

**DISTRICT 39 – DISTRICT EXECUTIVE COMMITTEE MEETING**

**APRIL 11, 2015 MEETING AGENDA**

University of Reno, Anseri Building

9:30 am – 11:30 am

---

- I. Call to Order.....Brian Hatano, DTM
- II. Pledge and Inspirational Thought ..... Lieutenant Coopwood, ACS
- III. Reading of the District Mission Statement .....Cindy Hatano
- IV. Roll Call and Certification of Quorum ..... Sue Eisberg, CC, ALB
- V. District Officer Reports
  - A. Secretary’s Report [Approval of March 2014 minutes]..... Sue Eisberg, CC, ALB
  - B. Treasurer’s Report ..... Myra Golson, DTM
  - C. Public Relations Officer Report ..... Philip Williams, ACB, ALB
  - D. Lieutenant Governor Marketing Report ..... Sondra Nunez, DTM
  - E. Lieutenant Governor Education and Training Report ..... John Davis, DTM
  - F. District Governor Report..... Brian Hatano, DTM
- VI. Division Governor Reports
  - A. Division A .....Mike Sullens, ACG, CL
  - B. Division B ..... Tina Machado, DTM
  - C. Division C.....Joyce Pope, ACS, CL
  - D. Division D ..... Brad Craig, DTM
  - E. Division E.....Andrew Silvester, DTM
  - F. Division F..... Deb Cullifer, DTM
  - G. Division G .....David Betowski, ACS, ALB
  - H. Division H ..... Lance McMahan, CC, ALB
  - I. Division I.....Wes Johnson, DTM
- VII. Committee Reports
  - A. Standing Rules Committee..... Louise Houdelette, DTM, PDG
  - B. Nominating Committee ..... Joey Waldrop, DTM, IPDG
  - C. Alignment Committee..... Gary Pettigrew, DTM
  - D. Spring Conference..... George Jarosik, DTM
- VIII. Unfinished Business
- IX. New Business
  - A. Recognition of Service to the District
- X. Announcements
  - A. Division Governor Forum with the Trio – immediately following DECM
  - B. Next Meeting: District Council
    - ▶ **Location:** Crowne Plaza Hotel, 5321 Date Ave., Sacramento, CA
    - ▶ **Date:** Saturday, May 16, 2015 at Spring Conference
    - ▶ **Time:** 3:30 – 5:00 pm
  - C. Next District Executive Committee Meeting
    - ▶ **Location:** University of Phoenix, 2860 Gateway Oaks Blvd., Sacramento, CA
    - ▶ **Date:** Saturday, June 13, 2015
    - ▶ **Time:** 9:30 – 11:30 am
- XI. Adjournment

## DISTRICT 39 – EXECUTIVE COMMITTEE MEETING MINUTES

March 14, 2015

700 H Street, Sacramento, CA | 9:30 am – 11:30 am

### I. Pledge and Inspirational Thought:

A. Lieutenant Coopwood led the Pledge of Allegiance and shared an inspirational thought:

- ▶ Professional appearance is important. People judge you before you even speak.

### II. Call to Order: Brian Hatano called the meeting to order at 9:30 am.

### III. Reading of the District Mission Statement: Juli Raju read the District mission statement.

### IV. Roll Call and Certification of Quorum: Sue Eisberg conducted roll call and certified a quorum.

	NUMBER PRESENT	TOTAL IN QUORUM	PERCENT ATTENDANCE
<b>QUORUM MEMBERS</b>	<b>32</b>	<b>55</b>	<b>58%</b>
District Officers	7	7	100%
Division Governors	5	9	56%
Area Governors	19	39	49%

### V. Reports by District Officers (attached)

- A. Sue Eisberg presented the February 2015 DECM draft minutes. The minutes were approved as corrected.
- B. Myra Golson presented the Treasurer's Report.
- C. Philip Williams presented the Public Relations Officer Report.
- D. Sondra Nunez presented the Lt. Governor Marketing Report.
- E. John Davis presented the Lt. Governor Education & Training Report.
- F. Brian Hatano presented the District Governor report.

### VI. Division Governor Reports (attached)

- A. Division A Governor Report – deferred.
- B. Vanessa Lindeberg (for Tina Machado) presented the Division B Governor Report.
- C. Joyce Pope presented the Division C Governor Report.
- D. Division D Governor Report – deferred.
- E. Bob Blymer (for Andrew Silvester) presented the Division E Governor Report.
- F. Debra Cullifer presented the Division F Governor Report.
- G. David Betowski presented the Division G Governor Report.
- H. Lance McMahan presented the Division H Governor Report.
- I. Wesley Johnson presented the Division I Governor Report.

### VII. Committee Reports:

- A. Standing Rules Committee – Louise Houdelette
  - ▶ Without objection, we are going back to the original motion for the standing rule 3.
  - ▶ Will also be looking at Standing Rule 1 and 5 due to the district leader title changes coming in 2015. This will not require a vote.
- B. Nominating Committee – Joey Waldrop, DTM, IPDG
  - ▶ Joey reviewed the current nominees for the 2015-2016 district officer elections, which are listed in the attached report.

- ▶ Nominations close tomorrow, Sunday, March 15. Joey has blank nomination forms if you would like them.
- ▶ There will also be forms at the Spring Conference for anyone running from the floor.
- C. Alignment Committee – Louise Houdelette, DTM, PDG, for Gary Pettigrew, DTM
  - ▶ Working toward getting 4-5 clubs in each area.
  - ▶ A draft proposal has been sent to the District Governor.
- D. Spring Conference Committee – George Jarosik, DTM
  - ▶ “Your Journey Starts Here” is the theme.
  - ▶ Friday night is “Gala Night”
  - ▶ Cathey Armillas will be a presenter at the conference, speaking about TED Talks.
  - ▶ There will be a contest for raffle baskets, with three winning categories: best conference theme, best TI theme, and best overall basket.

**VIII. Unfinished Business:** None

**IX. New Business:** None

**X. Announcements:**

- A. Rick Sydor announced on behalf of Marcia Sydor – Please send Rick Sydor your Area Contest program for inclusion in Brian’s annual memory book.
- B. Brian Hatano’s announcements:
  - ▶ 90<sup>th</sup> Anniversary Pins are available from Brian if you would like to have some to provide to your division and area members.
  - ▶ Brian recognized Lance McMahan, Trudy Shines, and Lindsay Nunez for helping
  - ▶ Additional Club Mentors are needed.
  - ▶ Brian recognized Melanie Cottrill of Bits ‘n’ Speeches, for speaking at Power Inn Alliance Board Retreat.
- C. Upcoming Division International Speech and Table Topic Contests:
  - ▶ Division B International Speech and Table Topic Contest to follow the April DECM.
  - ▶ Division A International Speech and Table Topic Contest is the night before, which creates the opportunity for a weekend in the Reno area.
- D. Next District Executive Council Meeting is at the Fall Conference:
  - ▶ April 11, 2015
  - ▶ University of Reno, Ansari Building – 1664 N. Virginia Street, Reno, NV 89557-0024
  - ▶ 9:30 – 11:30 am
  - ▶ An online GoToMeeting option will be available.

**XI. Adjournment:** The business meeting was adjourned at 10:46 am.

## 2014-15 Attendance

Name	Office	Q/NIQ	Jul	Aug	Sept	Oct	Dec	Jan	Feb	Mar	Apr	Jun
Brian Hatano, DTM	District Governor	Q	X	X	X	X	X	X	X	X		
John Davis, DTM	LGET	Q	X	X	X	X	X	X	X	X		
Sondra Nunez, DTM	LGM	Q	X	X	X	X	X	X	X	X		
Philip Williams, ACB, ALB (George Jarosik)	PRO	Q	X	X	GJ	X	X	X	X	X		
Susan Eisberg, CC, ALB (Minda Fernish)	District Secretary	Q	X	X	MF	X	X	X	X	X		
Myra Golson, DTM	District Treasurer	Q	X	X	X		X		X	X		
Joey Waldrop, DTM	IPDG	Q	X	X	X	X	X	X	X	X		
Michael Sullens, ACG, CL (Minda Davis)	Division A Governor	Q	X	MD	X	X	X		X	X		
Tina Machado, DTM (B.Inman, C. Porcella)	Division B Governor	Q	X	BI	BI	Web	CP					
Joyce Pope, ACS, CL	Division C Governor	Q	X		X	X	X	X				
Bradley Craig, DTM	Division D Governor	Q	X	X	X	X		X	X			
Andrew Silvester, DTM (Louise Houdelette)	Division E Governor	Q	X	X	X	X	X	X	X	LH		
Debra Cullifer, DTM	Division F Governor	Q	X	X		X	X		X	Web		
David Betowski, ACS, ALB (Pat Knight)	Division G Governor	Q	X	X	X		X	X	PK	X		
Lance McMahan, CC, CL (Jane Taff)	Division H Governor	Q	X	X	X	X	X	JT	X	X		
Wesley Johnson, DTM (Melanie Cottrill)	Division I Governor	Q	MC	X	X	Web	X	X	X	X		
James Burke, ACS, ALB (Dwayne Landenberger)	Area 11 Governor	Q	X		X		DL					
Staci Nauman, CC, CL	Area 12 Governor	Q										
Richard Ludke, CC	Area 13 Governor	Q					X					
Tina Clinebell, ACB	Area 14 Governor	Q			X	Web	X					
Pieter Droog, ACG, ALB	Area 21 Governor	Q										
Vanessa Lindeberg, CC, CL	Area 22 Governor	Q	X	Web	X	Web	X	X		X		
Carmela Porcella, DTM (Skip Smith, Bill Inman)	Area 23 Governor	Q	X	X	SS	Web	X	BI	X			
Minda Fernish, DTM	Area 31 Governor	Q	X	X	X	X			X	X		
Dwight Bailey, ACS, CL	Area 32 Governor	Q	X		X	X						
Nathan Sorenson, ACS, CL	Area 33 Governor	Q										
Donna Dabeck, CC, CL	Area 41 Governor	Q	X	X	X			X		X		
Eddie Vierra	Area 42 Governor	Q		X								
Alvin Zachariah, ACG, ALB	Area 43 Governor	Q										
Cavan Tornga, CC, ALB	Area 44 Governor	Q	X	X	X		X					
Jayne Nielsen, CC	Area 45 Governor	Q	X		X		X	X	X	X		
Neena Sahasrabudhe, ACG, ALB	Area 51 Governor	Q	X		X		X	X	X	X		
Nancy Sanders, ACS, ALB (Kristi Beres)	Area 52 Governor	Q	X	X	X	KB	X	X	X	KB		
Min Wu, ACG, ALB	Area 53 Governor	Q	X	X	X	X	X	X	X	X		
Rambabu Bavirisetty, ACB, CL	Area 54 Governor	Q	X	X	X		X	X	X	X		
Robert Blymyer, ACB, CL	Area 55 Governor	Q	X	X	X		X	X		X		
Mark Montalvo, ACB (Marcia Sydor)	Area 61 Governor	Q	X			MS	X	X	X	X		
Gail McGrath, ACS, CL	Area 62 Governor	Q										
Lindsay Nunez	Area 63 Governor	Q	X	X								
Lee Zasloff, ACB, ALB	Area 64 Governor	Q	X				X		X			
Teresa Duchien, CC, ALB	Area 65 Governor	Q										
Cheryl Brooks, CTM, CL	Area 71 Governor	Q	X	X								
Donna Lewis	Area 72 Governor	Q	X	X				X	X	X		
Marianne Bradford, CC, CL	Area 73 Governor	Q	X			Web						
Randy Nystrom, ACB, ALB	Area 74 Governor	Q										
Grace Franche, ACG, ALB	Area 75 Governor	Q	X	X	X		X	X	X	X		
Noralee Cole, DTM (Bill Inman)	Area 81 Governor	Q	X	X	X		BI	X	X	X		
Juanita Brandt, CC, ALB	Area 82 Governor	Q		X		Web	X	X		X		
Juli Raju	Area 83 Governor	Q	X	X	X		X		X	X		
Trudy Shines, DTM	Area 84 Governor	Q		X	X	X	X	X	X			
Jane Taff, ACB, ALB	Area 85 Governor	Q	X	X		X	X	X	X	X		
Richard Santos, ACS, ALB	Area 91 Governor	Q	X	X	X	Web	X	X	X	X		
Renee Fink, CC, ALB	Area 92 Governor	Q	X		X	Web	X	X	X	X		
Melanee Cottrill, CC, ALB	Area 93 Governor	Q	X	X	X	Web	X	X	X	X		
Aileen Hidalgo, ACB, ALB	Area 94 Governor	Q	X	X			X					
Jim Kohli, DTM, PDG	Region 2 Advisor	NIQ					X					
Rick Sydor, DTM, PID	Parliamentarian	NIQ	X	X	X	X	X	X	X	X		
Lieutenant Coopwood, ACB	Sgt. At Arms	NIQ	X	X	X	X	X	X	X	X		
Avis Walsh, CC	Guest	NIQ					X					
Burns McCalman	Guest	NIQ					X					
Cynthia Hatano, CTM	Guest	NIQ	X	X		X	X		X	X		
Dawn Times, ACB, CL	Guest	NIQ					X					
Dianne Bish, DTM, PDG	Guest	NIQ					X					

Name	Office	Q/NIQ	Jul	Aug	Sept	Oct	Dec	Jan	Feb	Mar	Apr	Jun
George Jarosik, DTM	Guest	NIQ		X		X	X	X	X	X		
Joe Velky, DTM, PDG	Guest	NIQ					X					
Kristi Beres, DTM	Guest	NIQ	X	X	X	X	X	X	X	X		
Larry Shields, ACS, ALB	Guest	NIQ					X					
LaWanna Parker, DTM	Guest	NIQ					X			X		
Mark Holtz, DTM	Guest	NIQ	X	X			X		X			
Marty Taub, DTM	Guest	NIQ		X			X		X			
Merri Litka, ACS, ALB	Guest	NIQ	X				X		X			
Nancy Potts, ACG, ALS	Guest	NIQ	X			X	X					
Patricia Knight, ACS, CL	Guest	NIQ	X	X			X		X	X		
William Inman, ACS, ALS	Guest	NIQ	X	X	X	X	X	X	X			
Bob Cullifer, ACS, CL	Guest	NIQ		X		X				X		
Cheryl Weibling, DTM	Guest	NIQ				X						
Jeannette Fegan, CC	Guest	NIQ	X									
Jennifer Darling	Guest	NIQ	X									
Jerri Glover, ACB	Guest	NIQ	X									
Julie Mattox, DTM	Guest	NIQ	X									
Karen Snyder, ACB	Guest	NIQ	X									
Kay Powell	Guest	NIQ	X	X		X		X	X	X		
Louise Houdelette, DTM	Guest	NIQ	X	X		X				X		
Marcia Sydor, DTM, PID	Guest	NIQ				X			X			
Minda Davis, CC, CL	Guest	NIQ	X	X						X		
Ruth Ann Maloney, DTM	Guest	NIQ	X									
Susan Paladini, ACB, ALB	Guest	NIQ	X	X								
Vonetta Roseman, CC, CL	Guest	NIQ				X						
Wanda Muncton, ACS, ALB	Guest	NIQ				X						
Zackary Souza, DTM	Guest	NIQ	X									



WHERE LEADERS ARE MADE

[www.toastmasters.org](http://www.toastmasters.org)

## District 39 Toastmasters Treasurer Report April 11, 2015

Account Balances through February 28, 2015 are as follows:

Cash, Bank of America	\$10,884.77
Cash, Pay Pal Account	<u>3,347.08</u>
Total Cash	\$14,231.85
District Reserve	<u>\$22,336.52</u>
Cash & Reserve	\$36,568.37

The Summary Report of the Year to Date Actual vs Budget thru 2/28/15 is unavailable and will be distributed with the May 2015 report.

*Myra Golson*

Myra Golson, DTM,  
District 39 Treasurer, 2014-2015  
916 215-1035  
[mgolsonag@gmail.com](mailto:mgolsonag@gmail.com)



## MARKETING NEWS-April 2015

Sondra Nunez, DTM, LGM  
[Sondra.Nunez@District39.org](mailto:Sondra.Nunez@District39.org)

### 2014-2015 New Clubs

HIRE Speaks OUT!

Iron Orators

"J" Talkers

Wood Speak TM

Sunset Speakers

Kung Fu Kicking Panda

Prospect Park TM

Sacramento Green  
Speakers

SETA Toastmasters

**New clubs to watch  
for:**

Grizzly Gabbers

Reno Storytellers

Apple One

El Dorado County

LGTB Sacramento

Southern Wine and  
Spirits

McGeorge School of Law

**Do you have a new  
club lead? Please  
send all leads to:**

[Sondra.Nunez@District39.org](mailto:Sondra.Nunez@District39.org)  
or [whodelou@yahoo.com](mailto:whodelou@yahoo.com).

## Plan for Club Membership Building Success!

***What is the old saying, "failing to plan is like planning to fail", or something like that?***

Are you and your club members just hoping and wishing guests and new members will come waltzing through your meeting door singing, "Hallelujah, we have found the answer to our prayers", or are you actively planning for membership building success? If your club does not have a membership building plan, the time to start one is **RIGHT NOW!**

### **Start with a specific goal.**

What does the club want to achieve: two guests at every meeting, five more members, maintain a roster of 20 members, reach for a goal of 30 members or more?

### **Define your target audience.**

Who do you want to walk through the door: fellow employees, community members, business owners, fellow Toastmasters?

### **Decide the best way to reach your target audience.**

Is it time to update the club website or create a club social media page? Do you need to take advantage of Toastmasters International branded marketing and promotion materials?

What about planning an open house, implementing a club membership drive or hosting a Toastmasters Speechcraft workshop?



**Decide which club members will take on each job duty and the time frame to get the work done.** Sit down together as a club marketing team to discuss job assignments and to set the timeline for job assignment completion.

**Praise each other.** Take a few minutes during each regular club meeting to report on membership building efforts and to show appreciation for those getting the work done.

**Plan your membership building success celebration!** Everyone loves a party. Create a membership building celebration committee. Based on the timeframe of the club goals, task the committee with setting the future date of the party and with planning for the event **right now**. Let every club member know on X date your club will be celebrating the achievement of the club's membership building success!



## **BEAT THE CLOCK CLUB MEMBERSHIP BUILDING CONTEST MAY 1-JUNE 30**

Toastmasters are taught to run meetings on time, finish speeches on time and meet membership goals on time.

“Beat the Clock” is about finishing the year on schedule – with a bang! Clubs adding five new, dual or reinstated members during these two months receive a “Beat the Clock” ribbon to display on the club’s banner.

Membership applications and payment for members who join between May 1 and June 30 must be received at World Headquarters or online no later than June 30. Transfer and charter members do not count for credit. In addition to the ribbon, qualifying clubs will earn a special discount code for 10% off their next club order. Discount code expires six months from date of issue and is not valid with any other offer.





# DISTRICT 39

NORTHERN CALIFORNIA  
WESTERN NEVADA



## Education and Training Report

April, 2015

John L. Davis, DTM, LGET

### *Have you considered being Area Governor?*

Most Toastmasters who held the position say being Area Governor was the most rewarding leadership role they had, including Past District Governors and International Directors.

Area Governor/Director offers the opportunity to see how several different clubs operate, to mentor a number of leaders at one time, and to provide the communication link between the members and the rest of the organization. It is a chance to be a champion for clubs, give support via education, and serve as a role model.

Area Director is the most critical position in Toastmasters. Ask your Division/Area Governor about the position, responsibilities and rewards. You can be a member of the first class of Area Directors and leave a lasting positive influence on the Toastmasters of your Area, Division and District.

## **The 2015 District Spring Conference**

The 2015 District 39 Spring Conference is going to be an event to remember! The event will once again be in the Crowne Plaza Hotel, 5321 Date Avenue in Sacramento, CA. A host of activities and information will be offered to accommodate the appetites of most every member. Here are a few highlights.

**Opening Ceremonies** will set the tone for the conference. It all starts with the excitement and pageantry of the Parade of Banners. Be on hand to cheer for the club banners as they are individually displayed and feel a sense of pride as your club's banner is carried through the conference room. The atmosphere is electric. The parade is followed by introduction of the head table and welcoming remarks by the District Governor. And while the air is still charged, the first of the awards will be presented.

**Awards and recognition** for individual and club accomplishments will be extensive. The first awards of the night will be the Triple Crown Award winners. Next, the Distinguished Toastmaster (DTM) Ceremony will showcase those members who have successfully attained the top educational award of the organization. This event will be made special by having the Region 2 International Director taking part in the presentation. During various times of the conference, clubs and individuals will receive various incentives and recognition, including the Herb Yarbrough Sustained Service Award.

Friday's Keynote will follow the DTM Ceremony and be delivered by International Director Gloria Shishido, DTM. She will provide an update of news and information from World Headquarters. You will want to hear the latest and greatest from the Board, including information on the Revitalized Education Program (REP) and its status. Her keynote will only be the first of the high quality presentations on the conference schedule.

**The Friday night gala** will set the tone for fun and entertainment that will keep the conference upbeat and exciting. Members will have networking opportunities as well as social interactions. A special treat will be the chance to mix and mingle with our celebrity guests, Darren LaCroix and Cathey Armillas (more on them later) who agreed to be available to everyone during the social portion of the evening. All this will be carried out against a background of music and dancing.

**Education Sessions** will be special in that the conference will be highlighted by having, not one, not two, but three keynote speakers. They will present a total of five sessions covering a variety of topics. In addition to the keynote on Friday night, there will be another keynote by Darren LaCroix, 2001 World Champion of Public Speaking following breakfast on Saturday morning. International Director Shishido and Darren LaCroix will both present workshops on Saturday as well as their keynote speeches. The final keynote will be presented by Cathey Armillas, DTM. That's right, she is the TED Talks professional featured in the article of the March 2015 Toastmasters Magazine.

**Speech Contests** will showcase some of the District's most accomplished orators. The Table Topics Contest will follow lunch with nine contestants competing for top honors. Of course, the International Speech Contest is the crown jewel of Toastmasters competition, with the winner of the contest moving forward to represent the District at the International Convention at the Semi-Finals in Las Vegas, Nevada.

**Continued 90<sup>th</sup> Anniversary and specialty** recognitions will be acknowledged with displays of informational and historical materials. We will continue to look back and honor the history and development of Toastmasters as our big anniversary year comes to a close. There will also be displays about our diverse specialty clubs. Raffle baskets and Silent Auctions will keep the fun going. Candidates for District Office will also have display space to promote their qualifications for office. Be sure to visit the candidate tables to help you make an informed decision when you vote at the business meeting.

**District officer elections** will be center stage at the semiannual business meeting along with a couple of standing rules changes. The first order of business is to make sure there is a quorum so business can be conducted. A quorum relies on the presence of a minimum number of voting delegates. Each club has two votes, one carried by the Club President and one by the Vice President Education. If either or both of these individuals are unable to attend the meeting, the votes may be assigned to another member of the club as a proxy.

District Council members or their proxies must report to Credentials to be confirmed as eligible to vote and receive their voting ballots. Be sure to check the conference schedule to see when Credentials is open and select a time to check in to receive your ballot(s).

**Register** for the conference and encourage all your club members to do the same. This is your conference. It is the only place you will have the opportunity to advance your knowledge at such an accelerated pace for such a low cost while having so much fun. Take advantage of this opportunity to get the most from your Toastmasters experience.



# DISTRICT 39

NORTHERN CALIFORNIA  
WESTERN NEVADA



## District Governor Brian Hatano, DTM

April 2015

Brian.Hatano@district39.org

## CONNECTING ACROSS GENERATIONS

Fellow Toastmasters and Leaders:

We're on the cusp of a great wave of change in Toastmasters - the Revitalized Education Program (REP). To successfully ride the wave and not get swamped will require awareness of how this program will impact our present and future members.

I experienced a startling revelation a few weeks ago. Now I understand why my parents didn't understand me when I was just out of college.

Some phrases used by Baby Boomers (us) are lost on the Millennials (our children). And vice versa. Just try texting with them. LOL. ;-)

We might as well be speaking another language if we don't choose our words carefully. Sometimes metaphors and analogies used by the older generation are so dated that those 20- and 30-somethings have never heard them. Or they're so new that we have no idea what they mean. As a result, communication breaks down.

It was reminiscent of how my mother was unable to communicate in Japanese with a teenager on our trip to Tokyo - not because she was unable to speak the language well, but because the way she spoke was lost on that generation. She was talking "old-speak" so the teen didn't understand her.

It was also reminiscent of how I felt as a youngster trying to make my dad realize he was wrong, and likewise how I felt as an adult when my son did the same to me. Why didn't he (my dad and my son) see my point of view? Now I understand why I didn't connect to either of them across the generation gap: we were speaking a different language!

This communication gap across generations is also found in Toastmasters. As younger members join our clubs, do we bridge this gap by choosing our phrases so they understand? Do speak to

them as peers so they feel like they belong?

I'm not saying we use a lot of today's slang words or make drastic changes in the way you speak. Just be aware that differences do exist in the way we communicate.

Over the next few years, Toastmasters is moving into a new era with the upcoming (REP). This program is geared to bridge the learning gap, with the realization that the younger generation learns much differently than older generations. To bridge the gap, included in the REP is more technology, more online learning and more interactivity.

You'll hear a lot more about the REP soon. In summary, ***the revitalized education program will provide enhanced opportunities to learn and grow, and help meet members' needs in an evolving global marketplace.***

I'm confident that when addressing the needs of the Baby Boomers, World Headquarters won't forget to cater to the needs of the older group and their differences with the younger one. It will be a wave of change taking us to our goals. Surf's up!

*Live for Excellence!*

Brian

### WHY the new education program?

- In 2010 the Board identified the need to modernize the communication aspects of the education program and renew the focus on leadership.
- After that, Board committees were established to assess what's learned in the education program and identify gaps in learning.
- Member surveys were also performed to validate member needs and requests.

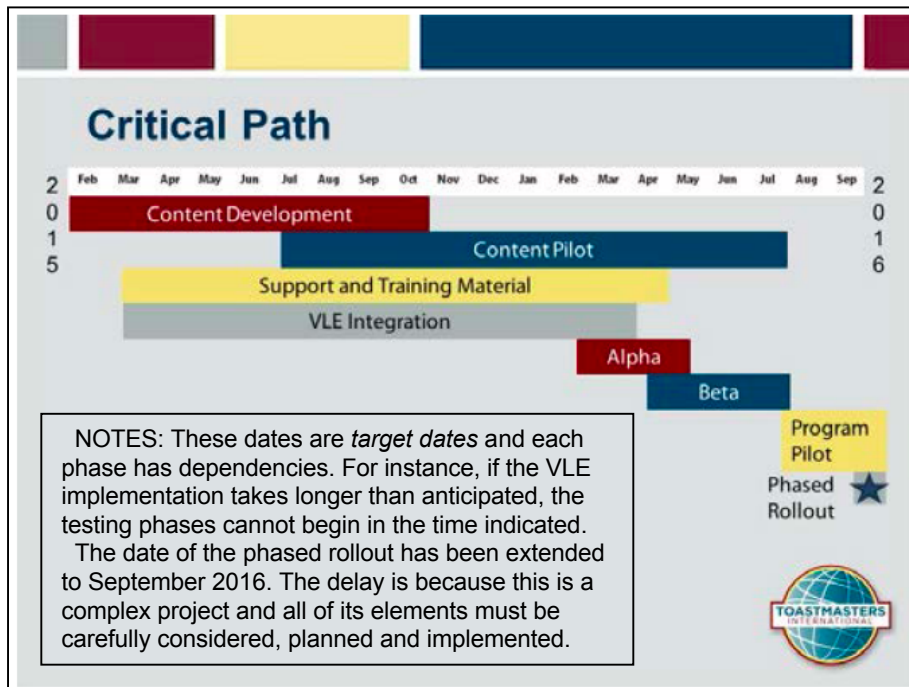
[See next pages for more information.](#)

# District Governor Brian Hatano, DTM

April 2015

Brian.Hatano@district39.org

## Key Points: Revitalized Education Program



### WHY the new Program?

- In 2010 the Board identified the need to modernize the communication aspects of the education program and renew the focus on leadership.
- After that, Board committees were established to assess what's learned in the education program and identify gaps in learning.
- Member surveys were also performed to validate member needs and requests.

### Phased Rollout Plan

- **A phased rollout** approach will be used to introduce the program so the impact of adding large numbers of members to the program can be measured as well the impact on technology and support capabilities.
- Participants will be potentially **10 districts per month**. The order of districts hasn't yet been determined.

### Education Awards and Recognition

- Members who are working toward an education award when the revitalized education program starts can complete those awards if they wish. The current and revitalized programs will run concurrently for a minimum of 24 months *after* all districts have been included in the program rollout.
- All awards earned in the current education program will continue to be recognized as Toastmasters achievements. There will be new education recognition opportunities in the revitalized education program with new titles (still being developed).
- The DTM will continue to be the highest level of recognition that a member can receive. The requirements for earning a DTM are still being defined. It is being carefully considered so that there is parity between the current program and the revitalized education program.
- There is a World Headquarters committee dedicated to reviewing the Distinguished Club Program, how awards and recognition may change, and what will happen during the transition period. The committee will present its recommendations to the Board, and the Board will ultimately decide on these issues. It is going to take time to make all of these decisions.

### California Club Treasurers: Time to submit your 199Ns

California-based clubs are required to electronically file the 199N form for the 2014 tax year with the Franchise Tax Board by May 15.

In mid-January, club presidents and treasurers should have received filing instructions in an email from World Headquarters. Please email any questions to 199N@toastmasters.org.

# District Governor Brian Hatano, DTM

April 2015

Brian.Hatano@district39.org

This brief synopsis of the REP was derived from information provided to our Chief Ambassador, Tracy Fletcher-Bowman, and district leaders. It is impossible to provide all the details of the program in this limited space. Instead, my goal is to give an overview of the current key facts of the program as presented to us to prepare you for what's to come. More information will be forthcoming and will be presented to you by Tracy and the team of Learning Masters in our district, as well as mentors at the club level. *-Brian Hatano*

To learn more about the Revitalized Education Program, visit

<https://www.toastmasters.org/Resources/Revitalized-Education-Program>

The graphic at right illustrates the experience of members (starting at the center) as they progress through the revitalized education program.

The experience begins in the club, whether the member is newly joined or has been a Toastmaster for years.

When a member begins the education program, he or she completes an assessment that will help to determine current skills as well as those that the member wants to enhance. This will help determine the recommended learning path.

Based on the assessment, both the area of learning and specific learning path are identified. Individual learning paths will have five levels, each increasing in complexity.

There are **five possible areas of learning**:

- Public Speaking + Interpersonal Communication
- Interpersonal Communication + Strategic Leadership
- Interpersonal Communication + Management
- Public Speaking + Management
- Public Speaking + Strategic Leadership

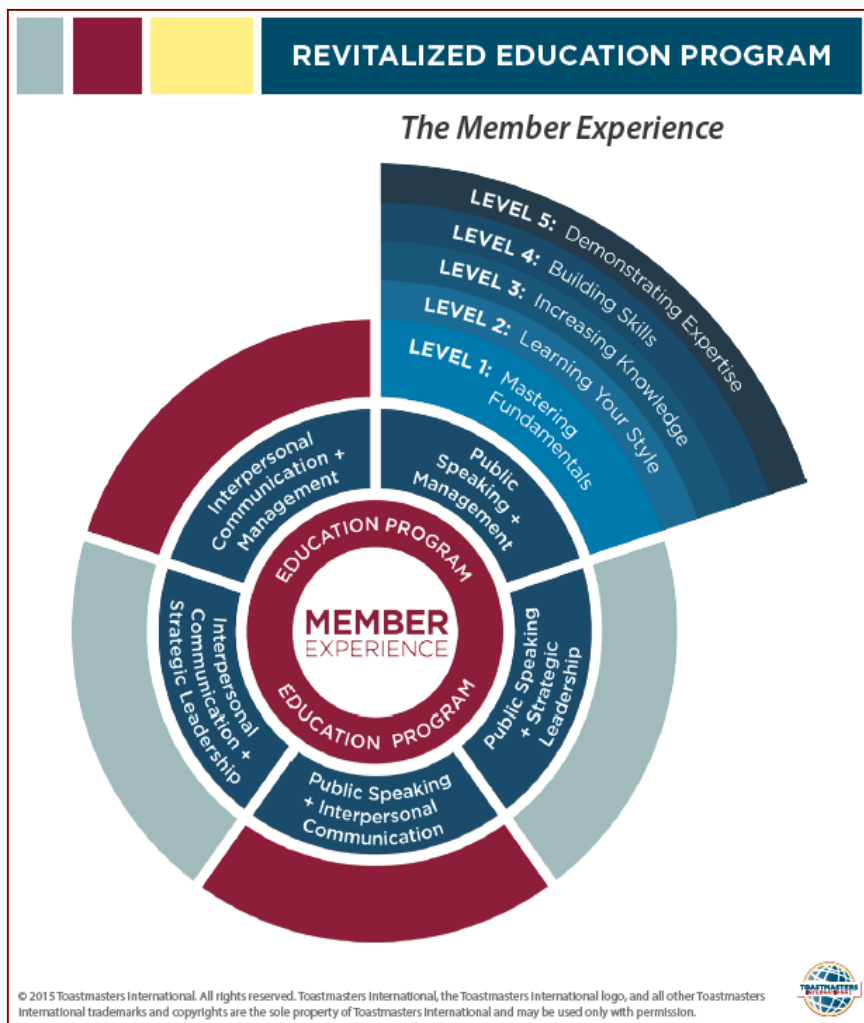
And, **five levels in each area** (as shown for Public Speaking + Management):

## **Level 1: Mastering Fundamentals -**

Projects introduce the member to Toastmasters and the educational experience.

## **Level 2: Learning Your Style -**

Projects help members learn about themselves, focusing on how they communicate and lead.



## **Level 3: Increasing Knowledge -**

Projects build knowledge and expertise needed to succeed as a leader and a communicator.

## **Level 4: Building Skills -**

Projects focus on applying new

knowledge by leading a team, completing a project and speaking with a higher level of confidence.

## **Level 5: Demonstrating Expertise**

- Projects are a culmination of learning in each path.