(73.45)
			Expense			
0.00	0.00	0.00	7044-000000 - Postage & Shipping	(120.00)	0.00	(120.00)
			Expense			
0.00	0.00	0.00	Total Recognition - Area	(293.45)	0.00	(293.45)
0.00	0.00	0.00	Recognition - Club			
			7010-000000 - Awards Expense	234.75	800.00	(565.25)
			(Trophies, Plaques, Ribbons & Certificates)			
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	16.85	0.00	16.85
			Expense			
299.04	0.00	299.04	7026-000000 - Website Expense	299.04	0.00	299.04
0.00	0.00	0.00	7044-000000 - Postage & Shipping	266.21	200.00	66.21
			Expense			
299.04	0.00	299.04	Total Recognition - Club	816.85	1,000.00	(183.15)
0.00	0.00	0.00	Recognition - Division			
			7010-000000 - Awards Expense	(100.00)	0.00	(100.00)
			(Trophies, Plaques, Ribbons & Certificates)			
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	21.75	0.00	21.75
			Expense			
0.00	0.00	0.00	7044-000000 - Postage & Shipping	(48.00)	0.00	(48.00)
			Expense			
0.00	0.00	0.00	Total Recognition - Division	(126.25)	0.00	(126.25)
0.00	0.00	0.00	Recognition - District			
			7010-000000 - Awards Expense	186.16	0.00	186.16
			(Trophies, Plaques, Ribbons & Certificates)			
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	(117.01)	0.00	(117.01)
			Expense			
45.00	0.00	45.00	7020-000000 - Printing Expense	45.00	0.00	45.00
0.00	0.00	0.00	7044-000000 - Postage & Shipping	282.49	0.00	282.49
			Expense			
0.00	0.00	0.00	7082-000000 - Incentives	2,156.97	0.00	2,156.97
45.00	0.00	45.00	Total Recognition - District	2,553.61	0.00	2,553.61
344.04	1,270.00	(925.96)	Total Recognition	8,600.64	5,568.00	3,032.64
			Club Growth			
			Club Growth - Building New Clubs			
0.00	0.00	0.00	7036-000000 - Advertising Expense	337.39	500.00	(162.61)
0.00	400.00	(400.00)	7082-000000 - Incentives	1,157.92	4,640.00	(3,482.08)
0.00	400.00	(400.00)	Total Club Growth - Building New Clubs	1,495.31	5,140.00	(3,644.69)
191.85	0.00	191.85	Club Growth - Membership Growth			
0.00	0.00	0.00	7036-000000 - Advertising Expense	355.22	0.00	355.22
			7044-000000 - Postage & Shipping	600.00	0.00	600.00
			Expense			
0.00	0.00	0.00	7082-000000 - Incentives	35.92	0.00	35.92
191.85	0.00	191.85	Total Club Growth - Membership Growth	991.14	0.00	991.14
			Club Growth - Membership Retention			

Virtual District 52 Council Meeting
September 15, 2022

Year End Profit and Loss Report 06.30.2022

Catherine Ghaffari, Finance Manager – 2021-2022

District 52
Profit & Loss Statement (Actual vs. Budget GL Detail) (in USD)

Month Ending 06/30/2022			07/01/2021 Through 06/30/2022		
Actual	Budget	Variance	Actual	Budget	Variance
0.00	0.00	0.00	29.55	0.00	29.55
0.00	0.00	0.00	66.72	0.00	66.72
0.00	0.00	0.00	96.27	0.00	96.27
191.85	400.00	(208.15)	2,582.72	5,140.00	(2,557.28)
0.00	0.00	0.00	0.00	100.00	(100.00)
0.00	0.00	0.00	161.96	0.00	161.96
0.00	0.00	0.00	47.73	0.00	47.73
98.94	0.00	98.94	484.08	0.00	484.08
175.00	250.00	(75.00)	535.97	2,500.00	(1,964.03)
0.00	0.00	0.00	556.00	0.00	556.00
0.00	0.00	0.00	274.27	0.00	274.27
0.00	0.00	0.00	503.25	0.00	503.25
273.94	250.00	23.94	2,563.26	2,600.00	(36.74)
0.00	0.00	0.00	149.99	0.00	149.99
0.00	0.00	0.00	457.99	0.00	457.99
0.00	1,050.00	(1,050.00)	0.00	1,050.00	(1,050.00)
0.00	100.00	(100.00)	0.00	630.00	(630.00)
0.00	0.00	0.00	0.00	123.79	(123.79)
0.00	0.00	0.00	50.00	0.00	50.00
0.00	0.00	0.00	1,213.93	0.00	1,213.93
0.00	0.00	0.00	624.22	0.00	624.22
0.00	238.80	(238.80)	1,131.37	1,178.39	(47.02)
0.00	1,388.80	(1,388.80)	3,627.50	2,982.18	645.32
0.00	0.00	0.00	0.00	800.00	(800.00)
0.00	0.00	0.00	0.00	800.00	(800.00)
0.00	0.00	0.00	1,564.90	0.00	1,564.90
0.00	0.00	0.00	0.00	1,200.00	(1,200.00)
638.00	0.00	638.00	817.92	0.00	817.92
0.00	0.00	0.00	660.64	0.00	660.64
638.00	0.00	638.00	3,043.46	1,200.00	1,843.46
15.32	0.00	15.32	480.30	0.00	480.30
457.01	0.00	457.01	457.01	0.00	457.01
0.00	0.00	0.00	54.19	0.00	54.19
0.00	0.00	0.00	232.00	0.00	232.00
472.33	0.00	472.33	1,223.50	0.00	1,223.50
0.00	0.00	0.00	44.00	0.00	44.00
0.00	0.00	0.00	44.00	0.00	44.00

Virtual District 52 Council Meeting
September 15, 2022

Year End Profit and Loss Report 06.30.2022

Catherine Ghaffari, Finance Manager – 2021-2022

**District 52
Profit & Loss Statement (Actual vs. Budget GL Detail) (in USD)**

Month Ending 06/30/2022				07/01/2021 Through 06/30/2022			
Actual	Budget	Variance		Actual	Budget	Variance	
1,110.33	0.00	1,110.33	Total Education & Training Expense	4,310.96	2,000.00	2,310.96	
			Speech Contest Expenses				
0.00	0.00	0.00	Speech Contest Expenses - Area				
			7010-000000 - Awards Expense	0.00	600.00	(600.00)	
			(Trophies, Plaques, Ribbons & Cer-				
			tificates)				
0.00	0.00	0.00	7082-000000 - Incentives	491.66	0.00	491.66	
0.00	0.00	0.00	Total Speech Contest Expenses - Area	491.66	600.00	(108.34)	
			Speech Contest Expenses - Division				
0.00	0.00	0.00	7010-000000 - Awards Expense	0.00	600.00	(600.00)	
			(Trophies, Plaques, Ribbons & Cer-				
			tificates)				
165.00	0.00	165.00	7020-000000 - Printing Expense	345.00	0.00	345.00	
137.80	0.00	137.80	7044-000000 - Postage & Shipping	244.70	0.00	244.70	
			Expense				
302.80	0.00	302.80	Total Speech Contest Expenses - Division	589.70	600.00	(10.30)	
			Speech Contest Expenses - District				
149.99	0.00	149.99	7036-000000 - Advertising Expense	149.99	0.00	149.99	
149.99	0.00	149.99	Total Speech Contest Expenses - District	149.99	0.00	149.99	
452.79	0.00	452.79	Total Speech Contest Expenses	1,231.35	1,200.00	31.35	
			Administration Expenses				
0.00	0.00	0.00	7004-000000 - Badges & Pins	0.00	600.00	(600.00)	
0.00	0.00	0.00	7012-000000 - Supplies & Stationery	766.68	0.00	766.68	
			Expense				
17.99	0.00	17.99	7026-000000 - Website Expense	1,784.69	0.00	1,784.69	
(168.00)	0.00	(168.00)	7032-000000 - Telephone Expense	131.24	0.00	131.24	
1,401.46	0.00	1,401.46	7034-000000 - Conference Calls &	1,543.46	0.00	1,543.46	
			Webinars Expense				
298.00	0.00	298.00	7036-000000 - Advertising Expense	298.00	0.00	298.00	
0.00	0.00	0.00	7042-000000 - Outside Contractor Ex-	100.00	0.00	100.00	
			pendence				
75.01	0.00	75.01	7044-000000 - Postage & Shipping Ex-	796.44	0.00	796.44	
			pendence				
0.00	0.00	0.00	7070-000000 - Bank Charges & Credit	3.38	0.00	3.38	
			Card Fee Expense				
0.00	0.00	0.00	7082-000000 - Incentives	892.11	0.00	892.11	
0.00	0.00	0.00	7084-000000 - Sympathy Expense	0.00	50.00	(50.00)	
0.00	0.00	0.00	7088-000000 - Storage Expenses	968.00	1,006.00	(38.00)	
1,624.46	0.00	1,624.46	Total Administration Expenses	7,284.00	1,656.00	5,628.00	
			Food and Meals Expense				
			CGD				
0.00	0.00	0.00	7016-000000 - Meal Event Expense	0.00	25.00	(25.00)	
0.00	0.00	0.00	Total CGD	0.00	25.00	(25.00)	
			District Director				
300.17	0.00	300.17	7016-000000 - Meal Event Expense	(2,916.95)	25.00	(2,941.95)	
0.00	0.00	0.00	7078-000000 - Food Expense	67.61	0.00	67.61	
300.17	0.00	300.17	Total District Director	(2,849.34)	25.00	(2,874.34)	
			Division Director				
0.00	0.00	0.00	7016-000000 - Meal Event Expense	48.39	0.00	48.39	
0.00	0.00	0.00	Total Division Director	48.39	0.00	48.39	
			Other Member				
0.00	0.00	0.00	7016-000000 - Meal Event Expense	593.21	0.00	593.21	
0.00	0.00	0.00	Total Other Member	593.21	0.00	593.21	
			PQD				
0.00	0.00	0.00	7016-000000 - Meal Event Expense	0.00	25.00	(25.00)	
0.00	0.00	0.00	Total PQD	0.00	25.00	(25.00)	
300.17	0.00	300.17	Total Food and Meals Expense	(2,207.74)	75.00	(2,282.74)	
			Travel Expense				
			District Director				

Virtual District 52 Council Meeting
September 15, 2022

Year End Profit and Loss Report 06.30.2022

Catherine Ghaffari, Finance Manager – 2021-2022

**District 52
Profit & Loss Statement (Actual vs. Budget GL Detail) (in USD)**

Month Ending 06/30/2022			07/01/2021 Through 06/30/2022			
Actual	Budget	Variance		Actual	Budget	Variance
0.00	0.00	0.00	7060-000000 - Transportation - Airfare Expense	0.00	500.00	(500.00)
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	Total District Director	0.00	700.00	(700.00)
0.00	0.00	0.00	Program Quality Director			
0.00	0.00	0.00	7060-000000 - Transportation - Airfare Expense	0.00	500.00	(500.00)
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	Total PQD	0.00	700.00	(700.00)
0.00	0.00	0.00	Club Growth Director			
0.00	0.00	0.00	7060-000000 - Transportation - Airfare Expense	0.00	500.00	(500.00)
0.00	0.00	0.00	7062-000000 - Transportation - Mileage Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	7064-000000 - Transportation - Taxis/Shuttle Expense	0.00	100.00	(100.00)
0.00	0.00	0.00	Total CGD	0.00	700.00	(700.00)
0.00	0.00	0.00	Other Member			
0.00	0.00	0.00	7068-000000 - Transportation - Other Expense	48.75	0.00	48.75
0.00	0.00	0.00	Total Other Member	48.75	0.00	48.75
0.00	0.00	0.00	Total Travel Expense	48.75	2,100.00	(2,051.25)
0.00	0.00	0.00	Lodging Expense			
0.00	0.00	0.00	District CGD			
0.00	0.00	0.00	7058-000000 - Lodging Expense	0.00	600.00	(600.00)
0.00	0.00	0.00	Total CGD	0.00	600.00	(600.00)
0.00	0.00	0.00	District director			
0.00	0.00	0.00	7058-000000 - Lodging Expense	0.00	600.00	(600.00)
0.00	0.00	0.00	Total District director	0.00	600.00	(600.00)
0.00	0.00	0.00	District PQD			
0.00	0.00	0.00	7058-000000 - Lodging Expense	0.00	600.00	(600.00)
0.00	0.00	0.00	Total District PQD	0.00	600.00	(600.00)
0.00	0.00	0.00	Total Lodging Expense	0.00	1,800.00	(1,800.00)
0.00	0.00	0.00	Other Expenses			
0.00	0.00	0.00	7010-000000 - Awards Expense (Trophies, Plaques, Ribbons & Certificates)	14.24	0.00	14.24
0.00	0.00	0.00	7034-000000 - Conference Calls & Webinars Expense	84.00	0.00	84.00
61.15	0.00	61.15	7044-000000 - Postage & Shipping Expense	61.15	0.00	61.15
0.00	0.00	0.00	7080-000000 - Gifts & Thank Yous	(300.00)	0.00	(300.00)
0.00	0.00	0.00	7084-000000 - Sympathy Expense	100.04	0.00	100.04
61.15	0.00	61.15	Total Other Expenses	(40.57)	0.00	(40.57)
144.18	144.18	0.00	Allocation Expenses			
144.18	144.18	0.00	7092-000000 - TI Allocation	1,730.16	1,730.16	0.00
5,080.74	3,452.98	1,627.76	Total Allocation Expenses	1,730.16	1,730.16	0.00
(4,285.30)	(2,328.98)	(1,956.32)	Total District Expenses	32,373.51	35,951.34	(3,577.83)
			Total Net Income	(1,939.88)	8,650.66	(10,590.54)

Virtual District 52 Council Meeting
September 15, 2022

2021-2022 Year End Audit Report – District 52

Enrico Pena, DTM, PDD

TOASTMASTERS
INTERNATIONAL

TOASTMASTERS INTERNATIONAL
Certification for
June
2020-2021

DISTRICT 52

INSTRUCTIONS:

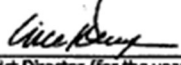
1. Complete all sections on the Narrative tab.
2. Fill in the white cells below with the appropriate information and print out this page.
3. Obtain related signature below. **Electronic signatures are not acceptable.**
4. Distribute monthly reports per Toastmasters International protocol 8.4, to the district governor and lieutenant governors within 30 days after the end of the month.
5. **Quarter reports due to World Headquarters:**
 - * September Report: **October 31**
 - * December (Audit) Report: **February 15**
 - * March Report: **April 30**
 - * June (Audit) Report: **August 31**
6. Submit approved narratives and certification page to World Headquarters by email or fax:
 - * Scan and email the PDF to DistrictFinancialReports@toastmasters.org
 - * Or fax to (949) 589-3456


NOTE: This certification form must be complete for the report to be accepted by World Headquarters. Reserve funds will not be released until World Headquarters receives the completed report.

In Base Currency	USD
Monthly Net Income/(Loss)	<u>16,909.37</u>
Year to Date Net Income/(Loss)	<u>10,186.86</u>
Total Available Funds	<u>34,321.55</u>

1. We, the undersigned, certify that all district financial records have been made available to the audit committee for inspection and that any unpaid bills or other outstanding obligations for the 2020-2021 term have been reported to the audit committee and included in accruals section of this audit. We further certify that there are no other outstanding district obligations incurred for the 2020-2021 term.

Dated this 14 day of August

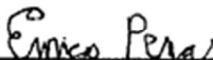

District Director (for the year audited)



District Finance Manager (for the year audited)


Complete only for the Mid-year Report and Year-end Report:

2. We, the undersigned members of the Audit Committee, have examined the records of District 52 for the 2020-2021 term in accordance with the Audit Committee Guidelines* and believe that this report properly reflects the operation for that term.

Dated this 26 day of August


Chairman


Member


Member

* Audit Committee Guidelines are available at the District Finance Corner: www.toastmasters.org/AuditGuide

NOTE: Audit committee members cannot be members of the district executive committee (e.g., district director, program quality director, club growth director, immediate past district director, secretary, finance manager, public relations officer, division directors, area

Virtual District 52 Council Meeting
September 15, 2022

2021-2022 Year End Audit Report – District 52

Enrico Pena, DTM, PDD

District 52
TI: *** Profit & Loss Statement (Actual vs. Budget Summary) *** (in USD)

Month Ending 06/30/2021			07/01/2020 Through 06/30/2021		
Actual	Budget	Variance	Actual	Budget	Variance
907.48	1,785.00	(887.52)			
0.00	0.00	0.00			
0.02	0.00	0.02			
907.50	1,785.00	(887.50)			
113.67	0.00	113.67			
9,317.52	280.00	9,037.52			
1,409.54	0.00	1,409.54			
0.00	0.00	0.00			
0.00	0.00	0.00			
1,419.90	438.00	981.90			
0.00	100.00	(100.00)			
106.03	0.00	106.03			
621.09	282.00	339.09			
4,529.12	0.00	4,529.12			
0.00	750.00	(750.00)			
0.00	0.00	0.00			
300.00	0.00	300.00			
17,016.87	1,850.00	15,066.87			
(16,909.37)	(85.00)	(16,854.37)			
			District Revenue		
			Membership Revenue	34,603.49	38,891.00 (4,287.51)
			Conference Revenue	330.00	6,325.00 (5,995.00)
			Other Revenue	45.66	0.00 45.66
			Total District Revenue	34,979.15	45,216.00 (10,236.85)
			District Expenses		
			Conference Expenses	2,315.36	6,325.00 (4,009.64)
			Recognition	24,189.68	7,440.00 16,749.68
			Club Growth	2,681.15	5,690.00 (2,998.85)
			Marketing Outside of Toastmasters Expenses	253.08	2,000.00 (1,746.92)
			Marketing Expense	112.74	0.00 112.74
			Public Relations Expense	3,314.09	3,831.00 (516.91)
			Education & Training Expense	330.57	1,850.00 (1,319.43)
			Speech Contest Expenses	2,368.03	1,909.00 459.03
			Administration Expenses	4,652.54	3,881.00 771.54
			Food and Meals Expense	4,554.12	4,700.00 (145.88)
			Travel Expense	0.00	7,250.00 (7,250.00)
			Lodging Expense	0.00	550.00 (550.00)
			Other Expenses	394.47	0.00 394.47
			Total District Expenses	45,166.01	45,216.00 (49.99)
			Total Net Income	(16,186.86)	0.00 (16,186.86)

Virtual District 52 Council Meeting
September 15, 2022

2021-2022 Year End Audit Report – District 52

Enrico Pena, DTM, PDD

**Audit Committee
Guidelines**



District #: 52

Circle one: Mid-year Audit or Year-end Audit

PROCEDURES TO BE COMPLETED	COMPLETED BY
A. ORGANIZATION	
<p>1. Obtain all supporting documents for the Mid-year or Year-end Profit and Loss Statements from the district treasurer, and sort the documents in the following manner:</p> <ul style="list-style-type: none"> ◆ Stack #1: Sort Profit and Loss Statements, bank statements and district reserve statements into separate groups, organize in chronological order and place in one stack. ◆ Stack #2: Sort all other supporting documents in the order they appear on the Receipt Register and Payment Register. Receipt supporting documents should be placed behind the Receipt Register, and payment supporting documents should be placed behind the Payment Register. 	EP
B. SUBSTANTIATING TRANSACTIONS	
<p>2. To ensure that all transactions are adequately supported, perform the following procedures:</p> <ul style="list-style-type: none"> ◆ Trace and agree all transactions on the Receipt Register and Check Register to their respective supporting documentation. ◆ Place a check mark (✓) on the Receipt Register and Payment Register next to each transaction that has supporting documents. The only transactions that should not be check marked are the ones missing supporting documents. ◆ For the transactions missing supporting documents, contact the finance manager and ask if such documents exist. If they do, request copies. 	R.V.

Virtual District 52 Council Meeting

September 15, 2022

2021-2022 Year End Audit Report – District 52

Enrico Pena, DTM, PDD

PROCEDURES TO BE COMPLETED	COMPLETED BY
C. POLICY REVIEW	
<p>3. To ensure that transactions were executed within the company policies, perform the following procedures:</p> <ul style="list-style-type: none"> ◆ Review all cancelled checks and verify that they were signed by both the district director and finance manager (checks made payable to the district director or finance manager should be signed or approved in writing by the program quality director or the club growth director). ◆ Review all reimbursement requests and verify that they were approved by the district director. Ensure that all expenses on the request have adequate documentation (receipts or other supporting materials). Copies of credit card and/or bank statements are not valid receipts or documentation. ◆ Identify all payments in excess of USD \$500 and verify that each expense was properly approved by the district director and at least the program quality director or the club growth director. Any individual expense in excess of USD \$500 must be authorized in advance; there should be approval included in the supporting documentation and some indication of when the expense was approved (an email approving the expense is acceptable). ◆ Review all Debit Card transactions to ensure that all payments made by the district director were authorized in advance in writing by the finance manager and either the program quality director or the club growth director. Payments made by the finance manager must be authorized in advance by the district director and either the program quality director or the club growth director. ◆ Identify Other District Expenses (gifts, flowers, expressions of sympathy, etc.) to ensure they are not lavish or excessive and that they support the mission of the district. Tokens of appreciation are allowed up to \$25. Donations are not permitted in lieu of flowers or to any charitable fund. ◆ Review all meal expense reimbursements for District Leader August and Mid-year trainings to ensure the district director, program quality director, and club growth director were reimbursed for their meals purchased, up to \$30 a day with supporting receipts. (Meal expenses are NOT covered by a per diem.) 	<p>n/a</p> <p>PG</p> <p>PG</p> <p>PG</p> <p>n/a</p>

Enrico Pena
AUDIT COMMITTEE MEMBER SIGNATURE

8/22/2021
DATE

[Signature]
AUDIT COMMITTEE MEMBER SIGNATURE

8/23/21
DATE

[Signature]
AUDIT COMMITTEE MEMBER SIGNATURE

8 / 26 / 21
DATE

Virtual District 52 Council Meeting

September 15, 2022

Director Reports

Albert Lin, DTM, Public Relations Manager

Public Relations (PR) Manager Report

PR Team: Albert Lin, DTM, Judy Thang, Carla Gray, Alex Casteleiro

Accomplishments

- Generated and received buy-ins from all stakeholders on the PR operation plan
- Smooth transition from 2021-2022 team to 2022-2023 team
- Continue to release weekly video on YouTube
- Monthly newsletter published
- Maintain D52 website maximum up time
 - Received excellent support from IP PRM, Alex, on contacting webhost to resolve website crashes
- Initiated website trainer, Marc Richards, Best Club Website Contest
 - Support Marc to get the word out to the clubs on D52 website and FB
 - District Director approved TM dollars as incentive for top finishers
- Officer Training schedules posted on multiple platforms
 - Emails, SMS, Facebook, Instagram, and LinkedIn

Challenges

- Requests outside of the agreed upon windows
 - PRM team will response on best effort basis
- Team response time to requests
 - Team members availability are limited

PRM team is executing to the approved plan!

Virtual District 52 Council Meeting

September 15, 2022

Director Reports

Ruchin Gupta, Club Growth Director

Club Growth Director Report | District 52

Team: Ruchin Gupta (Club Growth Director), John Murray (Club Extension Chair), Lawrence Quesada Club (Club Growth Team Advisor), Linda Cota Kumagai (Club Retention Chair), Demo Meeting Team(varies)

Club Growth & Member Retention Initiatives

1. Helping clubs move to Hybrid environment. Clubs can setup a call with CGD to go over what is required for them to conduct hybrid meetings.
2. Club Growth Summit for District 52 members in September which will focus on brainstorming sessions for club building and retention.
3. Incentives for all clubs in good standing for early renewals.
4. Incentives for top two clubs in top two divisions.
5. Incentives for first Area Director and Division Director with 100% attainment
6. "Check Heartbeat" Initiative for Area Directors to determine the following for each club:
 - a. Renewal status
 - b. Members and membership status
 - c. Club activity and meeting status
7. Launching of "Call to care" Initiative for each club.
8. Launching of new programs and incentives for
 - a. Club Ambassador
 - b. Club Embassy
9. Initiative to get testimonials, success stories and MyWhy videos from the members.

Club Building Initiatives

1. Sponsorship at TEDx events.
2. Promotion and marketing of a few specialty clubs will start soon.
3. Met with Division Directors for the following
 - a. Fill/Gap analysis to look at areas where clubs are not present.
 - b. Analysis of the membership roster to find potential leads.
 - c. Looking at previous DCP reports to determine suspended clubs and members of those suspended clubs to kickstart the club again.
4. Reaching out to leads from previous years.

New Clubs In Progress

1. SRAR- The board has approved Toastmasters to be brought in.
2. LADWP – Demo meeting soon.
3. CSUN – Demo meeting date TBD.
4. Quest Software – Presenting to HR for approval.
5. Cardboard Heroes – Working on Youth leadership Program/Gavel Club.

Virtual District 52 Council Meeting

September 15, 2022

Director Reports (Cont.)

Ruchin Gupta, Club Growth Director

Additional 1st Quarter Activities

1. Interviewed candidates for International Director and 2nd VP positions to be elected at the annual conference.
2. Attended Toastmasters annual conference in Nashville from 8/14 thru 8/21.
3. Contributed to Club Growth section in the District 52 success Plan.
4. Created the District 52 Marketing Plan.
5. Attending monthly District 52 District Council Meetings.
6. Attending monthly meetings with Region Advisors.
7. Attending monthly meetings with peer Club Growth Directors.
8. Helped recruit Area Directors to fill in some of our vacant positions.
9. Working on creating a web page specifically focused on club growth and retention

Virtual District 52 Council Meeting

September 15, 2022

Director Reports

Serena McCullough, DTM, Program Quality Director

D52 Trio Training

1. Trio attended round-one TMI District Leader Training (DLT) sessions in August 2021. Training focused on leadership development topics and totaled of 15 hours of training.
2. Trio attended Region 2 Peer (DD, PQD, CGG) calls monthly. Each session focused on district leadership topics.

District Training

1. First Area & Division Director training held on August 7th, 2022
2. Second Area & Division Directors training to be held in September 2022
3. Marc Richards conducting monthly Free Toast Host trainings
4. Monthly workshops on valuable topics such as Social Media, Pathways, etc.

Club Officer Training

1. D52 club officer training results July 2021-April 2022.
 - a. 87% of club officers trained (minus clubs without a club officer list in)
 - b. 25 clubs achieved 100% officer training by July 15, 2022
 - c. 38 total clubs achieved 100% officer training
 - d. 20 clubs had 4-6 officers trained
 - d. 58 total clubs achieved minimum 4 officers trained
2. Planned and executed D52 Toastmasters Leadership Institute (TLI) in June 2021 with 2021 WCPS, Verity Price. Had 150 attendees on Zoom and multiple workshops.
3. Facilitated 17 make-up club officer training sessions June – August 2022
 - a. Lance Webster, Holly Fleschler, Paul Reyes, Jeff Harman, Alithea Coleman, and Jim Kearney facilitated COT training sessions first round in June, July & August of 2022.

Education Awards

Congratulation's members who collectively earned 68 Education Award Completions Pathways Levels 1-5 as of September 1st, 2022.

Additional 1st Quarter Activities

1. Trio interviewed international candidates to be elected at TI's Annual Conference
2. Attended TI Annual Conference.
3. Contributed to D52 Strategic plan
4. Attended monthly D52 District Council Meetings
5. Plan & oversee execution of 1st round of Club Officer Training (detailed above)
6. Started new monthly District workshops
7. Curated new content for club officers, posted on the District's website. These include training materials, resources, tips, etc.
8. Helped recruit Area Directors to fill in some of our vacant positions.

Virtual District 52 Council Meeting

September 15, 2022

Director Reports

Rose Abbott, DTM, District 52 Director

Fellow Toastmasters, Dedicated Present & Past Leaders, and Guests,

It is truly an honor to serve as your District 52 Director. I am deeply grateful to everyone who has stepped forward into a position of leadership at all levels of service. I am confident that you will benefit from this experience and that you will grow stronger and become a better person by serving.

Toastmasters International, in the 2022-2024 strategic plan speaks to the impact, challenges and opportunities that the Pandemic has brought us. The impact on the Toastmasters organization globally has experienced significant loss of clubs and members.

Rising to the challenge, our clubs, and members, successfully pivoted to using on-line platforms to hold virtual meetings. We learned how to mute and unmute, speak into a camera, and communicate effectively in the new virtual digital world. The new skill set gained has set our members apart in the workplace and the community. Leading the way in mastering these new skills.

New opportunities have appeared. The ability to connect with members around the world on a scale not previously seen. Experiencing Toastmasters meetings in other cultures has expanded our world view. Welcoming members from around the globe has affected our clubs and members in a positive way.

As we move into the 2022-2023 term, I see opportunities to make connections. I ask that each of you lead with your heart. Put the needs of our members at the heart of every decision you make. I charge you with the responsibility of bringing Toastmasters clubs to the businesses and communities that need confident communicators and leaders now more than ever.

Let us walk in step together focused on achieving Toastmasters International goals:

- Club Excellence – increase distinguished clubs & member satisfaction by conducting enjoyable effective meetings
- Member Achievement – Increase Pathways engagement and achievement. Train new members and conduct and assessment of member's needs.
- Awareness and Engagement – Increase membership renewal rate, grow new members & clubs. Invite guests to attend, hold open houses and create effective PR campaigns
- Operational Effectiveness – Conduct productive club, area, division, and district council meetings monthly. Area Directors conduct effective club visits. District leadership conduct effective training opportunities.

I am confident that together we will seize the new opportunities ahead of us and overcome the impact and challenges that the Pandemic has brought. Together we will grow and experience a new level of excellence across this great district located in one of the greatest cities on the planet!

In your service,
Rose Abbott, DTM, D52 Director

Virtual District 52 Council Meeting
September 15, 2022

District 52 Announcements

District 52 2023 Spring Contest

Area Director Training

Membership Dues Renewals

Clubs' minimum of 8 members by October 1

Membership Base by December 30

+ 3 Members January – June

Club Growth Summit

Saturday, September 17

Virtual District 52 Council Meeting
September 15, 2022

Toastmasters International 2022-2024 Strategic Plan

TOASTMASTERS
INTERNATIONAL

STRATEGIC PLAN
2022-2024

INTRODUCTION

The Pandemic: Its Impact, Challenges, and Opportunities

In the years prior to the pandemic, Toastmasters International, with few exceptions, grew annually at a steady pace. Since the pandemic began in the first quarter of 2020, the organization has contracted significantly. The number of members and clubs at the end of the 2021–2022 program year are similar in size to a decade ago.

Clubs modified their meeting format to accommodate physical distance—most clubs met exclusively online or in a hybrid format. Members who chose to attend online meetings quickly developed a skill set that the world now values. Others did not prefer the online environment and chose not to renew their membership. While some clubs have gone back to meeting in person, only time will tell if the traditional in-person model of club meetings will return to being the primary meeting type.

The new meeting format connected members from around the world on a scale not previously seen. Through experiencing meetings in the context of other places and cultures, members developed a greater appreciation and understanding of the positive impact of Toastmasters worldwide. The 2021 International Convention was the most attended event in Toastmasters History.

The rate of technological innovation accelerated during the pandemic. As meeting formats evolved, so did online learning. The expectation for continuously updated content, delivered in easily consumable portions, is higher than ever. Clubs and Districts efficiently conducted business online on an unprecedented scale. Contact between members and leaders at all levels increased in scale and speed. Each of these changes will affect the future, and we must evolve to meet expectations.

Communication and leadership skills are in greater demand than ever. Toastmasters is poised to meet those demands and to reestablish its strength through the implementation of this plan.

Virtual District 52 Council Meeting
September 15, 2022

CORE IDEOLOGY

Core Values

Integrity, Respect, Service, and Excellence

Brand Promise

Empowering individuals through personal and professional development.

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

We build new clubs and support all clubs in achieving excellence.

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

CORE IDEOLOGY

Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

Vivid Description of the Envisioned Future

Toastmasters International is recognized by its members as relevant and invaluable for their personal and professional success. Employers recognize Toastmasters International as an essential component of their employees' professional development. Through its clubs, Toastmasters International provides a vibrant, growing, and successful communication and leadership development program. Club members receive a high-quality, customized experience in a supportive environment that responds to individual and community-specific needs. Members take risks and experiment knowing that they are supported and encouraged by others to maximize their potential in reaching personal and professional goals. Toastmasters International uses technology effectively to save time, communicate, and deliver services. Toastmasters International is globally recognized as the industry leader in communication and leadership skills development, and as a progressive, responsive, and experiential organization that changes individuals and the world for the better.

Virtual District 52 Council Meeting

September 15, 2022

ORGANIZATIONAL GOALS

Toastmasters International's success is driven by the cooperative efforts of individual members, club officers, District leaders, Region Advisors, the Board of Directors, and the World Headquarters team. Each has unique roles and responsibilities. Their combined efforts will continue to determine the success of the organization now and in the future.

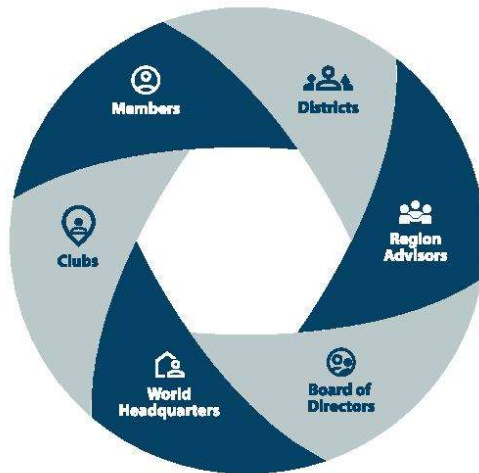
The Board of Directors recognizes the need to extend the reach of Toastmasters both locally and globally, to increase transactional efficiency, to improve the individual member's experience, and to lighten the administrative load on club officers and District leaders.

Our goals for the next 24 months are grouped into these categories:

- ▶ Club Excellence
- ▶ Member Achievement
- ▶ Awareness and Engagement
- ▶ Operational Effectiveness

Communication

The Board of Directors acknowledges the need for excellent communication throughout the organization to achieve our organizational goals.



Communication depends on all of us and will require everyone's collective engagement to be effective. As the Board of Directors, we commit to increase and enhance our communication with all levels of the organization. We invite members and leaders to join us on the quest for excellent communication.

Virtual District 52 Council Meeting

September 15, 2022

CLUB EXCELLENCE

Support all clubs in providing a consistent, quality member experience by delivering on our brand promise:

“Empowering individuals through personal and professional development.”

Measurement:

Distinguished Clubs: 4.5% increase per year

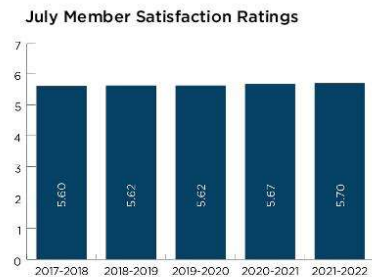
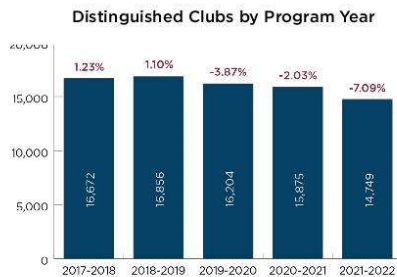
Member Satisfaction: 5.8 rating

Strategies:

Clubs conduct enjoyable, effective meetings

Districts conduct effective club officer training

World Headquarters evolves Base Camp to better support members and club leaders



Virtual District 52 Council Meeting
September 15, 2022

MEMBER ACHIEVEMENT

Support members in achieving their personal and professional communication and leadership goals through experiential learning.

Measurement:

Pathways Level Achievements: 4% increase per year

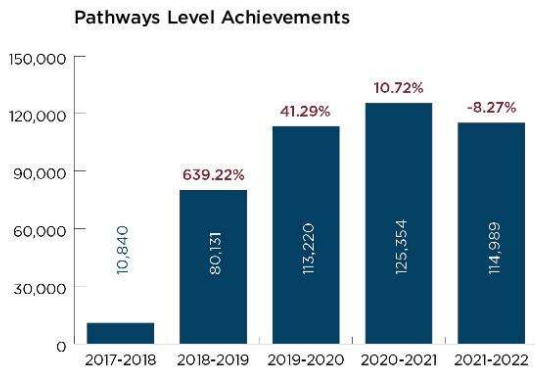
Strategies:

Clubs orient and conduct needs assessment for all new members

Clubs assign mentors to all members

Districts include member-achievement-focused sessions in club officer training

World Headquarters evolves Pathways educational content and Base Camp to enhance experience



Virtual District 52 Council Meeting

September 15, 2022

AWARENESS AND ENGAGEMENT

Expand global recognition of Toastmasters International programs to promote engagement, membership, and club growth.

Measurement:

Membership Payments: 4% increase per year
 Member Renewal Rate: 1% increase per year
 Club Growth: 5% increase per year

Strategies:

- Members consistently invite guests to attend meetings
- Clubs regularly conduct open houses and membership growth programs
- Clubs and Districts create effective public relations
- Districts actively prospect for and charter new clubs
- Districts and World Headquarters expand global advertising program throughout the world



OPERATIONAL EFFECTIVENESS

Create additional value for members, leaders, and stakeholders through standardized tools and processes, resulting in world-class operations.

Strategies:

Area Directors consistently conduct productive Area Council meetings

Area Directors conduct effective club visits

Division Directors consistently conduct productive Division Council meetings

District Directors consistently conduct productive District Council meetings

World Headquarters implements system to charter new clubs online

World Headquarters enables members to pay Toastmasters International dues online

For more information, see the [Toastmasters International Resource Library](#).

Virtual District 52 Council Meeting

September 15, 2022

WHY?

Why do we need a strategic plan?

Strategic plans focus the thinking and efforts of the organization on initiatives that are important now and within the timeframe of the plan. They enable the organization to set aside other items and focus, making decisions about how to allocate resources for the most significant impact.

Why this Strategic Plan?

The delivery of this Strategic Plan will:

- ▶ Increase value to the member
- ▶ Expand organizational brand awareness
- ▶ Streamline and enhance member experience
- ▶ Promote member and club sustainability