

Convention Standing Rules
of the 61st Annual District 39 Fall Council Meeting
Brian Hatano, DTM, District 39 Governor
Presiding Officer November 8, 2014

1. Order of Precedence

All proceedings shall be conducted in accordance with the Articles of Incorporation, Bylaws and published policies of Toastmasters International for this meeting. *Robert's Rules of Order, Newly Revised 11th edition*, shall be the final authority as to parliamentary procedure, insofar as it does not conflict with the Articles of Incorporation, Bylaws and published policies of Toastmasters International, with their order of precedence as indicated above.

2. Participation Authority

Only "delegates" [club officers/representatives that have registered with the credentials desk and received a voting ballot/card, plus "delegates at large" [the elected/appointed District Officers whose position qualifies them for DTM recognition] may make motions or participate in discussion on motions. Before addressing the assembly, a voting delegate shall state his or her name, club number, and shall display a voting ballot. Any other person [non-delegate] may speak if granted permission by the chair.

3. Credentials Committee Report

The Credentials Committee shall report at the appointed time of this meeting the total number of Delegates registered, in person and by proxies. During the Credentials report, the Committee will confirm that this meeting has a quorum as defined by the Bylaws of Toastmasters International.

4. Credentials Requirements

Each club in good standing with Toastmasters International at the time of this meeting is entitled to two (2) votes. The authority of each "delegate" to vote shall be evidenced by proper identification, in the case of the Club President and/or Club Vice President Educational, and/or by any active member of each club by presenting a locally prepared proxy signed by the President and/or Vice President Education of the Club. District Officers (Delegates at Large) are entitled to one (1) vote. The maximum number of votes each "delegate" may carry is three(3), Note: "delegates at large" are NOT considered part of a quorum.

5. Timer

The Chairman (District Governor) shall appoint an official timer(s) who shall stand and applaud when the time authorized has expired.

6. Time Limitation for Agenda Items

Debate or discussion on any item on the agenda shall be limited to a maximum of ten (10) minutes. Debate may be extended at the discretion of the District Governor to allow additional discussion if fairness requires or by the District Council by proper parliamentary procedure.

7. Time Limitation for Speakers

No Delegate shall speak more than once on the same question or longer than one (1) minute. Debate may be extended at the discretion of the District Governor to allow additional discussion if fairness so requires or by the District Council by proper parliamentary procedure. This limitation does not apply to point of order and appeal.

8. Voting Authorization

In addition to "delegates" from Clubs, elected District Officers, including Area Governors but not including appointed position holders shall be entitled to one (1) vote when present at this meeting.

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9. Voting Procedure

Voting may be by secret ballot, show of voting ballots/cards, or voice vote.

10. Balloting Procedure for Elections

The District Governor, the Lieutenant Governor for Education and Training, the Lieutenant Governor for Marketing and the Division Governors shall be elected by a majority vote. In the event no candidate for a particular office receives a majority vote, the candidate having the lowest vote for that office shall be dropped from the succeeding ballot. In the case of a tie vote, the choice shall be decided by lot.

11. Implementation of Secret Ballot Requirement

Election of District Officers shall be by secret ballot unless a secret ballot is dispensed with by unanimous vote. If there is only one candidate for a particular office, the District Governor shall declare the candidate elected by unanimous consent or acclamation if the District 39 Council approves dispensing with the secret ballot requirement.

12. Enforcement of Rules and Appeal

The District Governor shall enforce the rules, but a member may appeal a ruling of the District Governor. Following a brief statement by the challenging members, and a response by the District Governor, the District Governor shall put the question and a majority vote (or tie) shall uphold the ruling of the District Governor. The District Governor may vote on an appeal.

13. Motions

All decisions of the meeting are to be made by means of a motion made by a voting Delegate seconded by another voting Delegate, stated by the Chairman, offered for debate (in the case of debatable motions), and then put to a vote by the District Governor. The maker of the motion shall submit a written text of the motion to the Secretary at the time the motion is stated. Motions shall be stated in the positive, not in the negative.

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Total
Membership revenue	490	579	14,326	6,951	1,791	548	1,056	1,064	15,569	6,542	2,391	2,326	53,633
Conference revenue	-	-	-	-	23,867	-	-	-	-	-	30,560	-	54,427
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	250	250	-	-	1,050	250	250	500	-	-	1,200	250	4,000
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Other revenue	-	-	-	-	-	-	-	5,725	-	-	-	-	5,725
Total revenue	740	829	14,326	6,951	26,708	798	1,306	7,289	15,569	6,542	34,151	2,576	117,785
Conference expense	-	-	-	-	23,915	-	-	-	-	-	30,615	-	54,530
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI expense	650	650	-	-	-	150	650	650	-	-	-	650	3,400
District store expense	-	-	-	500	-	1,000	750	-	-	1,200	-	250	3,700
Marketing expense	-	-	3,200	-	-	3,350	-	-	3,650	-	-	3,100	13,300
Communications & public relations expens	-	300	400	-	-	400	-	300	400	-	-	400	2,200
Education & training expense	200	350	500	-	1,700	700	150	200	500	-	1,700	2,100	8,100
Speech contest expense	-	-	-	1,450	2,500	-	-	-	-	1,450	2,500	-	7,900
Administration expense	525	625	1,215	525	1,175	1,315	1,275	525	965	525	1,175	2,065	11,910
Travel expense	800	9,600	1,350	1,300	2,585	1,550	1,945	1,800	1,410	2,160	2,745	1,550	28,795
Other expense	-	-	-	-	-	-	-	5,225	-	-	-	-	5,225
	2,175	11,525	6,665	3,775	31,875	8,465	4,770	8,700	6,925	5,335	38,735	10,115	139,060
District net income/(loss)	(1,435)	(10,696)	7,661	3,176	(5,167)	(7,667)	(3,464)	(1,411)	8,644	1,207	(4,584)	(7,539)	(21,275)

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

District governor Date

Lieutenant governor education and training Date

Lieutenant governor marketing Date

District treasurer Date

	Total	Budget	% Policy Max
Conference expense	54,530		
Fundraising expense	-		
District store expense	3,700		
Marketing expense	13,300		
	71,530	51.4%	Unlimited
TLI expense	3,400		
Education & training expense	8,100		
	11,500	8.3%	30.0%
Communications & public relations expense	2,200	1.6%	25.0%
Speech contest expense	7,900	5.7%	10.0%
Administration expense	11,910	8.6%	20.0%
Travel expense	28,795	20.7%	30.0%
Other expense	5,225	3.8%	10.0%
	56,030		
Total Expenses	139,060	100.0%	

Cash & Cash Equivalents per Balance Sheet as of June 30, 2014 **39,407.00**

Retention amount needed on June 30, 2015* **13408**

Remaining funds at Year-end (estimated)** **4,724.00**

*This amount is provided by World Headquarters in an email.

**The goal is to budget the Remaining funds at Year-end to be as close to zero as possible without creating a loss. This amount should not be negative.

ANNUAL BUDGET

2014-2015

Following is a brief description/explanation of the estimated income and estimated expenses based on the goals outlined in the district success plan. The white rows are not password protected. Users may adjust the white area as necessary by adjusting the row height. Alternatively, a separate sheet may be used. **Each section of this narrative page must be completed in order for this report to be considered complete and counted as received by WHQ.** There are example questions to answer in each box. These can be deleted and replaced by your answers.

(Numbers are pulled from Summary tab)

Budgeted

Membership Revenue

53,633

What is the district's goals for the year regarding membership?
 Since these numbers are based off prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met? What is the district's goals for the year regarding membership? Our membership goal is to add 520 membership payments to our base of 6467.
 Since these numbers are based off prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met? Two new strategies have been put into place: 1. We will market the TM program business trade shows throughout the district and 2. We will embark on a corporate cold-calling campaign to solicit new club leads.

Conference Net Income/(Loss)

(103)

The Fall Conference will be held in Sacramento, CA. Though the final venue is yet to be determined, the Spring Conference will be held in CA as well. Both are budgeted for net zero. We plan to host about 175 members for the Fall conference at a cost of about \$145 each. The Spring Conference is set for 250 members at an average cost of \$125 per member. Full registration will cost between \$110 to \$150 depending on when purchased. The cost for the venue will be offset by the catered meals (built into the registration costs). The prior term has no credit or debit relationship to the 2014 - 2015 conferences. The total amount budgeted for both of the 2014 - 2015 conferences is \$55,487.

Fundraising Net Income/(Loss)

-

District 39 does not engage in independent fundraising. We sell ads for our Conference programs to assist with those costs.

TLI Net Income/(Loss)

(3,400)

There will be eleven (11) TLI events this year presented at no cost to the members. The main components are the rental of classrooms at the University of Phoenix for five events at a cost of about \$2500. Lesser costs include logistical support (supplies, printing, copying) totaling about \$500.

District Store Net Income/(Loss)

300

District 39 maintains a district Store. It is available at our spring and fall conferences, our Leadership Breakfasts (see other revenue) at all TLI's, and at a few Division Contests. At the close of the 2013-2014, the store showed a loss, but that was the result of a large order being placed just prior to the close of the year. This year we anticipate a net income of \$300.00

Other Revenue

5,725

Our other revenue is the results of a annual Breakfast to recongnize the club leaders that was held in early February; One in Reno, and One in Sacramento. This year, we anticipate an 10% increase in attendance, so our revenue projections was based on that. The breakfast are projected to be self supporting.

Marketing

13,300

What is the main focus for your district? The main marketing focus of our district is to build new clubs and retain members in existing clubs.
What events are planned? The marketing team is attending major business trade shows and hosting several major guest speaking events to promote the TM program.
What is being done differently or the same as last year? This year the major marketing focus will be on calling businesses to build new clubs and work with existing clubs to maintain and increase membership.

Communications and Public Relations

2,200

Primary focus this year is reaching out to local media to publicize Toastmasters. The great thing about publicity is it is FREE. The only concrete expenses we can anticipate are website costs: \$100/year for the WordPress theme, \$65/year for the calendar application, plus potential expenses for new website functionality enhancements. This year we do not have to pay for web hosting service (already paid \$312 for 1/28/14-1/28/17) or domain names (do not need to renew until 4/10/18).
CPR budget mostly includes miscellaneous expenses for stationery, printing, etc; we are essentially using the same values from last year's budget.

Education and Training

8,100

The District's main focus is to support the members' efforts to achieve individual goals by providing programs and services that help them get the most from their Toastmasters experience. The education team consists of seasoned, passionate and knowledgeable Toastmasters ready to serve the members. There will be the standard programs as well as a few new initiatives to enhance quality of the overall education program, including new incentives and emphases, such as legacy clubs.

Speech contests

7,900

The District is focusing on improving contest procedures for better organization and consistency in judging. A new judges training program based on the Toastmaster program has been developed with explanations and examination of fundamental principles. There is more interaction and interunit support for contests. Posting of ALL Area and above contest dates and a new bracket showing resulting winners will make contests more interesting and inviting along with giving contestants the opportunity to identify their competition before the contest.

Administration

11,910

What is the main focus for your district? To build new clubs, support clubs, increase membership, retain members.
What events are planned? Fall and Spring conferences; Leadership Breakfasts in Sacramento and Reno; TLI events in Fall and Spring.
What is being done differently or the same as last year? We will continue to look for opportunities to grow our club and membership base by following leads and making sure we are providing the members with the information and support they need to get the most out of the Toastmasters program.

Travel

28,795

What is the main focus for your district? Realizing that our district covers a large geography, and our LGET is based 150 miles from our district's central location where the majority of meetings are held, we will increase our travel budget so our district leaders will not be out-of-pocket for official travel expenses.

Are there any maximums for your district to keep travel costs at a minimum? We will budget based on estimates for number of events and distances covered for specific persons.

Who is budgeted to be reimbursed for travel? We will budget for the executive team and division governors but not area governors.

What events are being budgeted to be reimbursed for travel? "Official" events such as DECMs, conferences, contests, executive meetings.

What is being done differently or the same as last year? With one of trio located 150 miles away from our district's central location, we are including hotel and mileage to cover his expenses for above events.

Other Expenses

5,225

Our other expenses arise from the Leadership Breakfast described in the Other Revenue block. We anticipate that the expenses will match the revenue accruing from the events.

October 8, 2014

To: Brian Hatano, Governor, District 39 Toastmasters

From: Audit Committee, 2013/2014

Subject: Findings for District 39 End of Year Audit – January 1, 2014 – June 30, 2014

The Audit Team happily reports that the end of year audit was completed and all paperwork was submitted to the Treasurer for submission to Toastmasters International in a timely manner.

We are pleased to report that the Treasurer's information was well organized and the appropriate supporting documents were in place which enabled us to do our job quickly.

During our audit we initially found three undetermined items. When the Chair presented these items to the Treasurer, she clarified everything to our satisfaction.

Our team was happy to help and we look forward to assisting with the 2014-2015 audits. Our team consisted of the following people:

Van Gordon	916-214-3178	van1gord@netscape.net
Pam Rivera, Chair	916-390-1084	rivera.pamella@gmail.com
Dorothy Smith, Coordinator	916-730-4163	dnsmith1115@yahoo.com
Greg Wild, Asst. Chair	650-515-9075	greg152@msn.com

Please contact any of us if you have questions or comments.

APPOINTED DISTRICT OFFICERS

To Be Ratified by Council Members

District Officers:

Public Relations Officer: Philip Williams, ACB, ALB

Secretary: Sue Eisberg, CC, ALB

Treasurer: Myra Golson, DTM

Area Governors:

James Burke, ACS, ALB	Area 11	Gail McGrath, ACS, CL	Area 62
Staci Nauman, CC, CL	Area 12	Lindsay Nunez	Area 63
Richard Ludke, CC	Area 13	Lee Zasloff, ACB, ALB	Area 64
Tina Clinebell, ACB	Area 14	Teresa Duchien, CC, ALB	Area 65
Pieter Droog, ACG, ALB	Area 21	Cheryl Brooks, CTM, CL	Area 71
Vanessa Lindeberg, CC, CL	Area 22	Donna Lewis	Area 72
Carmela Porcella, DTM	Area 23	Marianne Bradford, CC, CL	Area 73
Minda Fernish, DTM	Area 31	Randy Nystrom, ACB, ALB	Area 74
Dwight Bailey, ACS, CL	Area 32	Grace Frasche, ACG, ALB	Area 75
Nathan Sorenson, ACS, CL	Area 33	Noralee Cole, DTM	Area 81
Donna Dabeck, CC, CL	Area 41	Juanita Brandt, CC, ALB	Area 82
Eddie Vierra	Area 42	Juli Raju	Area 83
Alvin Zachariah, ACG, ALB	Area 43	Trudy Shines, DTM	Area 84
Cavan Tornga, CC, ALB	Area 44	Jane Taff, ACB, ALB	Area 85
Jayne Nielsen, CC	Area 45	Richard Santos, ACS, ALB	Area 91
Neena Sahasrabudhe, ACG, ALB	Area 51	Renee Fink, CC, ALB	Area 92
Nancy Sanders, ACS, ALB	Area 52	Melanee Cottrill, CC, ALB	Area 93
Min Wu, ACG, ALB	Area 53	Aileen Hidalgo, ACB, ALB	Area 94
Rambabu Bavirisetty, ACB, CL	Area 54		
Bob Blymyer, ACB, CL	Area 55		
Mark Montalvo, ACB	Area 61		

Proposal for Changing District Standing Rule #3

The District will vote on revising standing rule #3 during the business meeting at the fall conference. The new rule is necessary because of the increase in Divisions in District 39. To accommodate the increase, the District Administration developed an official proposal for revision of the rule. Here is the proposal in detail.

Existing Standing Rule #3

3. All Spring District Conferences shall be rotated among Divisions A, B, D and H. Fall District Conferences shall be rotated among Divisions C, E, F and G. The host Division Governor and/or his/her representative shall be the Conference Chair, unless otherwise appointed by the District Governor.

Proposed Standing Rule #3

3. Divisions H, A, D, and B shall host Spring District Conferences, Divisions E, F, G, and C shall host Fall District Conferences, and Division I shall alternate between Spring and Fall District Conferences. Rotation shall ensure an equal average of time between conferences for each Division over a two cycle period. The host Division Director and/or his/her representative shall be the Conference Chair, unless otherwise appointed by the District Director.

Logic for Proposal:

The rotation was drafted with several considerations. With possible adverse winter weather, Divisions A and B will remain spring hosts. Weather was felt to be a minor factor with the other locations so Divisions D and H will remain spring hosts for consistency. Likewise, Divisions C, E, F, and G will remain fall hosts. Division I will alternate between spring and fall to allow seasonal consistency among the other Divisions. Each Division, on average, will host a conference every four and a half years.

New Rotation Created by Proposal A:

Current rotation will end with the 2015 Fall Conference (2015F) hosted by Division C. The new rotation will begin with the 2016 Spring Conference (2016S) hosted by Division I with the following rotation:

I (2016S) – E (2016F) – H (2017S) – F (2017F) – A (2018S) – G (2018F) – D (2019S) – C (2019F) – B (2020S)

I (2020F) – H (2021S) – E (2021F) – A (2022S) – F (2022F) – D (2023S) – G (2023F) – B (2024S) – C (2024F)

Proposal for Changing District Standing Rule #4

The District will vote on revising standing rule #4 during the business meeting at the fall conference. The new rule is necessary to ensure there is a quorum so district business may be conducted at the Semiannual District Business Meeting by the District Council.

Existing Standing Rule #4

4. At each District Council meeting, the Credentials Desk shall be closed at the time the Council meeting is called to order and no proxies shall be accepted after that time.

Proposed Standing Rule #4

4. At each District Council meeting, the Credentials Desk shall be closed at the time the Council meeting is called to order and no proxies shall be accepted after that time. Should a quorum not be established, the Presiding Officer may reopen the credentials desk in accordance with Robert's Rules of Order Newly Revised for the sole purpose of establishing a quorum.

Logic for Proposal:

If the situation occurs that the number of proxies turned in for ballots falls short of a quorum by the time the business meeting starts, the district will be unable to conduct formal business. By reopening credentials to allow additional proxies to be turned in, it will allow the district to conduct business without going through a complicated, time consuming alternative to obtain a quorum to legally conduct business.



DISTRICT 39

NORTHERN CALIFORNIA
WESTERN NEVADA



District Governor Brian Hatano, DTM

November 2014

Contact: Brian.Hatano@district39.org

Making a Difference One Member at a Time

To all of you who include Toastmasters in your lives because you know it can make a difference in your quest for success, welcome to the 2014 District 39 Fall Conference and District Council meeting.

The theme of our conference, "Looking back, moving forward," is very appropriate. We're marking a special anniversary this year—the 90th year since the founding of Toastmasters, following our district's 60th anniversary celebration last year. Both anniversaries mark a legacy of thousands of people who have reaped the benefits of the program including you.

You may be one who, along with me, can truly say that "Toastmasters has changed my life."

Four months into the year, and we've already made great strides in our quest to be successful again, following our achievement as a Select Distinguished District last year. It all starts with the members and their clubs. Your dedica-

tion and individual achievements make your clubs thrive. But as you realize, earning educational and leadership awards is but one part of the equation.

Other important components of successful clubs are mentoring other members, offering support and encouragement, and providing that safe, friendly club environment that is the hallmark of Toastmasters. As a result of your contributions, clubs are accomplishing their goals and working toward becoming distinguished.

I encourage each of you to stay the course as you make a difference in many people's lives—including your own—through the Toastmasters program.

Progress Report

Here's an almost-mid-year report card of some of your accomplishments:

- ◆ First Competent Communicator Award Earned—**Michelle Kumar**, Master Talkers, Sacramento, 7/1.
- ◆ First DTM Award Earned—**Wanda Faye Portman**, Professionally Speaking Club, Sacramento, 7/1.
- ◆ First New Club Chartered—**Sunset Speakers**, Red Bluff, 9/10.
- ◆ Second New Club Chartered—**Prospect Park Toastmasters**, Rancho Cordova, 10/1.
- ◆ Area governors who completed first round of club visits to all clubs—**Richard Ludke, Area 13; Pieter Droog, Area 21; Nancy Sanders, Area 52, Lindsay Nunez, Area 63; Juanita Brandt, Area 82; Jane Taff, Area 85; Melanee Cottrill, Area 94.**



TIMELINE

Oct. 1924
The first Toastmasters club meets in Santa Ana

Dec. 1930
Toastmasters International is incorporated

April 1933
Toastmasters first magazine is published

Aug. 1938
Inter-club speech contest starts

July 1946
The first district is organized outside of the U.S. in Scotland

June 1951
The first regional conference is held in Des Moines, Iowa

March 1970
The First DTM award is issued

Aug. 1973
Membership opens to women

Oct. 1982
Membership reaches 100,000

1995
Toastmasters.org launched

Aug. 2011
Toastmasters International refreshes its brand

July 2014
Membership reaches 300,000

Keep your club officers' Information updated with TI

Financial statements are sent via email from World Headquarters to club presidents and treasurers for each month that a club has payment activity.

To ensure you receive your statements, please verify the club officers' email addresses by following a few simple steps:

Click [Club Central](#) and enter your **User name and Password**

- Click the club name and number
- Under **Conduct Club Business**, click **View/Update/Print my club membership roster**

If you have questions, contact cstatements@toastmasters.org.

District Mission

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



Education and Training Report November 2014 John L. Davis, DTM, LGET

Officer Training Numbers

District performance was excellent for the number of officers who attended district sponsored officer training during the training period. By having four officers or more trained, clubs have completed one half of the requirements for a Distinguished Club Program goal (#9). Here is a short summary.

There were 183 clubs that were counted as active for training during the period of June 1 to August 31, 2014. There were 142 clubs that had four (4) or more officers trained. That is 77.6% of total. Even more impressive, there were 44 clubs that had all seven (7) of their officers trained for 24% of the total number of clubs. Each of these clubs will receive the training incentive of a \$10 gift certificate for the Toastmasters catalog store.

Remember, in order to stay proficient as club officers, there is a second round of training starting in December. A club needs at least four (4) officers trained during both periods to earn the Distinguished Club Program point. Keep up the good work so our members will have competent leaders to help them reach their goals.

Possible Changes to the DCP

The August Board of Directors Policy and Protocol Committee recommended the following changes to the DCP:

- Require clubs to conduct Moments of Truth twice a year as a prerequisite for DCP eligibility.
- Require clubs to complete the Club Success Plan as a prerequisite for DCP eligibility.
- Incorporate all changes to the DCP...for the program year 2016-2017 at the earliest.
- More than 88 best practices were identified by the committee. These qualitative practices will be included in the Moments of Truth, Club Officer Training and other club-building materials to reinforce consistency.

New Officer Training Materials Available

Clubs that attend district-sponsored training twice each year are more successful.

New updated training materials are now available to include:

Building a Healthy Team which teaches club officers the traits of a healthy team, how to identify behavioral styles and how to build trust.

Enhancing Evaluations which teaches club officers the importance of quality feedback and using evaluation criteria based on objectives from manuals, as well as providing steps to effective coaching in an evaluation.

Building on Achievement for Continued Success has club officers reflect on their clubs' challenges and opportunities for Moments of Truth and their Club Success Plan.

Club leaders are better served by consistent, professional training that supports the brand, enhances their member experience, and helps them grow as leaders.



DISTRICT 39



NORTHERN CALIFORNIA
WESTERN NEVADA

MARKETING NEWS-November 2014

Sondra Nunez, DTM, LGM
Sondra.Nunez@District39.org

Marketing and Promotional Materials

Free Toastmasters branded marketing materials are available through your division governor or the district lieutenant governor marketing.

2014-2015 New Clubs

New clubs to watch for in the near future:

Prospect Park
Toastmasters

Sacramento Green
Speakers

HIRE Speaks OUT

Tomodachi Friends TM

Kung Fu Kicking Panda

Pro Unlimited

Grizzly Gabbers

SETA

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

Sondra.Nunez@District39.org
or whodelou@yahoo.com.

Smedley Award Winners

Congratulations to the following District 39 Toastmasters clubs for adding five or more members between August 1 and September 30:

Beale Whispers: 5 members; **Sunrise Center Toastmasters:** 5 members; **Lodi Toastmasters:** 6 members. Well done! Start planning now for the upcoming membership building contests: **Talk Up Toastmasters:** February 1-March 1, and **Beat the Clock:** May 1-June 30. Go to www.toastmasters.org/membershipcontests for more information.

Membership Drives

Participation in the Toastmasters program is the best way I know to build self-confidence. From presenting speeches to giving others constructive feedback to learning how to host effective club meetings, Toastmasters offers a wide range of opportunities for members to practice improving communication and leadership skills. So let's spread the word. Invite your club members to work with the club vice president membership to facilitate a membership campaign. Planning is the key to success. As a club, make the decision to add eight or more new members this year. Decide on a course of action, whether it be to host an open house, facilitate Speechcraft workshops or hold a special event recognizing a corporate sponsor or community member. Consider the following when planning your event:

- **Invite all your friends in advance**
- **Assign a sparkling host as Toastmaster of the day**
- **Schedule a variety of speakers**
- **Make Table Topics fun**
- **Schedule friendly evaluators**
- **Put on a great show!**

Need help? Check out www.toastmasters.org/marketingresources.

Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves. -Ralph C. Smedley

Membership Building: Toastmasters in Rural Areas

How to “get coverage” and run a Toastmasters club in sparsely populated areas.

By Mark Dykeman

A popular series of commercials showed a man testing his cell phone in places where you wouldn't normally get cell phone coverage, such as mountaintops and fields. These commercials helped coin the phrase “Can you hear me now?” The message in these commercials was that this cell phone carrier could provide coverage virtually anywhere, especially where other companies did not offer service. This example of cell phone coverage parallels the way Toastmasters clubs are more concentrated in cities and large communities than in rural areas – but we do have coverage everywhere!

Does the low population of a rural area make it almost impossible to “get coverage” or run a Toastmasters club? Some people might say yes, others might say no. For example, it would seem to be harder to build and maintain a Toastmasters club in rural areas than in the big cities like New York, Chicago, Los Angeles, Houston, Toronto or Vancouver which have populations in the millions. In your more pessimistic moments, you might be tempted to think of that old saying, “If a tree falls in a forest, will anybody hear it?”

Consider a few facts:

- Almost any community will have at least one group or service organization.
- Virtually any community will have one or more employers of some size (say 50 employees or more) or an alliance of small businesses or entrepreneurs.
- People who live in the country realize that part of the trade-off for a rural “quality of life” is the number of hours spent in a car, bus or train.
- The desires for improved communication and self-expression are universal.

Toastmasters *can* be successful in rural areas! As an example, District 45 is largely rural, sparsely populated and stretches over sections of both Canada and the U.S. The largest city in District 45 has less than 300,000 inhabitants, while most municipalities are much smaller. However, this district routinely has excellent results in the Distinguished District, Area and Club Programs. Despite the relatively low population, District 45 clubs are successful by many measurements. Other districts with highly rural populations are also successful.

So what are the steps to success in rural areas?

1. Build a successful club with strong leadership. Every club needs to have the basics in place. Your club officers need to know what their jobs are and they need to do those jobs. You need to have all the necessary programs in place for education, membership, public relations and mentoring.

Keep your club as informal, interesting and fun as possible. Make your club a place where passions can be expressed, skills can shine and friendships can be formed. Make the Toastmasters meeting one of the highlights of a member's week!

Cultivate strong, enthusiastic club leaders, because they are the public face of your club. They contribute to the maintenance and growth of the club. Start with officer training at the district and make sure they know how to access TI's member Web site for information and tips for success.

Take care of your members. Find out what they want or need and help them achieve it. Monitor attendance and be sure to contact any members who start to miss meetings. If their attendance reflects dissatisfaction with the club, find out what you can do to resolve any issues. Every member is like a precious gem. You want to keep him or her happy!

Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves. -Ralph C. Smedley

2. Word-of-mouth and other promotion. Word-of-mouth promotion is critical to the success of a rural club. Yarmouth Toastmasters in Yarmouth, Nova Scotia, relies heavily on handpicking new members within their town of 7,500 residents and in surrounding areas. Club president David Mooney says, “Four of our active members are always speaking about Toastmasters and showing others about the great learning in both communication and leadership.” Armstrong Toastmasters, based in a community of 2,500 in British Columbia, finds success when members recruit their friends to join.

It’s also very important to promote your club within the local community. Armstrong club president Anna Houston shares several successful techniques: “Our VP Public Relations puts out small but eye-catching posters all around town. We also have a standing reminder in the local weekly newspaper’s community calendar, reminding and inviting ‘one and all’ to our meetings on Tuesday evenings at the Chamber of Commerce office.”

Special events, such as open house meetings, can be very useful. “We hold an evening networking event each year during Small Business Week,” says David Mooney. “During this event we always sign up two to three new members from local businesses.”

3. Consider daytime meetings. If your club is struggling with getting members to evening meetings, try daytime meetings. Yarmouth Toastmasters meets two or three Thursdays each month from 12:15 p.m. to 1:30 p.m. Daytime Toastmasters meetings are commonly held in the New Brunswick communities of Fredericton, Saint John and Moncton. Daytime meetings are often used by corporate or closed clubs with great success. Members from Harbourside Toastmasters of Saint John find noon-hour meetings more convenient for busy people whose evening agendas are full of family or community activities.

4. Open your mind to “closed” clubs. On one hand, it might not make sense to have a closed club in an area with low population. After all, you don’t want to limit your potential membership. However, closed clubs that focus on specific organizations can help provide the necessary continuity and focus to help make a club successful.

Gary Belding, former Area 19 Governor for District 45, says the New Brunswick provincial government started its own Toastmasters club, “since employees offer a lot of presentations and Toastmasters would be part of a great professional development plan.” Local Toastmasters sold the idea to two government departments by sitting down with the deputy ministers (Business New Brunswick and the Dept of Tourism and Parks). In January 2003, Civil Speakers Toastmasters Club in Fredericton was born and is still going very strong.

5. Partnership with other groups. Find other organizations that complement Toastmasters. One example is 4H, a youth organization that focuses on developing the minds, bodies, health and character of young people. Did you know that public speaking is a key part of the 4H program? Many clubs need judges for their public speaking competitions – Valley Toastmasters in Woodstock, New Brunswick, has provided judges to these competitions to help the 4H program while helping to spread awareness of Toastmasters. The 4H program provides a way to introduce Toastmasters to children and teenagers. You can plant the seed for future Toastmasters members through a youth organization. Toastmasters can provide similar help to school debating and oratorical clubs.

There’s no doubt that rural communities have their own unique challenges for maintaining Toastmasters clubs. However, with some hard work, careful marketing and creative partnerships, Toastmasters can thrive virtually anywhere.

Perhaps someday, in your small community, someone will ask the question, “Can you hear me now?” The answer will be “Yes, over here at Toastmasters!”

Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves. -Ralph C. Smedley



Philip Williams
Public Relations Officer
District 39
philip.williams@district39.org

Public Relations Officer Report – November 2014

Media Coverage

- The Sacramento Business Journal featured LGM Sondra Nunez and a plug for District 39 in the Speaker Space Directory of their October 10 issue.
- Area Governor Richard Ludke explains the importance of Toastmasters, leadership, and communication for wildland firefighters in an article submitted to the Truckee Sierra Sun and Nevada City Advocate.
- The Delta Breeze Club at Solano Prison will be covered in an article after their new club banner ceremony on November 12.

Please contact me if you have a great idea for a Toastmasters story.

Internal Communications

The promotional campaign for the Fall Conference has drawn to a close. Many thanks to everyone who helped spread the word over the past three months to generate interest in this event:

- All of the Division Governors (Mike, Tina, Joyce, Brad, Andrew, Deb, David, Lance, Wes) for the announcements made at their division and area contests
- Kristi Beres, George Jarosik, John Davis, Mike Sullens, and anyone else who brought the signboards and fliers to various events throughout the District
- Social Media Chair Susan Paladini for her numerous posts on Facebook and all of the links to Craig Valentine's speaking tips
- Webmaster George Jarosik for posting forms, fliers, and other documents on the district website as soon as they became available
- LGET John Davis for obtaining a personalized promotional video from Craig Valentine
- All of the Area Governors who personally contacted their club presidents to encourage them to register

During the next few months, District communications will focus on mid-year officer training.

YouTube

Contest speeches from the Fall Conference will be recorded and posted on the District 39 YouTube page.

If your club has their own YouTube page, please send me the link.



Joyce Pope, ACS, CL
Division C Governor, District 39
2014-2015
Email: clnc.pope@yahoo.com

DIVISION C REPORT

November 8, 2014

Vision: Support Club distinguished status!

Team Members: Area 31 Governor: Minda Fernish, DTM
Area 32 Governor: Dwight Bailey, ACS, CL
Area 33 Governor: Nathan Sorenson, ACS, CL
Division C Chief Judge: Eddie Bankhead

Club Visits: Division C plan to accomplish 100% of club visits by date of deadline. Area 32 has done 3 club visits with non-written. Area 33 commits to doing all 6 club visits. Area 31 has completed all club visits

Membership: Marketing, marketing, marketing, It is all about membership growth! Remain hyper-vigilant to ideas R/T membership growth. Help identify areas that grow clubs. What can the District and Toastmasters International Headquarters do to help all clubs to grow?

Contests: Thank you to everyone who helped to make Division C contests, Great!

DCP Stars: Each day Division C is working towards DCP status

Distinguished Areas: No

Challenges: Our Clubs will always be remote in location, which creates a growth challenge. We continue to have clubs in need of club-coaches and we have difficulties making it to District Activities.

Notable Accomplishments: Division C members are continuing to support each other and work together.



Andrew Silvester, DTM
Division E Governor, District 39
2014-2015
Email: D39Andrew@outlook.com

DIVISION E REPORT

November 8, 2014

Vision: **Enabling Excellent Education Effortlessly**

Team Members: Area 51 Governor: Neena Sahasrabudhe, ACG, ALB
Area 52 Governor: Nancy Sanders, ACS, ALB
Area 53 Governor: Min Wu, ACG, ALB
Area 54 Governor: Rambabu Bavirisetty, ACB, CL
Area 55 Governor: Robert Blymyer, ACB, CL
Division E Chief Judge: Mark Holtz

Club Visits: 4 completed (All Area 52), Some visits made, some scheduled.

Membership: As of November 1st, base is 22 Clubs,
Membership base 395, Active Members 323

Contests: All contests are complete.

DCP Stars: As of November 1st, 4 clubs with 4 goals, 5 clubs with 3 goals.

Distinguished Areas: Not yet...

Challenges: 18 of 22 clubs below charter strength. 1 below minimum membership.

Notable Accomplishments:

- Big Division E Thanks to:
 - Noralee Cole for being Contest Chair for Division E Contest
 - Mark Holtz for filling in as Chief Judge.
 - And the Area Governors and all the others who helped make the contests possible.
- 31 educational awards in the Division so far this year. 13 in October!
- For the month of October: 7 CLs, 3 CCs, and 3 advanced awards.
- For the YTD: 6 CCs, 13 CLs, 3 ACBs, 2 ACSs, 2 ACGs, 1 ALS, and 2 DTMs!
-



Debra Cullifer, DTM

Division F Governor, District 39

2014-2015

Email: deb.cullifer@sanjuan.edu

DIVISION F REPORT

November 8, 2014

Vision: *To consistently promote Toastmasters in Division F clubs so each member can achieve their speaking and leadership goals.*

Team Members: Area 61 Governor: Mark Montalvo, ACB
Area 62 Governor: Gail McGrath, ACS, CL
Area 63 Governor: Lindsay Nunez, CC
Area 64 Governor: Lee Zasloff, ACB, ALB
Area 65 Governor: Teresa DuChien, CC, ALB
Division F Chief Judge: Robert Cullifer, ACS

Club Visits: Area 61 – Working on them.
Area 62 – Working on them.
Area 63 – Accomplished first round! Way to go!
Area 64 – Working on them.
Area 65 – Working on them.

Membership: 25 new members in Division F since last report...
Membership base: 436 – Active members: 356

Contests: Done for the fall!!

DCP Stars: Roseville Rapper's has met 5 goals; Foothill has met 6.

Distinguished Areas: N/A

Challenges: 3 clubs did not get their officers trained in time.

Notable Accomplishments: 6 more CC's awarded; 4 more AC's and 9 more CL's/AL's or DTM's awarded.
(DTM - Pamela Alexandra from Parkside).
Area 65's Placer's Gold had an open house with good response...expecting some new members from it!



David Betowski, ACS, ALB

Division G Governor, District 39

2014-2015

Email: david.betowski@district39.org

DIVISION G REPORT

November 8, 2014

Vision: **Keep Division G Great**

Team Members: Area 71 Governor: Cheryl Brooks, CTM, CL
Area 72 Governor: Donna Lewis
Area 73 Governor: Marianne Bradford, CC, CL
Area 74 Governor: Randy Nystrom, ACB, ALB
Area 75 Governor: Grace Frasche, ACG, ALB
Division G Chief Judge: Raj Karthikeyan

Club Visits: Several visits completed, but none yet submitted to TI

Membership: 435 Members
Total Paid Members (as of 11/3): 295
Clubs that Have not met 8 Renewals: Charle's Angels (6 Active), Smilemasters (5), Cordova Communicators (0), Stagemasters (6), Statement Makers (5)

Contests: Thank you to everyone who helped put on our successful contests!
Good luck to Michael Hansen (evaluation) and Matt Leonnig (Humorous Speech)

New Club Building: Prospect Park Toastmasters chartered on October 1!
Pro Unlimited Club: 13 members signed up, Sponsors and Mentors selected
Grizzly Gabbers: 20 interested members, Sponsors and Mentors selected

DCP Stars: Mather-Distinguished, 6 Goals Met!
Skillbuilders & Sunrise Center-3 goals met
A-R, EdTalkers, Hangtown, Determined, Visionmasters-2 Goals

Challenges: Club Mentor needed for Cordova Communicators
Club Coach needed for Statement Makers

Notable Accomplishments: David Hinman, ACS, Mather, 10/26
Raj Karthikeyan, CC, Determined, 10/6



Wes Johnson, DTM
Division I Governor, District 39
2014-2015
Email: wes@mrwes.net

DIVISION I REPORT

November 8, 2014

Vision: To empower individuals to become effective communicators and leaders.

Team Members: Area 91 Governor: Richard Santos, ACS, ALB
Area 92 Governor: Renée Fink, ACB, ALB
Area 93 Governor: Melanee Cottrill, CC, ALB
Area 94 Governor: Aileen Hidalgo, ACS, ALB
Division I Chief Judge: Wes Johnson, DTM

Area Councils: Area 91: November
Area 92: November
Area 93: December

DCP Stars: Area 91: **Tracy TM 5**, Manteca Smooth Talkers 3, Manteca Leadership 2, Tracy Leadership 1
Area 92: **Speaking Machine 4**, Lodi TM 2, Delta TM 1, Lodi Talking Heads 1
Area 93: **Bits 'N Speeches 5**, Original Articulators 3, Klassy Talkers 3
Area 94: **DMV TM 5**, Speaking From the Heart 2, Raconteurs 1

Challenges: Membership Issues: 10 Clubs (58% base)
Leadership / Mentorship / Training

Notable Accomplishments: DTM awards: 2 (Cathy Dessert, Wes Johnson)
Triple Crowns: 3 (Michelle Kumar, Renée Fink, Wes Johnson)

What an ***"Incredible"*** year we're having at ***Division I*** .

Respectfully submitted,
Wes Johnson, DTM, Division I Governor