



# **Toastmasters International District 52**

***Spring Virtual Business Council Meeting  
Friday, May 17, 2024,  
7:00-9:00 PM Pacific***

**Serena McCullough, DTM**  
Presiding Officer  
District Director

**Catherine Ghaffari**  
Administration Manager

**Darrell Zeller, DTM**  
Registered Parliamentarian

**Dennis Ham, DTM**  
**Lawrence Quesada, DTM, PDD**  
Credentials Desk

**Virtual District 52 Council Meeting**

May 17, 2024

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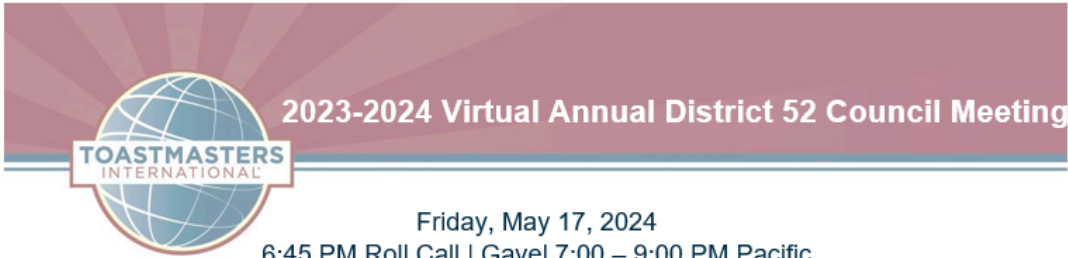
# Virtual District 52 Council Meeting

May 17, 2024

## Meeting Agenda

*Friday, May 17, 2024,*

*7:00-9:00 PM Pacific*



Presiding

District 52 Director Serena McCullough, DTM

### Agenda

Agenda Order	Person Responsible	Time
Call to Order Welcome	District Director: Serena McCullough, DTM	
Reading of the District Mission	Division C Director: Christopher Wilson	
Adoption of Credentials Committee Report	Credentials Committee Chair: Dennis Ham, DTM	
Adoption of Meeting Rules	District Director: Serena McCullough, DTM	
Adoption of the Council Meeting Agenda	District Director: Serena McCullough, DTM	
Meeting Protocol and Voting Procedures	Parliamentarian: Darrell Zeller, DTM, PDG, Registered Parliamentarian	
District Leadership Committee Report	DLC Chair: Rose Abbott, DTM, IPDD	
<b>Business Requiring Vote:</b>		
Election of District 52, 2024-2025 District Leadership Committee	District Director: Serena McCullough, DTM	
2024-2025 Alignment Report	Alignment Chair: Roberta Perry, DTM, PID	
Agenda Order	Person Responsible	Time

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**Meeting Agenda (continued)**

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**7:00-9:00 PM Pacific**

<b>Additional Reports:</b>		
Profit and Loss Report (through Feb. 2024)	Finance Manager: Brian Schweidenback, DTM	
Mid-Year Audit Report, 2023-2024	Audit Committee Chair: Catherine Ghaffari	
Director Reports	Serena McCullough, DTM, District Director Ruchin Gupta, DTM, Program Quality Director Keith Birch, Club Growth Director Jeanna Tang, DTM, Public Relations Manager	
Division Director Reports	Bill Anderson, Division A Director Annette McCullough, Division B Director Christopher Wilson, Division C Director Gene Graves, Division D Director Theresa Ofstad, Division E Director Colleen Grant, Division F Director	
Announcements:	District Director: Serena McCullough, DTM,	
Next District Council Meeting	Administration Manager: Catherine Ghaffari	
Meeting Adjourned	District Director: Serena McCullough, DTM	

# **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.

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# 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:

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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 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:

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- 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 President of 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 ended, 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 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.



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### 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 results before moving on to the next item. The process will be repeated 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>

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# 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,

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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/tZlldOCvjqoqGdftS94WnTRSXji4VF0rykn1>

After registering, you will receive a confirmation email containing information about joining the meeting. **Registration will close on May 16, 2024, 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 May 3, 2024, at 11:59 PM PDT by email to the District Administration Manager at [adminmgr@district52.org](mailto:adminmgr@district52.org)

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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 Director:	Approved	_____
	Not Approved	_____
District Club Growth Director:	Approved	_____
	Not Approved	_____
District Program Quality Director:	Approved	_____
	Not Approved	_____
Area A Director:	Approved	_____
	Not Approved	_____
Area B Director:	Approved	_____
	Not Approved	_____
Area C Director:	Approved	_____
	Not Approved	_____
Area D Director:	Approved	_____
	Not Approved	_____
Area E Director:	Approved	_____
	Not Approved	_____
Area F Director:	Approved	_____

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### 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 on 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> \*\*

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### 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, 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.

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**Previous Meeting Minutes | District 52 Toastmasters**

**District 52 Fall Business Meeting  
September 22, 2023 - Meeting Minutes**

**In Attendance (61 attendees)**

Serena McCullough, DTM – District Director

Albert Lin, DTM

Catherine Ghaffari, - EC2, Administration Manager & Audit Committee

Chair Christie Kadharmestan, DTM, Finance Manager

Colleen Grant, TC5, Division F Director

DJ Reed, DTM

Ede Ferrari D'Angelo, DTM, PID

Gene Graves,

Jeenna Tang, SR5, PRM

Rick Sydor, Registered Parliamentarian

Ruchin Gupta – IP4, PQD,

Adalberto Padilla Ann Santilli Annette McCullough Bill Anderson  
Christine Brean Christopher Wilson Circe Denyer Constance  
English Cynthia Griffin Daniel Higgins Darryl De Bond Dawn  
Jenkins Dazhane Blackshire Donald Cogan Dylan Busse Eder  
Avellaneda Elaine Dizon Enrico Pena Eric Kong Gerard Simonian  
Infinite Jim, Javeed Mohammed Jeff Harman John Murray Jorge  
Alvarez Kawanna Lewis Lawrence Quesada, DTM Linnaea  
Malette Lynn Blair Marianne Toghia Marko Obradovic Mike Day  
Myla Esmail Nancy Walsh Natalie Speech Neidy Pinuelas  
NevianaTzvetkova Patricia Gainer Raul Munoz Regi George Rita  
Benefield Rose Abbott, DTM Rosetta Walker Shawn Adams Steve  
Pines Suzanne Todorovic Thelma Ghzarian Theresa Ofstad  
Thomas Iland, DTM Veronica Corona

# District 52 Fall Business Meeting

## September 22, 2023 - Meeting Minutes

### Agenda

#### Call to Order and Welcome

District Director Serena McCullough, DTM gaveled the meeting start at 7:00 PM. Greetings, welcome, and introductions.

Link to the digital Business Meeting packet

[https://docs.google.com/document/d/1hoNOx8Wck1oOyu70kgDH8HDW4N\\_IEc5/edit?rtpof=true](https://docs.google.com/document/d/1hoNOx8Wck1oOyu70kgDH8HDW4N_IEc5/edit?rtpof=true)

**Reading of the District Mission & Pledge of Allegiance, Colleen Grant, Division F Director.**

#### **Adoption of Credentials Committee Report · Credentials Committee: Ede Ferrari D'Angelo & DJ Reed**

- There are **76** 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 must be represented, which is **51**.
  - There are 86 presidents and vice presidents of education represented.
  - District Executive Committee members do not count towards achieving a quorum.
  - Clubs Eligible X 2 = 152 (76 clubs) Quorum (1/3 of Clubs Eligible X 2) = 51 (24 clubs)
- Presidents and Vice Presidents Education Represented = **86** (43 clubs) District Executive Committee Members Represented = **21**
  - Total Ballots Available = **107**
  - Majority (50% of the Total Ballots Available + 1) = 54

Without objection, the credential report was adopted by unanimous consent.

#### **Adoption of the Meeting Rules**

- The meeting rules are on pages 11-12 of the business meeting packet. Without objection, the meeting rules were adopted by unanimous consent.

#### **Adoption of the Meeting Agenda**

- The meeting agenda is on pages 3-4 of the business meeting packet for review. Without objection, the meeting agenda was adopted by unanimous consent.



## District 52 Fall Business Meeting September 22, 2023 - Meeting Minutes

### Approval of Meeting Minutes of May 12, 2023, Spring Business Meeting

- May 12, 2023, meeting minutes are on pages 16-23 of the Fall Business meeting packet. The minutes of May 12, 2023, District Council meeting, were unanimously approved by the District Executive Committee on September 22, 2023.

### Meeting Voting Procedures: Albert Lin, DTM

- Introduced Election Buddy
- Items to be voted on
- Sent an e-mail and SMS to the registered members
- Voting Procedures, voting process, and Council meeting protocols were explained from pages 9-10 & 14-15 of the business meeting packet.

### Meeting Protocol Parliamentarian Rick Sydor, PID

Voting Procedures, voting process, and Council meeting protocols were explained from pages 11-13 of the business meeting packet.

### Presentation of 2023-2024 D52 budget – Christy Kadharmestan, DTM, Finance Manager

Budget not yet approved by TMI. Pending exception resolution. Currently lodging percentage higher than allowed – requested exception due to higher costs of hotels at the conference in August 2023.

Rose Abbott had a question regarding budget approval. The Vote Master erroneously sent other items to vote before voting on budget. Since there are no objections, on behalf of the Finance Committee the budget is approved as presented. No vote at this point

### Speech contests format proposal – Serena McCullough, DTM, DD

DEC recommends that Area contests be held in hybrid format.

Questions: Circe: who will pay for equipment necessary to hold contests in hybrid format? Thelma G: can TMI help with the costs associated with hybrid format? Answer: all costs included in budget previously presented

DEC recommends that Division contests be held in hybrid format.  
No questions

DEC recommends that District contests be held in hybrid format.  
No questions

## District 52 Fall Business Meeting September 22, 2023 - Meeting Minutes

### **Vote: Vote Master, Albert Lin,**

- Sent e-mail and SMS with links to voting platform. Polls open for 10 minutes.

Voting results: Budget voted as presented with 68 yes and 2 no's. Spring Speech Contest format: Hybrid option voted with 77.5% of votes – no abstentions.

### **2023-2024 Alignment Report**

- Alignment report was approved by Toastmasters International. The report was sent to members via e-mail and was made available on website district52.org. The 2023-2024 Alignment Report is on pages 25-32 of the business meeting packet. Without objection, the D52 alignment report is approved as presented by unanimous consent.

### **2022-2023 Q4 Profit and Loss Report**

- Finance Manager Peter Genter, DTM (not present). The 2022-2023 Q3 District Profit and Loss Report year through June 30, 2023, is not included in the package as some reclassifications are still pending from TMI.

### **2022-2023 Mid-Year Audit Report · Catherine Ghaffari, District Audit Committee Chair.**

- The Year End Audit Report as of 06.30.2023 is found on pages 40-42 in the business meeting packet. All expenses were reviewed and approved according to TMI rules. Floor opened for questions; none came forth. The report was received as presented.

### **District Executive Committee and District Manager Reports**

**Public Relations Manager report presented by Jeanna Tang, SR5 may be found on pages 44 of the business meeting packet.**

- Newsletters and website maintenance
- Social media: highlight members and clubs
- Share why you renewed so it can be publicized

**Club Growth Director report – Keith Birch, absent.**

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- Report may be found on page 45 & 46 of the business meeting packet.

**Program Quality Director report presented by Ruchin Gupta, IP4 may be found on pages 47- 49 of the business meeting packet.**

- Club Officer Training: 86% of clubs have at least 4 officers trained
- Speech Contests
- Educational Awards

**District Director report presented by Serena McCullough, DTM may be found on pages 50 of the business meeting packet.**

- District goals: expand our reach
- Help club achieve Distinguished level
- Engage members in new leadership opportunities

### **4 Announcements**

District Director Serena McCullough DTM - Thank you's.

The next District 52 Business Meeting will take place via Zoom on May 17, 2024, at 7:00 PM.

The District 52 Annual Conference will take place via Zoom is on May 18, 2024

Meeting Adjourned by District Director Serena McCullough, DTM at 8:20 PM.

Meeting Minutes Respectfully Submitted by: Catherine Ghaffari, D52 Administration Manager 2023-2024

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**2024-2025 District 52 AMENDED Alignment (NOT FINALIZED)**

**Serena McCullough, DTM, District 52 Director**

**Roberta Perry, DTM, Alignment Chair**

2024 - 2025 Club Alignment							
Club #	Club Name	Area	Division	District	Club Status	Renewal Status	Charter Date
00001966	Mindful Communicators	10	A	52	Active	Complete	9/27/2001
00002966	Warner Center Toastmasters	10	A	52	Active	Complete	10/1/1979
00674325	Santa Susanna Speakers Club	10	A	52	Active	Complete	5/13/2004
07709693	Executive Minds Toastmasters	10	A	52	Active	Complete	12/22/2019
00004165	Woodland Hills Toastmasters	11	A	52	Active	Complete	3/1/2000
00009655	Calabasas Toastmasters	11	A	52	Active	Complete	10/1/1993
00826306	Westlake Bank of America Toastmasters	11	A	52	Active	Complete	9/1/2005
04054980	Malibu Toastmasters	11	A	52	Active	Complete	6/26/2014
00002466	NSD ERC Navigators' Toastmasters Club	12	A	52	Active	Complete	3/1/1991
00008605	Challengers Toastmasters	12	A	52	Active	Complete	3/1/1992
00641372	Dynamic Speakers of Northridge	12	A	52	Active	Complete	3/31/2004
05118771	Valley Stars Toastmasters	12	A	52	Active	Complete	2/26/2016
2374	Renassiance Speakers	20	B	52	Active	Complete	9/1/1989
01007423	North Valley Speakers	20	B	52	Active	Complete	4/6/2007
04952141	Foothills Community Toastmasters Club	20	B	52	Active	Complete	9/15/2015
07038414	Medtronic Diabetes Toastmasters	20	B	52	Active	Complete	6/30/2018
28676295	SRAR Toastmasters	21	B	52	Active	Ineligible	6/30/2023
00000172	Cosmopolitan Tech Club	21	B	52	Active	Complete	9/1/1940
04407551	Outliers Toastmasters Club	21	B	52	Active	Complete	4/1/2015
05260519	BarneStorming Toastmasters	21	B	52	Active	Complete	4/17/2017
07619175	Heart Filled Toastmasters	21	B	52	Active	Complete	12/20/2019
00001670	Valencia Toastmasters Club	22	B	52	Active	Complete	12/1/1954
00009641	Daybreak Speakers	22	B	52	Active	Complete	10/1/1993
03729871	Neuro Orators Toastmasters Club	22	B	52	Active	Complete	2/12/2014
04479678	Santa Clarita Toastmasters	22	B	52	Active	Complete	6/11/2015
00000147	Gettin' Toasty #147	30	C	52	Active	Complete	4/1/1947
00000914	Burnt Toastmasters Club	30	C	52	Active	Low	6/1/1955
00005515	Distinguished Singles Club	30	C	52	Active	Complete	6/1/1984
28676945	HDR Los Angeles Toastmasters	30	C	52	Active	Ineligible	12/26/2023
00007488	Adventurers Club	31	C	52	Active	Complete	6/1/1989
02510651	Improv Toastmasters	31	C	52	Active	Complete	6/7/2012
07030372	Speaking Your Business	31	C	52	Active	Complete	6/29/2018
00005522	Motivated Toastmasters	31	C	52	Active	Low	6/1/1984
01101858	Studio City Speakers	32	C	52	Active	Complete	10/19/2007
01311423	Imagination at NBC Universal Toastmasters Club	32	C	52	Active	Complete	3/31/2009
03410372	Toastmasters for Mental Health Professionals	32	C	52	Active	Complete	8/16/2013

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2024-2025 District 52 AMENDED Alignment (NOT FINALIZED)

Serena McCullough, DTM, District 52 Director

Roberta Perry, DTM, Alignment Chair

00002620	Freethinkers Club	40	D	52	Active	Complete	4/1/1994
00006746	Loquations Club	40	D	52	Active	Complete	6/1/1994
00651101	Mid Wilshire Toastmasters Club	40	D	52	Active	Complete	5/21/2004
07713034	LA Care	40	D	52	Active	Complete	10/30/2023
00000298	Watermasters Speakers Club	40	D	52	Active	Complete	9/1/1999
00003567	L A Civic Center Club	41	D	52	Active	Complete	3/1/1963
02941014	Getty Toastmasters	41	D	52	Active	Complete	4/16/2013
07669413	Clean Water Communicators	41	D	52	Active	Ineligible	12/2/2019
00003046	Voces Latinas Toastmasters Club	42	D	52	Active	Complete	5/30/2002
5951	Toast Of Downtown Club	42	D	52	Active	Complete	5/30/2002
00008228	LAPD Code One Club	42	D	52	Active	Complete	2/13/2002
03236873	Lofty Speakers	42	D	52	Active	Complete	5/24/2013
00000616	Downtown L.A. Toastmasters	50	E	52	Active	Complete	8/1/1978
07624448	Hope Street Toastmasters	50	E	52	Active	Complete	11/1/2019
28676944	HumanGood U Speaks	50	E	52	Active	Complete	12/29/2023
00000421	Round Table Toastmasters Club	51	E	52	Active	Complete	11/1/1958
28677149	JP Morgan Chase	51	E	52	Active	Complete	2/29/2024
06588384	AEG Toastmasters of Los Angeles	51	E	52	Active	Complete	6/2/2017
07503592	Tree Talk	51	E	52	Active	Complete	11/22/2019
07895410	Entrepinayship Toastmasters	52	E	52	Active	Complete	8/26/2021
00000382	LAUSD Toastmasters Club 382	52	E	52	Active	Complete	8/1/1977
00003629	Water and Power Toastmasters	52	E	52	Active	Complete	8/1/1963
07775006	Successmasters Toastmasters Club	52	E	52	Active	Complete	5/9/2020
04771953	Coast-to-Coast Toasters	53	E	52	Active	Complete	6/18/2015
02152150	CityMasters Plaza	53	E	52	Active	Complete	2/3/2012
02219491	CityMasters 2	53	E	52	Active	Complete	2/23/2012
05333085	City Masters Crystal Club	53	E	52	Active	Complete	3/15/2016
00000008	Glendale 1 Club	60	F	52	Active	Complete	3/1/1933
00001653	Rising Star Club	60	F	52	Active	Complete	10/1/1954
00659175	Warner Bros. Toastmasters	60	F	52	Active	Ineligible	8/9/2004
07039054	PDS Personal Development Storytellers	60	F	52	Active	Complete	6/30/2018
00001320	Burbank Toastmasters	60	F	52	Active	Complete	8/1/1998
00003622	Executive Toastmasters Club #3622	61	F	52	Active	Complete	4/1/1966
00009065	Ernest Speakers Club	61	F	52	Active	Complete	9/1/1992
01078973	Prepared Speakers Toastmasters Club	61	F	52	Active	Complete	5/19/2008
02909634	DreamWorks Animation Storytellers	61	F	52	Active	Complete	1/1/2013
00000029	Jewel City 29 Toastmasters of Glendale	62	F	52	Active	Complete	5/1/1969
00003833	Leadership and Public Speaking	62	F	52	Active	Complete	9/1/2000
28675909	Quest Masters	62	F	52	Active	Complete	2/23/2023
28676209	CBRE Glendale Toastmasters	62	F	52	Active	Ineligible	5/3/2023
00748804	Toastmasters 4 Writers	63	F	52	Active	Complete	6/28/2005
01803700	ToastMousters	63	F	52	Active	Ineligible	8/3/2011
02046288	Wine & Dine Toastmasters	63	F	52	Active	Complete	9/27/2011
07378247	Toastmasters At Logix	63	F	52	Active	Complete	6/4/2019

# Virtual District 52 Council Meeting

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## District 52

District Annual Business Meeting – May 2024

## District Leadership Committee Report

**Rose Abbott, DTM**  
**Immediate Past District Director**  
District 52 Toastmasters  
[www.District52.org](http://www.District52.org)

April 6, 2024

Dear Madam District Director, Serena McCullough

The 2023-2024 District Leadership Committee was formed with one representative appointed from each division. The members of this committee were appointed on November 25, 2023, to begin the nomination process of candidates for consideration at the District 52 Annual Business Meeting on May 17, 2024.

I acknowledge and thank the committee members for their service and dedication.

### District Leadership Committee Members

<b>DLC Chair</b>	Rose Abbott, DTM, IPDD
<b>Division A</b>	Albert Lin, DTM
<b>Division B</b>	Paul Reyes, DTM
<b>Division C</b>	Lance Webster, DTM
<b>Division D</b>	Anca Enache (withdrawn 4/30/24)
<b>Division E</b>	Robert Chan, DTM
<b>Division F</b>	Marianne Toghia, DTM

The work of this committee is critical to ensure long-term district success. The District Leadership Committee must:

- Seek out prospective candidates
- Evaluate and interview candidates
- Nominate candidates
- Provide a complete report of qualified candidates

For the District Leadership Committee report to be valid, the committee must:

- Ensure that there is at least one (1) candidate each for the offices of District Director and Program Quality Director.
- Two (2) or more candidates for the office of Club Growth Director.
- At least one (1) candidate for all other elective District offices (Division Director).
- After interviewing the candidates that were nominated, the committee members voted to present the following qualified candidates for the District Council vote at the 2024 District 52 annual business meeting.



**Virtual District 52 Council Meeting**  
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District 52 2023-2024 District Leadership Committee Report  
for presentation at the May 2024 District 52 Annual Business Meeting  
Page 2 of 2

As the Chair of the 2023-2024 District Leadership Committee, I am pleased to report that we have met the requirements listed above and now present the committee report of nominated district leader candidates for consideration at the May 2024 District 52 Annual Business Meeting.

**DISTRICT LEADERSHIP COMMITTEE REPORT**

**NOMINATIONS FOR 2024-2025 DISTRICT 52 LEADERSHIP ELECTIONS**

The Committee verified candidates' eligibility and interviewed all candidates that presented an application to serve in the elected district leadership positions in the 2024-2025 term of office. Below are the qualified candidates:

**District Director**, Ruchin Gupta, DTM

**Program Quality Director**, John Murray DTM

**Club Growth Director**, Catherine Ghaffari, and Gene Graves  
*Candidates are displayed in alphabetical order by last name.*

**Division Director** *(Candidates displayed by Division)*

<b>Division A</b>	Jinna Hiriri	<b>Division D</b>	Adal Padilla
<b>Division B</b>	Anca Anche	<b>Division E</b>	Brettney Perr
<b>Division C</b>	Rosetta Walker	<b>Division F</b>	Constance English

This concludes the report of the 2023-2024 District Leadership Committee.

Respectfully submitted,

***Rose Abbott***

Rose Abbott, DTM  
Immediate Past District Director  
2023-2024 District Leadership Committee Chair, District 52 Toastmasters

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**Profit and Loss Report 02.29.2024**

**Brian Schweidenback, DTM, Finance Manager – 2023-2024**

**District 52**  
**Profit & Loss (Actual vs. Budget Summary) (In USD)**

Month Ending 02/29/2024			07/01/2023 Through 02/29/2024		
Actual	Budget	Variance	Actual	Budget	Variance
<b>District Revenue</b>					
2,092.50	2,206.48	(113.98)	17,544.60	18,182.86	(638.26)
<u>2,092.50</u>	<u>2,206.48</u>	<u>(113.98)</u>	<u>17,544.60</u>	<u>18,182.86</u>	<u>(638.26)</u>
<b>District Expenses</b>					
0.00	0.00	0.00	(130.00)	0.00	(130.00)
191.75	0.00	191.75	1,701.44	400.00	1,301.44
99.00	300.00	(201.00)	99.00	1,200.00	(1,101.00)
0.00	170.00	(170.00)	0.00	950.00	(950.00)
1.02	125.00	(123.98)	796.27	1,360.00	(563.73)
111.48	50.00	61.48	579.48	2,698.00	(2,118.52)
366.60	2,156.00	(1,789.40)	1,756.32	2,896.00	(1,139.68)
966.71	400.00	566.71	2,048.61	2,005.16	43.45
1,397.87	0.00	1,397.87	1,901.62	1,502.00	399.62
3,610.66	0.00	3,610.66	6,302.56	6,968.52	(665.96)
120.64	120.64	0.00	965.12	965.12	0.00
<u>6,865.73</u>	<u>3,321.64</u>	<u>3,544.09</u>	<u>16,020.42</u>	<u>20,944.80</u>	<u>(4,924.38)</u>
<u>(4,773.23)</u>	<u>(1,115.16)</u>	<u>(3,658.07)</u>	<u>1,524.18</u>	<u>(2,761.94)</u>	<u>4,286.12</u>
<b>Total Net Income</b>			<b>Total Net Income</b>		



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**2023-2024 Mid-Year Audit Report – District 52**  
**Catherine Ghaffari**

**TOASTMASTERS INTERNATIONAL**

TOASTMASTERS INTERNATIONAL  
 Certification for  
 December  
 2023-2024

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. **Typed signatures are not acceptable.**  
 4. Distribute monthly reports per Toastmasters International protocol 8.4, to the District Director, Program Quality Director and Club Growth Director 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:  
     \* Scan and email the PDF to [DistrictFinancialReports@toastmasters.org](mailto:DistrictFinancialReports@toastmasters.org)

**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>7,082.01</u>
Year to Date Net Income/(Loss)	<u>(515.27)</u>
Total Available Funds	<u>12,988.48</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 2023-2024 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 2023-2024 term.

Dated this 16th day of March 2024

Serena McCullough

District Director (for the year audited)

*C. Kady...*

District Finance Manager (for the year audited)

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

2. We, the undersigned members of the Audit Committee, have examined the records of District 52 for the 2023-2024 term in accordance with the Audit Committee Guidelines\* and believe that this report properly reflects the operation for that term.

Dated this 30<sup>th</sup> day of March 2024

Chairman

*Elvillan*

Member

*Erinica Pena*

Member

*Adam M. Sait*

\* Audit Committee Guidelines are available on the District Finance Corner of the Toastmasters International Website. **HSSE**  
**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, Admin Manager, Finance Manager, Public Relations Manager, Division Directors, Area Directors).

**Virtual District 52 Council Meeting**  
 May 17, 2024

**2023-2024 Mid-Year Audit Report – District 52**

**Catherine Ghaffari**

**Audit Committee Guidelines**



**District #:** 52  
 Circle one: **Mid-year Audit** or **Year-end Audit**

PROCEDURES TO BE COMPLETED	COMPLETED BY
<b>A. ORGANIZATION</b>	
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: ♦ 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 as
<b>B. SUBSTANTIATING TRANSACTIONS</b>	
2. To ensure that all transactions are adequately supported, perform the following procedures: ♦ 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.	EP as

Virtual District 52 Council Meeting

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2023-2024 Mid-Year Audit Report – District 52

Catherine Ghaffari

PROCEDURES TO BE COMPLETED	COMPLETED BY
<b>C. POLICY REVIEW</b>	
<p>3. To ensure that transactions were executed within the company policies, perform the following procedures:</p> <ul style="list-style-type: none"> <li>◆ 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).</li> <li>◆ 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.</li> <li>◆ 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).</li> <li>◆ 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.</li> <li>◆ 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.</li> <li>◆ 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.)</li> </ul>	<p>N/A no checks Ep as</p> <p>Ep as</p> <p>Ep as</p> <p>Ep as</p>

*[Signature]*  
AUDIT COMMITTEE MEMBER SIGNATURE

4/7/24  
DATE

*[Signature]*  
AUDIT COMMITTEE MEMBER SIGNATURE

3/30/2024  
DATE

*Ann M. Santili*  
AUDIT COMMITTEE MEMBER SIGNATURE

4/7/2024  
DATE



## Virtual District 52 Council Meeting

May 17, 2024

### Director Reports

#### **Serena McCullough, DTM, District 52 Director**

It has been my privilege to serve as District Director of District 52. For the last 10 months, I have learned many life lessons and formed bonds with our members and District Leaders that will last decades. Many know that I call Toastmasters my “second family” and this has never proven truer than this year. I am incredibly proud and appreciative of the District Leadership Team and the members of our District for supporting their members and clubs which is resulting in great strides towards our goal of Smedley Distinguished!

As of May 2nd, our District is up by 212 members from the previous year, an average of 3 new members per club. This is due to a strong club response to potential members, drive to explore hybrid, quality of meetings and the overall impression we give to guests as they come in. THANK YOU and WELL DONE to all the members and club officers who are growing their clubs. I am thrilled to report the phenomenal 176 educational award increase, over 50% from the previous year. HUGE CONGRATULATIONS to our members who are growing their skills and utilizing the Pathways program to take that next step while supporting their clubs in achieving Distinguished status.

Our next challenge is to focus on club building/rebuilding, with the goal of 12 more paid clubs by June 30<sup>th</sup>. In order to do that I need your help. Please continue to send us your corporate and community leads, thank you in advance for helping to grow your District.

As Helen Blanchard, Past International President said, “*if you get out of Toastmasters all there is to get out of Toastmasters you will never get out of Toastmasters*”. Let’s continue to support our fellow members in achieving their dreams, growing our clubs, submitting our educational achievements, growing our District, and pushing ourselves and our clubs a little bit more to reach those stretch goals.

**Virtual District 52 Council Meeting**

May 17, 2024

Together we can achieve the goal for our District this year – 100 years of legacy...Smedley Distinguished!

## Director Reports

### Ruchin Gupta, DTM, Program Quality Director

#### **D52 Trio Training**

1. The Trio attended mid-year District Leader Training sessions in January 2024. Training focused on leadership development topics and totaled of 16 hours of training with 2 hours of pre-work.
2. Attending Region 2 Peer PQD calls monthly with the Region Advisors and fellow Program Quality Directors. Each session is focused on a different district leadership topic.

#### **District Trainings and Workshops**

1. Marc Richards is conducting monthly Free Toast Host trainings on the first Monday of every month.
2. District is hosting Monthly workshops on topics like DTM Series, Running Hybrid Contests, Pathways, Club Growth, Membership Growth and Moments of Truth.

#### **Club Officer Trainings (2nd Round)**

1. 23 Trainings were conducted for the 2nd round between November 2023 and February 2024.
2. Facilitated 12 early bird trainings and 10 make-up club officer training sessions
3. Trainers for the second round consisted of: Rose Abbott, Catherine Ghaffari, Ruchin Gupta, John Murray, Lawrence Quesada, Red Runyon, Lance Webster, and more
4. 382 club officers were trained out of 528 (73%)
5. 19 clubs achieved 100% officer training.
6. Breakdown of number of Club Officers trained are as follows:

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<b>Officers Trained per Club</b>	<b># of Clubs</b>	<b>Overall %</b>
0	11	13%
1	2	2%
2	3	4%
3	2	2%
4	12	15%
5	15	19%
6	17	21%
7	19	24%

7. 65 clubs were eligible for the ½ DCP point (had 4-6 officers trained) out of 84 (78%)

8. Eight Clubs won the incentive of Club Officer Pins (100% of club officers trained by 1/27).

They are as follows:

- a. Valencia Toastmasters Club
- b. City Masters Plaza
- c. City Masters 2
- d. PDS Personal Development Storytellers
- e. Prepared Speakers Toastmasters Club
- f. Outliers Toastmasters Club
- g. Foothills Community Toastmasters Club
- h. Daybreak Speakers

9. Area F62 had 100% of their club officers trained.

10. Breakdown of the number of Club Officers trained per division are:

<b>Division</b>	<b>% Trained</b>
A	74 %
B	89 %
C	53 %
D	71 %
E	68 %
F	79 %

11. Thirteen officers from other Districts were also trained.

## **Virtual District 52 Council Meeting**

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### **Toastmasters Leadership Institute**

1. Planned and executed D52 Toastmasters Leadership Institute (TLI) in January 2024
2. Had 100 attendees on Zoom and conducted multiple workshops along with the Club Officer trainings for the individual officer positions.
3. A club success panel was conducted which highlighted the best practices and procedures the top clubs are following.
4. The workshops conducted during the TLI were
  - a. Secrets of compelling storytelling
  - b. You are speaking but are you connecting
  - c. Membership Math vs Membership Mindset

### **Area Director Club Visits**

1. The Area Directors are still in the process of visiting their clubs by the deadline of May 31 st
2. As of now reports for 32 clubs have been completed out of total of 84 (38%).
3. Reports for the following areas are completed: C30, F62, C32, E53, A11

### **Pathways**

1. Created a Pathways team with Dawn Jenkins to assist our members with Pathways and get more members enrolled in Pathways.
2. Jim Kearney is acting as the DTM Chair.
3. Workshop for Pathways are conducted every 3rd Tuesday of each month.

### **Speech Contests**

1. Conducted multiple judges and functionary trainings for the Area and Division Directors
2. Conducted multiple trainings with our Hybrid Chair Lawrence Quesada on "How to plan



## **Virtual District 52 Council Meeting**

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and run a Hybrid Contest” for the Area and Division Directors.

3. Coordinated with the Division and Area Contests to have a full round of both Area and

Division Contests. We had 8 contests at the Area Level and 6 at the Division Level.

4. This produced 12 total contestants, 6 in Table Topics and 6 in International, set to compete on May 18 th at our District Speech Contest.

### **Spring Conference**

1. Planning the Hybrid Annual District Conference on May 18 th 2024 at the Glendale

Community College.

2. Secured a great slate of speakers for the conference

### **Education Awards**

1. Congratulations to all our District 52 members who collectively earned 462 Education

Awards as of May 1st, 2024.

2. Congratulations to the following members who earned their Distinguished Toastmaster

Awards, the highest educational award in Toastmasters: Ruchin Gupta

3. Few other members are in the process of submitting their DTM awards by June.

4. As of now we have 10 clubs that are Distinguished or Higher. They are as follows:

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Club Name	DCP Points
Warner Center Toastmasters	10
Dynamic Speakers of Northridge	6
Renaissance Speakers	8
North Valley Speakers	10
Heart Filled Toastmasters	6
CityMasters Plaza	7
Successmasters Toastmasters Club	9
Burbank Toastmasters	9
Jewel City 29 Toastmasters	10
Toastmasters 4 Writers	9

### **Program Quality Incentives and Initiatives**

1. Triple Crown Pins – 40 members will be receiving a triple crown pin at the conference.
2. DTM Pins – Members receiving their DTM award will be getting a DTM pin at the conference.
3. Club Officer Pins – Clubs that had 100% club officers trained by 1/27/2024 won club officer pin set which can be picked up at the conference. They are: Valencia Toastmasters Club, PDS Personal Development Storytellers, Prepared Speakers Toastmasters Club, Outliers Toastmasters Club, Foothills Community Toastmasters Club, Daybreak Speaker
4. The first two individuals, per path, to earn a level 5 receive a proficient pathways pin for their pathways.  
D52 Trio Training

## Virtual District 52 Council Meeting

May 17, 2024

### Director Reports

#### Keith Birch, IP4, Club Growth Director

##### Club Growth Director Report | District 52

Team: Keith Birch (Club Growth Director), Jeanna Tang (Club Extension Chair), Lawrence Quesada Club (Club Growth Team Advisor), Open (Club Retention Chair), Demo Meeting Team(varies)

##### Club Growth & Member Retention Initiatives

1. We are using a list of potential club leads generated by our research from the LA Business Journal. We use their weekly list of all the top industries in LA County and select the ones that are in geographical area.
2. Calls are being made to business, in addition to an email follow-up.
3. We have reached the entire club leadership in District 52 asking them for leads for new clubs, contact 414 club leaders.
4. Have a meeting with Area and Division Directors to brainstorm on how to get leads for new clubs.
5. Have worked to revive clubs that did not meet the minimum, presently we are working with SRAR, Malibu Toastmasters.
6. We contacted Division Directors and Area Director to follow up and review clubs that have not made their payments.

##### Club Building Initiatives

1. Year to date we have chartered 4 clubs.
  - a) LA Care
  - b) HDR
  - c) Human Good
  - d) JP Morgan Chase
2. Division Director Chris Wilson has a promising lead that we are exploring.
3. We are aggressively reaching out to business to sell them the advantage of having a Toastmasters Club in their office.

##### New Clubs In Progress

1. We had a Demo Meeting with Journal Tech on April 8, 2024, we are hoping to charter by April 26, 2024.

##### Additional Activities for the second half of the year

1. Mid-Year Training completed in Houston, Jan 2024
2. Attended PIHRA Meeting on April 9, 2024.
3. Attending Monthly District Leadership Meeting.

## **Virtual District 52 Council Meeting**

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4. Attending monthly meetings with Region Advisors.
5. Attending monthly meetings with peer Club Growth

# Virtual District 52 Council Meeting

May 17, 2024

## Director Reports

**Jeanna Tang, DTM, Public Relations Manager**



Public Relations Manager  
District Executive Committee  
District 52  
Report Presenter: Jeanna Tang, DTM  
E-mail: [prm@district52.org](mailto:prm@district52.org)

PR Team: Kirthikka Devi Venkataram, Dawn Jenkins, Krista Lake - Itzkowitz, Lawrence Quesada, Judy Thang

### Progress on Goals:

- Weekly newsletter to 981 sent with 417 (45%) open compared to 1180 sent with 632 (50%) in August 2023.
- Constant Contact analytics show 160 contact growth.
- Synced IG and FB to streamline social media postings.
- LinkedIn account is gaining momentum with 27.28% engagement rate as of March 2024.
- Club flyers added to the D52 calendar to support club events.
- On-going club website review – accuracy of meeting frequency, status, and contact information.
- Host virtual Toastmasters Informational Meetings – interest from FB, IG, and LinkedIn.
- Promote monthly events; Free Toast Host, D52 monthly workshops and VPPR roundtable.
- Member and Club incentives post in newsletter and social media platforms.
- Distinct 52 website updated on a regular basis.
- Regularly promote members achievements through recognition on social media.
- Showcase clubs' milestones through recognition on social media and newsletter.

### Almost to the finish line:

- Website excellence campaign.
- VPPR roundtable guest speakers secured.
- Promotional flyers for Candidate Showcase, Spring Business Meeting, District Conference and Speech Contests.
- Plan transition process with hand over to the PRM manager 2024 -2025.

# Virtual District 52 Council Meeting

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## Division Reports

Bill Anderson, Division A Director

**Division A Director**  
**District Executive Committee**

**District 52**

Report Presenter: William Anderson, IP4  
E-mail: [banderson498@earthlink.net](mailto:banderson498@earthlink.net)

### Division A Report

April 24, 2024

After producing what in my opinion appeared to be amongst the best organized and executed Area and Division Contests in District 52, the Division A leadership is committed to finishing the Toastmasters year with a strong effort to help Division clubs develop both their membership and their commitment to the Toastmaster ethic. As part of this effort, the Division will work to fulfill District 52's Mission: *To Build New Clubs and Support All Clubs in Achieving Excellence.*

#### New Clubs

With the help of District 52 senior management, Division A has acquired a new club that has been assigned to Area 12. JP Morgan Chase Toastmasters was chartered as of 29 February 2024. The club comes into TM with a membership of 32. At that number it is poised to become a successful addition to the Division and will do so with proper follow up from the Area 12 Director and myself.

As the Division Director, I have begun to lay the ground work for the recruitment of new Toastmasters Clubs in the area. This effort will focus on building clubs in the many corporations and law firms that are located in Warner Center and other areas of Woodland Hills / Canoga Park. Using the West Valley Warner Center Chamber of Commerce membership directory, I have developed a list of Financial Institutions, law firms and defense contractors. I will start contacting appropriate organizations from this listing about potential corporate specific new clubs.

#### Club Visits

As of this writing three of the four Area Directors have nearly finished visiting and reporting on the clubs in their Areas. Jinna Hariri has visited three of her four clubs, Warner Center Toastmasters, Mindful Communicators, and Executive Minds, submitting a completed report on the latter. Jinna has a May 1<sup>st</sup> scheduled visit with Santa Susanna Speakers and is committed to completing all reports by mid-May. Area 11 Director, Thelma Ghzarian has visited each of her four clubs and submitted reports on each. Area 12 Director, Suzanne Bertain is in the process of visiting her four clubs. Her report on Valley Stars is currently being completed.

#### Club Highlights:

The clubs in Division A have achieved the wonderful accomplishment of all renewing for the current member six-months with at least eight members paying dues. Hats off to Executive Minds, Challengers and Malibu Toastmasters, all of whom compensated for a significant loss of members, recruiting a number of new ones, to reach the TMI mandated club membership minimum. In the post – COVID world, this a great accomplishment.

Sandy Sackler and Annette McCullough need to be recognized for the “turnaround” program they have put in place at Malibu TM. A multi-club meeting program of guest speakers on the subject of Artificial Intelligence has

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been put in place. This program is generating interest amongst both other Toastmasters in District 52 and local non-members. One can sense the energy that is being generated by an old-fashioned “putting your shoulder to wheel” and trying something new!

A new commitment to the development of Executive Minds can be seen. Led by VPM Janaiha Ellis and VPE Shawanna Bordenave, the club is re-committing itself to Toastmasters. Area Director Jinna Hariri and myself, the Division Director, will be attending club meetings to provide guidance and help in this effort. All while respecting the unique club culture that is Executive Minds.

With regard to the Distinguished Club Program, Division A clubs are advancing nicely. Warner Center Toastmasters has already achieved the to be recognized “President’s Distinguished” level with a perfect score of 10 points. Mindful Communicators has achieved “Select Distinguished” and is but four “educationals” from PD. Woodland Hills TM, Dynamic Speakers of Northridge and Valley Stars TM all have reached the “Distinguished” level with six points. Each is but one “educational” away from SD.

### Next Steps from May - June

Over the last two months of the Toastmasters Year, Division A will

- 1) Focus on guiding Division clubs in their club leadership transition. The transition of leadership knowledge and the understanding of these responsibilities done badly can be an impediment to club success and thus District success.
  - Make sure club election / officer transition will happen in an efficient manner
  - Encourage the transfer of forms and other documents is accomplished
  - Make sure clubs know when District officer training sessions happen
- 2) Make sure Division Club VPEs submit appropriate “educationals” so that club members both enjoy a sense of accomplishment and are developing their Toastmasters knowledge and skills.
- 3) Pursue the addition of corporate based Toastmasters clubs amongst the corporations and law firms located in Warner Center.
  - Make Contact with the HR person in the Morgan Stanley Woodland Hills office using a referral obtained from my Morgan Stanely account manager in Santa Monica
  - Contact the Northrup Gruman HR person in Woodland Hills
  - Research and contact other local corporate HR departments in Warner Center

Submitted by:  
William Anderson, IPA  
Division A Director  
District 52



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## Division Reports

### Annette McCullough, Division B Director



**Division B Director**  
**District Executive Committee**

**District 52**

Report Presenter Annette McCullough, DTM  
E-mail: [annettedtm@gmail.com](mailto:annettedtm@gmail.com)

#### **Division B Report**

April 24, 2024

Our District 52 Goal of the year – 100 years of Legacy – Smedley Distinguished has been the focus and mantra of our Division. What this means to us is new members, new clubs, strengthening existing clubs and supporting members in the achievement of their Pathways goals. While we lost an Area Director early in the year, we have been very fortunate to have an able and competent toastmaster step up to help. With a now full complement of dedicated and capable Area Directors, we have accomplished a great deal.

#### **Members**

We started the year visiting 100% of our clubs to ascertain their goals and the areas they could use help with during the year. Our initial focus was to encourage participation of all members and to help them make progress on their chosen Pathways to DTM.

We have continued our Member focus by participating in numerous member building activities including reaching out to previous toastmasters that lost their clubs through the covid restrictions and ensuing aftermath.

#### **Clubs**

While our Division B clubs are doing well and expanding, we have focused our energies on mentoring and adopting a couple of clubs outside of our Division to insure their stability and growth. Most notable is Malibu Toastmasters which has risen like the phoenix and is bringing in new members.

#### **Contests**

Through the very capable leadership and coordinated efforts of our Area Directors, we have achieved a full complement of Club, Area and Division Hybrid Contests. We saw many Toastmasters stretch to reach new goals and observed the increasing competence levels of all.

#### **New Clubs**

We are working on starting three new clubs. With new clubs, comes enthusiasm, excitement, dedication and challenges. Our goal is to build them to last. They include a Senior Center sponsored club, a Chamber of Commerce sponsored club and a Professional Women's Club.

#### **Club Highlights**

All of Division B Clubs are lined up to achieve Distinguished status led by Area 20's North Valley Speakers, already President's Distinguished and Renaissance Speakers, currently Select Distinguished and Area 21's Heart Filled Toastmasters Distinguished.

Annette McCullough, DTM  
Division B Director  
District 52



# Virtual District 52 Council Meeting

May 17, 2024

## Division Reports

Christopher Wilson, Division C Director



May 2, 2024

**District 52, Division C Report**

Christopher Wilson DIV C DIR

tm.christopherwilson@gmail.com

### Condensed Analysis of Division C, Toastmasters

#### Introduction

Division C encompasses diverse clubs in Areas C30, C31, and C32. This analysis aims to synthesize findings from individual club assessments to evaluate overall performance, identify areas of excellence, and formulate strategic recommendations for the division's sustained growth and success.

#### Area-Wide Analysis

##### Area C30: Director Rosetta Walker

**Key Findings:** Area C30 clubs like Burnt Toastmasters and HDR Los Angeles Toastmasters show a mix of seasoned practices and new initiatives, with efforts to integrate technology and enhance member engagement. Challenges include fluctuating membership levels and adapting to new meeting formats.

**Progress and Achievements:** The clubs' strong fellowship and community spirit are notable. Innovative meeting strategies and member orientation efforts stand out.

**Areas Needing Improvement:** More consistency in membership strength and clearer educational goal achievements are necessary.

##### Area C31: Brettney Perr

**Key Findings:** This area includes clubs like Speaking Your Business and Improv Toastmasters, characterized by their vital program planning and member support systems.

**Progress and Achievements:** High levels of member engagement and achievement recognition. Specific clubs have successfully implemented educational programs and maintained a vibrant club atmosphere.

**Areas Needing Improvement:** Enhancements in membership growth strategies and more robust pathways to participation are needed.

##### Area C32: Jenifer Stockdale

**Key Findings:** Area C32 features clubs that strongly emphasize educational goals and community engagement, with notable adherence to the Toastmasters educational programs.

**Progress and Achievements:** Effective use of mentorship and strong leadership development across clubs.

**Areas Needing Improvement:** Some clubs require more focus on updating technological resources and recruitment strategies.

#### Comparative Insights

##### Strengths Across Division C:

Vital program planning and organizational skills are prevalent across the division. High levels of achievement recognition and member engagement are common themes.

##### Common Challenges:

Across the division, membership retention, and growth present ongoing challenges that require continuous attention and strategic planning. Adapting to technological advancements and online meeting formats requires more consistent implementation.

##### Strategic Recommendations - Technology:

**Enhance Technological Integration:** Encourage clubs across Division C to adopt modern communication and organizational tools to streamline meeting management and enhance the member experience.

**Strategic Recommendations - Membership Strategy:** Develop a division-wide initiative to boost membership through coordinated open house events and targeted social media campaigns.

**Mentorship and Leadership Development:** Expand mentorship programs to foster leadership skills and ensure a pipeline of qualified future leaders.

#### Conclusion

Division C has demonstrated considerable community engagement, program planning, and member support strengths. Division C can enhance its operational effectiveness and member satisfaction by addressing the highlighted challenges through strategic initiatives. Implementing these recommendations will likely lead to sustained growth and success, ensuring a bright future for Division C within the Toastmasters community.

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May 17, 2024  
**Division Reports**  
**Gene Graves, Division D Director**

**Division D Director**  
**District Executive Committee**

**District 52**  
Report Presenter: Gene Graves  
E-mail: [geneg@wctoastmasters.com](mailto:geneg@wctoastmasters.com)

**Division D Report**  
April 25, 2024

I, Gene Graves, have been serving as Division D Director alongside a motivated and enthusiastic ensemble of Area Directors who have become intimately familiar with their local Toastmasters communities, both online and in-person. Encouraging Division D's clubs to succeed has been a challenge, but with all challenges come successes as well as learning experiences. Our goal this past year has been to rebuild some of Division D's struggling clubs and to continue to provide support to some of the best clubs in the District. Our mission is the same as the District's: to Build New Clubs and Support All Clubs in Achieving Excellence.

**New Clubs**

Our Division is currently working on restoring SRAR Toastmasters to good standing. It just had an Open House and selected a brand-new team of enthusiastic club officers willing to go the distance. As a company club, SRAR has a massive base of employees who would benefit from joining Toastmasters.

The team is also looking into starting a club at various banking firms who would also benefit from Toastmasters. And we are also looking into a possible online Toastmasters club for social media and influencers, as we believe there is a market there for young people who want to have a presence online but may not know how best to present themselves.

**Club Visits**

Area Directors in Division D are well on their way to finishing all club visits. Area Directors reach out and establish rapport with a club officer, getting to know them, their club, and provide support in any way they can. Currently, the Division has made at least 6 club visits with more on the way. All Club Visits will be completed—and their associated reports submitted—by the month of May.

**Club Highlights:**

Freethinkers Toastmasters is well on its way to becoming President's Distinguished. It only needs two new members to qualify for the Distinguished Club Program. It's a fantastic club with great potential to be even better.

We would also like to bring attention to Getty Toastmasters for being one of our strongest clubs in terms of membership. They would easily be President's Distinguished if more members submitted awards.

VOCES Latinas, Lofty, LA Civic Center, and Loquations are also all expected to be Distinguished Clubs.

I also wanted to congratulate Loquations, VOCES Latinas, and Lofty Toastmasters for being the few clubs to participate in the International Speech Contest.

**Next Steps from May - June**

- Increase membership for struggling clubs such as SRAR.
- Reach out to clubs to submit Educational Awards. (This is priority; many clubs are not submitting anything!)
- Charter a new club in Division D.

Division D will finish off this year strong, and it will complete all the missions and goals it has set to provide a strong foundation for the next year.

Gene Graves  
Division D Director  
District 52

**Virtual District 52 Council Meeting**  
**May 17, 2024**  
**Division Reports**  
**Theresa Ofstad, Division E Director**

**Division E Director**  
**District Executive Committee**

**District 52**  
Report Presenter: Theresa Ofstad  
E-mail: tofstad5501@gmail.com

**Division E Report**  
April 24, 2024

As Division E Director, I have the honor of working with a dedicated team of Area Directors who, after taking on these roles on July 1, 2023, are exceeding expectations. Even after several of them experienced personal adversity in their lives and had to take a step away, other directors stepped up to help until they were able to return and continue supporting their clubs. It has been my pleasure guiding and motivating this team of leaders who are focused on making an impact for each of their clubs and supporting the district. Our goal is to Guide, Help and Inspire our clubs, as needed, while serving the District Mission: To Build New Clubs and Support All Clubs in Achieving Excellence.

**New Clubs**

We recently chartered HumanGood U Speaks on December 29, 2023, and two of our teammates have stepped up to mentor this club to success. We are also currently working on setting up two launch meetings for SERG networking group and Downtown Women's Center. We invited these prospective members to join us virtually to watch our Division Speech Contest. We also invited them to attend an open house of a local club. We are aiming to charter these clubs May 30, 2024.

**Club Visits**

The four Area Directors in Division E are diligently reaching out to their clubs and performing their second round of visits. As a team we achieved 100% of submitted reports in the first round of visits. Area E53 director has already achieved Distinguished Area with 100% of his area director reports completed for both rounds of visits.

**Club Highlights:**

I am so proud of all 4 of my Areas working on being Distinguished. Areas 50, 51, and 52 have the potential of being distinguished with 2-3 of their clubs with 4 or more points, they just need to turn in more educational points and gain a handful of new members to qualify. Area 53 has already achieved Distinguished status with 100% of his reports turned in. CityMasters Plaza is already Distinguished club, and Successmasters Toastmasters club is already Presidents distinguished. We had two clubs close and chartered one club already with two more potential clubs to add by June 30.

**Next Steps from May - June**

The Division E team will continue working diligently with the district leaders to:

- Promote club expansion by securing two new club leads and chartering two new clubs; SERG and Downtown Women's Center.
- Provide a game plan for the clubs to revive past members and attract potential new members and attending the Phone for Friends outreach event on April 26 2024.
- Reengage VPE to submit educational levels to reach Distinguished (5 DCP points) or better

The Division E Team is enjoying the work we are doing and working closely with the District 52 Trio. By stepping up to assist District 52 it helps its members connect, grow and reach their personal speaking and leadership goals. We are all on a Journey to Success and achieving the District 52 goal to become Smedley Distinguished in its 100-year celebration is just the icing on the cake.

Theresa Ofstad  
Division E Director  
District 52

# Virtual District 52 Council Meeting

May 17, 2024

## Division Reports

### Colleen Grant, Division F Director

Division F Director

District Executive Committee

District 52

Report Presenter: Colleen Grant

E-mail: [TMcolleengrant@gmail.com](mailto:TMcolleengrant@gmail.com)

#### Division F Report

April 24, 2024

As Division F Director, I have the honor of working with an extremely dedicated and motivated team of [Area](#) Directors who, after taking on these roles on July 1, 2023, are exceeding expectations. It is my honor to work with a very motivated and productive team of ROCKSTARS! Our goal is to Guide, Help and Inspire our clubs, as needed, while serving the District Mission: To Build New Clubs and Support All Clubs in Achieving Excellence.

#### New Clubs

PENDING REPORT

#### Club Visits

The four Area Directors in Division F are diligently reaching out to their clubs and performing their second visit.

Completed visits are as follows:

Area 60 – Completed 3 of 4 reports. [Last](#) visit is scheduled for 5/4.

Area 61 – Completed 3 of 5 reports.

Area 62 – Completed 4 of 4 reports before the end of Feb.

Area 63 – Completed 3 of 4 reports. The last report is from a club that has not accepted assistance for the past [5](#) months or more.

#### Club Highlights:

3 clubs are Distinguished. We have 3 clubs that are on their way to making Distinguished status.

Next Steps from May - June

The Division F team will continue working diligently with the [District](#) leaders to: ☐ Provide a game plan for the clubs to revive past members and attract potential new members, and ☐ Reengage VPE to submit educational levels to reach Distinguished (5 DCP points) or better.

Colleen Grant

Division F Director

District 5reach Distinguished (5 DCP points) or better Colleen Grant Division F Director District 5

## Virtual District 52 Council Meeting

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### District 52 Announcements

#### District Conference – May 18<sup>th</sup> (All Day)

- World Champion of Public Speaking (2005), Lance Miller, DTM
- Pat Johnso, DTM, Past President & Pamela McCowen, Past Region Advisor
  - World Champion 2<sup>nd</sup> Place 2023 (Bahamas Convention)
  - World Champion 3<sup>rd</sup> Place 2023 (Bahamas Convention)
- District 52's 2024 Table Topics & International Speech Contest
  - Centennial Swag for ALL in-person members
- 100 Years of Legacy...Smedley Distinguished pin for ALL in-person members
  - Raffle Prizes
  - And more!

#### Membership Incentives

- Triple Crown Pin
  - DTM Pin
- Bring a friend incentive

#### Club Incentives

- 8+ Members and 5 DCP Points – Earn \$80 Toastmasters bucks
- President's Distinguished Club – 2 invitations to special invite only dinner, last week of June 2024

**Special Event – June 8<sup>th</sup> with the 2023 World Champion of Public Speaking**

#### Sponsor a Club Incentive

- Give a corporate or community lead to the District by 6/17/2024 and be entered into a drawing for a surprise gift
- If lead turns into a club we will be giving you an additional surprise gift/recognition at the Awards & Installation in July 2024
- Club that sponsors by 6/30/2024 earns \$150 Toastmasters gift

**Virtual District 52 Council Meeting**

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**Toastmasters International 2022-2024 Strategic Plan**

**TOASTMASTERS**  
INTERNATIONAL

**STRATEGIC PLAN**

**2022-2024**



# Virtual District 52 Council Meeting

## May 17, 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.



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## **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

## May 17, 2024

### 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.

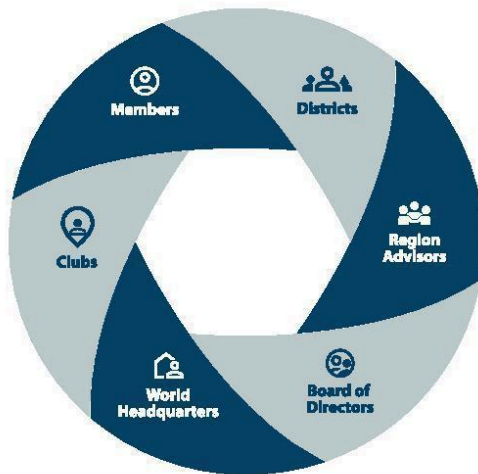
The Board of Directors recognizes the need to extend the reach of Toastmasters both locally and globally, to increase transactional efficiency, to improve the individual member's experience, and to lighten the administrative load on club officers and District leaders.

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

## May 17, 2024

### CLUB EXCELLENCE

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

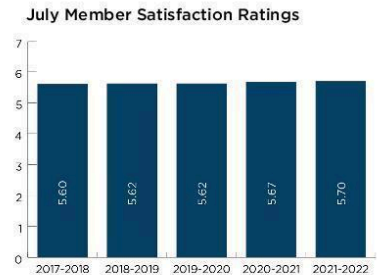
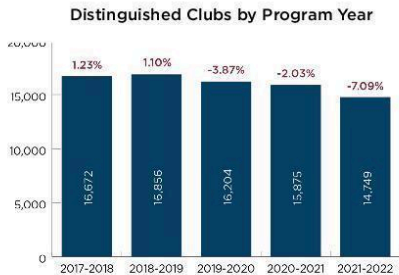
“Empowering individuals through personal and professional development.”

#### 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

## May 17, 2024

### 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

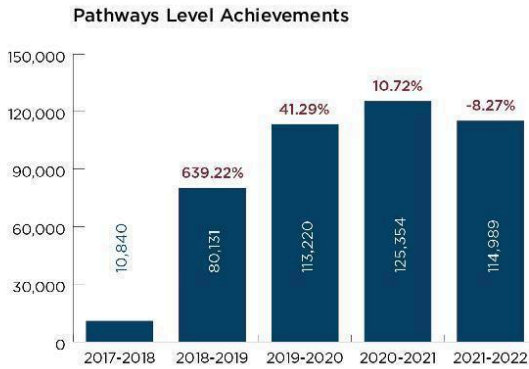
**Strategies:**

**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

## May 17, 2024

### 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

## May 17, 2024

### 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