

District 65 Executive Council Meeting Minutes

Meeting Date: January 28, 2006
Purpose: District Council Meeting
Location: Holiday Inn, Waterloo NY

Meeting began 9:00 am, call to order and Pledge of Allegiance by Elizabeth Passino Sgt. Arms.

Gordon Penniston, DG welcomed the group and introduced Rita McKeon, Area 4 Governor for the Invocation.

Bob Logan, LGM – **District Membership Contests**

Bob Discussed plans for building membership

- Rewards – coupons for the book store.
- New Clubs = Membership building
- Suggests the term “kickoff meeting” rather than “demo meeting” – we’re not selling vacuum cleaners after all.
- 15 guests at a kickoff meeting is a good goal.

Sam Mehta, LGET – **Speech Contests**

1. Suggestion for membership building – locate the nearest college branch and advertise!
2. Applauds the first round of contests – now time to fine tune them:
3. Regarding the Target Speech:
 - a. “Test speaker” not “Target speaker”
 - b. Test speech should be a C&L manual level speech
 - c. Get a backup Test Speaker!
4. Regarding Timing disqualifications:
 - a. There is only one stopwatch at a contest and the Chief Timer runs it – the assistant Timer runs the lights.
 - b. The Chief Judge tells the Area Governor about the timing disqualification. The AG then announces it to the audience – sans name.
5. Regarding trophies:
 - a. Large trophy is first place – small trophy is second place.
 - b. Get the plates done now! Don’t wait until after the contest to get the person’s name put on the plate.
6. Regarding Programs:
 - a. Put the contestants’ names in the Program – but not their club affiliations.
 - b. Do not list the judge’s names in the program.
 - c. Do not list the credentials of the Test Speaker in the program.
7. The success or failure of the contest is directly impacted by the Contest Master.
 - a. Choose a strong contest master – a skilled/experienced meeting Toastmaster would be a good choice.
8. When presenting trophies – invite district officials up to help.
9. Regarding certificates –
 - a. Everyone must get 2x certificates: Certificate of Participation and Certificate of Appreciation.
 - b. They must be ordered from TI – not home made.
10. Make a point of announcing that the 2nd place winners will be eligible to compete should the 1st place winners not show up.
11. A one minute silence for the judges to vote is just exactly that – silence!
12. Contestant interviews should be limited to about 2 minutes per interview.
13. 50/50 split raffle shouldn’t distract or disrupt the contest and it shouldn’t cause the contest to go overtime.
14. AG’s – delegate to a contest committee but don’t forget that you’re still ultimately responsible.
15. There’s actually no official “Chief Teller” role – the Chief Judge would do the Chief Teller role.
16. A contest is an official Toastmasters event:
 - a. Be professional.
 - b. Start and stop on time.
 - c. Don’t be disruptive.

Diana Robinson – PRO report

- Fall Contest winners sent in community news releases.
- Focal Point distribution planned for March.
- Melinda and Andy Schmidt to become new webmasters for District 65.
- Toastmasters to march in Rochester’s Lilac Festival parade on May 13.
- Consider using a tagline on your emails: “Ask me about Toastmasters!”
- Consider using “elevator speeches” as a Table Topic theme one meeting so you will know what to say about Toastmasters to those within you meet that do not know about Toastmasters.

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Bill Spizuocco had the following question:

Only two out of his Area's four clubs will be doing contests.

Q: There's a contingency plan for Area w/ few club contests, and that's when an Area can send up both the first & second place winners. Can he take advantage of that?

A: No – reason being, that decision will need to have been made before the contest season started. Gordon & Sam interprets “the contest season” to include both Fall & Spring contests. Also, that decision would apply equally to all Areas in the District, and some Areas have more than enough contestants.

Note: Don't forget that clubs can just elect to send a contestant to the Area contest. They don't actually have to hold a contest.

Area Governor Reports

Area	Divison	Clubs	Round 2 Visits		Spring Officer Training			Area Contest Date, Time, Place
			Number	%	4+	1-3	0	
1	C	5	0	0%				Contest:
Leads:			Issues:		Strategies:			Other: No Report submitted
2	W	7	6	67%	2	4	2	Contest: March 11 time TBD – hosted by Purple Toast.
Leads:			Issues:		Strategies:			Other: Area Council meeting to be scheduled for 2/8
3	W	4	3	75%	1	2	0	Contest: Low interest, may not have contest at Area level.
Leads:			Issues: IM Talking & ESB low membership.		Strategies: IM Talking – speechcraft. Speak for success – open house Feb1. ESB – renewed advertising.			Other:
4	C	5	2	40%	0	4	1	Contest: Tentative March 11, 1:00, The Diplomat Hotel, Lyell Ave.
Leads: Unity Health System			Issues: Illustrious Articulators – only one officer responds to emails.		Strategies:			Other:
5	C	6	0	0%	0	0	0	Contest:
Leads:			Issues:		Strategies:			Other: No report submitted.
6	C	6	6 by Mar 3	100%	3	2	1	Contest: March 18 11:30 am – 3:30 pm Perinton Community Center, Perinton, NY
Leads:			Issues: 3 clubs under club strength.		Strategies: Active recruitment strategies all clubs.			Other: Area Council meeting early Feb. Club contests in progress. New members to date 19, 5 CTM & 4 ATM.

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7	E	4	0	0%	4	0	1	Contest: Monday Evening March 27 (place TBD)
Leads: 1 new club chartering Liverpool club.		Issues: President of Port City non-responsive. Don't call us we will call you.		Strategies: Continue following up with Port City.		Other: CTM-7, ATM-2, CL-1. Membership increasing overall, 4 clubs on track for Distinguished.		
8	E	4	4	100%	1	1	2	Contest: March 22 6:30 pm Fort Schuyler Club in Utica
Leads: Hartford Ins. Blue Cross Blue Shield, Revere Copper, Northern Safety, Downtown Utica Club.		Issues: Spirited speakers resumed meetings with 15 members and guests after six month suspension of meetings. Need makup training for 3 clubs.		Strategies: Area meeting with 3 of 4 clubs. Provide further opportunities for Success leadership training modules. Get Spirited speakers coaches and attempt for Distinguished Club status by June 2006. Include potential clubs in officer training.		Other: Provide Youth leadership program for 4-H		
9	S	5	0	0%	0	0	0	Contest: March 4 9:00 am at UU-133, Binghamton University, \$10 incls breakfast.
Leads:		Issues: Speaking with Honor still a work in progress.		Strategies: Continue work with School of Management students to energize their club.		Other: CTM-3, ATM-2, CL-1. 4 clubs on track for Distinguished: Morning Knights, Leaders and Learners, River City, Endicott Club. River City held successful open house recruiting 5 new members.		
10	S	6	0	0%	1	4	1	Contest: March 16, 7:00pm TST BOCES
Leads:		Issues: YTD net loss of 4 members in Area. CBORD still difficult to reach. Johnson needs to elect officers in April instead of Nov.		Strategies: Special officer training for Johnson. Continue efforts to communicate with CBORD.		Other: CTM-2, 23 new members, 3 clubs on track for Distinguished: Ithaca Area, Ithaca College, Cayuga. Cayuga 4 new members 3 CTMs. 4 clubs DCP point for new members. Johnson new officers 3 attended training.		
11	S	5	0	0%	0	0	0	Contest: Saturday March 11 10:00-2:00, location Greene, NY
Leads:		Issues: Only Raymond is at charter strength with a projected loss of 3 at renewal. Oneonta club continues to struggle and its difficult to contact President		Strategies: Southern division leadership presented on Club building. Several club presidents are taking this information back to the		Other: CTM-4, ATM-2, 3 clubs on track for Distinguished: Preferred, Listen to the Blues, Raymond.		

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			for conversations.		clubs.			
12	E	5	5	100%	4	1	0	
Leads: Southside Speakers 12-13 members with 2 mentors. Energetics asked to be sponsor.			Issues: Crown City minimal participation at District level other than contest and training. Stearns Wheeler giving manual speeches.		Strategies: Crown City hosting Spring Area Contest. Stearns Wheeler – E Div Gov. visits and officer meeting to get on track and encourage participation club & area contest.			Contest: March 18, Holiday Inn, Cortland 6:30pm Other:
13	E	4	4	100%	1	1	2	
Leads: Talk the Talk 18 members 2 prospects. Due changes have impacted.			Issues: Bristol Speaker low attendance Fall due to work conditions. PrimeTime ample membership less interest in club contests. Northstars continues progress		Strategies: Bristol & Savvy Speakers receive attention but low need. Primetime/Northstar well organized meetings, participation in contest disappointing. Planning to host Area 13 contest at one of these clubs to give them first hand observation.			Contest: TBD Other:
14	W	5	0	0%	0	0	0	
Leads:			Issues:		Strategies:			Other: No report submitted
15	S	4	1	25%	3	1	0	
Leads:			Issues: Low membership Susquehanna, Corning & Wine Country. Education achievements should pickup over the final six months.		Strategies: Help clubs improve their meetings & conduct membership growth programs. Corning needs to increase attendance and improve mtgs. Wine Country needs to invite more guests and increase energy and enthusiasm.			Contest: March 13 6:00 pm Other: CTM-2, ATM-1, New members 5 (net loss 8). 2 Clubs on track for Distinguished: Barrier Breakers, Susquehanna. Susquehanna being revitalized, Barrier Breakers is responsible for the Hospitality Room at Spring Conference, and Sesquehanna nominations for C&L Award.
16	C	4	3	60%	5	0	0	
								Contest: March 17 6:45pm at Hosanna Junction Church 357 Fairport Rd. 31F East Rochester.

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Leads: Looking to start 2 nd club at Blue Cross Blue Shield, may have them join original club till membership is higher.		Issues: Educational goals on track, Membership and issue but all clubs making progress.		Strategies: Membership materials in hands of all Area council members. Hand outs provided to Area Governors with links too materials.		Other: 11 th hour speech-a-thon on June 3 rd to help finish educational requirements.	
17	W	4		0%			Contest:
Leads:		Issues:		Strategies:		Other: NO REPORT	
18	E	4	4 by Jan 30	100%	1	2	1
Leads:		Issues: 2703 6 new members, 1058 struggling with membership, 6740 slowly gaining members, 9943 Unable to communicate with club		Strategies: 9943 Keep trying through phone, email to officers and some members.		Other: Giving clubs, tri-folds, contest stuff and membership blanks as follow-up to training. All free from TI.	

Division Governor Reports:

Southern – DeWitt Henricks – YTD Stats:

CTM-13, ATM-6, CL-2, LDREXE-1, New members-52, YTD Loss-125

On Track for Distinguished: Morning Knights, Leaders and Learners, Listen to the Blues, Ithaca Area, Barrier Breakers, River City, Endicott, Susquehanna & Cayuga.

Highlights:

River City – held an effective open house
6 clubs added 4 new members
Susquehanna being revitalized
Endicott – energized due to club coaches
Seeking School of Management sponsorship for club 9760
Cayuga recruiting at Cornell University Campus
46 officers trained at mid-year, 7 clubs earning DCP point

Concerns:

Membership: 9 clubs have membership drops
New Clubs: No strong leads

Strategies:

Club growth stressed at mid year training
Revive Speaking with Honor club

Division Contest: April 8th 10:00 am, buffet lunch, Brothers 2, Endwell, NY

East - Bruce Gilbert:

65 of 150 officers trained to date. 12 of 23 clubs have 4 or more trained, 1 club (Jabberwocky) 7 trained. 5 clubs – zero trained, and 5 with less than 4 trained.

Division working closely with Club extension specialists on new clubs.

Talk the Talk nearly ready to charter in Area 13.

Southside speakers needs additional members to reach 20.

Working on new club in Liverpool

Education: CTM-11, ATM-10, CL-2, AL-1

3 clubs have reached Distinguished status

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We will be marching in the St. Patricks Day parade on Saturday, March 18th. Contact Glenn Allen to participate
Glenn.a.allen@gmail.com.

Central – Kay Whipple for Mary Bell –

3rd Central Division Council meeting took place on January 16th.

3rd and final officer training to be held on Monday Feb 13 6-8pm at Xerox in Webster.

81 officers trained through January 14th

Central Division Contest: Sat. April 1st, 5:30 pm, East Irondequit Middle School.

Congratulations: Tony Mannion, Shirley Malone, Rhett Smith, Bruce Dehn & John Lum for receiving 1st & 2nd CTMS's.
To Joe Sturnick for receiving ATM-B and Patrick Olson for receiving DTM.

West - Mike Berta

Area 2

Dues renewals on time 8/8 clubs

CTM 3/12, ATM 1/3

Club visits 6/8 for fall, McIntalk Masters: Failed to meet on scheduled visit, Purple Toast could not fit into schedule. 8 clubs in area difficult for Marian to make all the day meetings.

Area 3

Dues renewals on time 4/4 clubs.

CTM 1/7, ATM 1/2

Club visits 4/4 for fall, some clubs Melinda did 2 visits.

Area 14

Dues renewals on time 5/5 clubs.

CTM 1/8, ATM 2/2

Club visits 5/5 for fall, John is seasoned and makes sure the clubs have visits.

Area 17

Dues renewals 2/4 clubs on time.

CTM 4/7, ATM 1/2

Club visits 3/4 for fall, Liquid Toasters is no longer meeting, cannot visit.

Division Contest: April 1st, time and place TBD

Club Extension Reports

Southern – Robert Logan (info due via e-mail).

East – Sam Mehta for Lorraine Mott:

Central – Kay Whipple for Rosemary Eskes:

Baber AME Church – Original moving force behind club has backed away, Carolyn Bailey may be open to pick up on this in the Spring.

Blues 2 – Patricia Fields does not believe there is much demand for a club in the East Rochester facility. However other officers feel differently, will do more follow-up.

Kodak – Ken Fischer interested in a lunchtime club at the Canal Ponds Office Park, demo may be late February. Putting feelers out for sponsors and mentors.

Greece – John Auberger, Greece Town supervisor and former Toastmaster, not willing to be directly involved by joining or encouraging employees to join. Will write letter to the editor and press release. Room commitment may be 3 month and fees cannot be waived. Demo meeting scheduled for Jan 31 and an alternate one in February. Heavily publicizing to generate interest and find previous Toastmasters in the area.

West – Mike Berta for Harry Carlson:

4 leads Center for Inquiry, Catalyst Toastmasters at Honeywell in Buffalo, Northpointe Toastmasters at Electronic Data Systems in Amherst and Higher Standards at Bank of America in West Seneca.

Demo's set for American Sales Company in Lancaster Feb 16th, and Center for Development of Human Services in Kenmore on March 14th.

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New England Financial in Williamsville is newest lead.

Gordon Penniston: on Kick Off Meetings:

Use them to promote leadership

Use them to get the word out about Toastmasters.

Who can run them?

Anyone!

How long should they last?

About an hour.

How many speeches?

One! Leave room for Q&A after the meeting.

How to introduce guests and members?

Without business titles – leave imposing business titles at the door.

Discussion on newspaper advertising:

Newspapers are dedicated to increasing coverage on local news, so if you can tie an event to a specific person you increase your chances that the paper will print your story.

Regarding kick-off meetings:

Get pre-registration for the meeting. If you don't have 10-15 confirmed guests, then don't hesitate to cancel the meeting. If the attendance is too low, then you'll be wasting time.

Fill the roles with Toastmasters volunteers who are appropriate to the audience: e.g.: a professional person for a corporate meeting.

Gordon Penniston on behalf of Mike Slyck on District re-alignment:

Areas generally have 4-6 clubs.

The two ways to consider how to group clubs:

- 1) physical location
- 2) club relationships

Gordon Penniston on Club visits:

Use the on-line visit report form – much easier!

Bring hard copy of the form with you on your visit – fill it out then & there rather than leaving it for them to fill out and return to you.

Bring old forms to compare their progress against.

Fill in specifics on the club's strengths & weaknesses – the Area Governor's insights and personal comments are helpful to the District Officers.

Make the visit an event – ask to speak at the meeting. Share information on the state of the district.

Gordon on the new CL manual:

CTM is not a prerequisite for CL anymore.

Meeting Adjourned.

Respectfully submitted,

Debora A. DeLacy
Secretary, District 65