

District 65 Executive Committee Meeting Minutes

Meeting Date: January 20, 2007

Purpose: District Executive Committee Meeting

Location: Holiday Inn, Waterloo NY

The meeting was called to order at 8:57 am by Beth Miller, Sergeant at Arms. She thanked everyone for coming, especially considering the bad weather. Beth led the pledge of allegiance to the flag.

District Governor Sam Mehta welcomed the committee. He announced that Cathy Shannon has assumed the position of Central Division Governor and Mike Batz has assumed the position of Area 4 Governor. Cathy Shannon did the invocation. Sam Mehta had everyone read the District Mission, and thanked us who were here for coming despite bad weather. (The attendance list is included as Attachment 1 to these minutes.) He also thanked officers who sent reports before the meeting. Some positive events that have taken place include a successful District Fall Conference, successful Area and Division contests, and two clubs already distinguished: Downtown and A.M. Lockport. Also, Western Division Governor Marian Gurowicz attained the rank of Advanced Communicator Gold. We also have 300 new members since July 1, 2006. However, we have lost six clubs and 321 members with the October renewal., and we have not chartered any new clubs. Sam Mehta gave us District Officers two assignments: (1) Ensure current members renew their April membership dues, and (2) Build new clubs.

There were five presentations from District Officers, of which the highlights follow:

1. Kay Whipple (PRO) – Membership Attraction and Retention (Handout was provided)
 - People join to improve public speaking
 - New leadership manual – covers these items (10 skills)
 - 4-Prong Solution
 1. Solve problems in club climate that contribute to poor retention and growth
 2. Develop skills needed for effective outreach
 3. Develop skills needed to close the sale.
 4. Have a strong mentoring program in the club.
 - Action Plan: Frame, analyze, communicate, plan, encourage, support, celebrate success
 - Upcoming D65 Focal Point – will have much information about membership
 - Will put word of mouth marketing info on PRO web page.
 - The Solution starts with us District Officers.
2. Bob Logan (LGET) – Club Officer Training Wrap-Up (Handout was provided)
 - Passed out report by Area and club on how we are doing on Distinguished Clubs
 - We want 2/3 of the Club Officers trained – only 26% so far this winter
 - Make up trainings scheduled or being scheduled
 - Correlation between Officers trained and Distinguished Clubs, and members deserve to have trained officers.
 - Make training valuable and get word out – must be fun
3. Taz Cannon (LGM) – Club and District membership status / CMIC (Club Membership Incentive Contest)
 - The CMIC is for clubs that have a net increase of five or more members. The club with the highest number of new members recruited in each of the four Divisions will receive a presentation easel.
 - Membership is a perennial problem for our District
 - We need to have induction ceremony for new members
 - Clubs can get a ribbon for 5 new members during the period for Talk Up Toastmasters (Feb-Mar) – or Beat the Clock (May-June)
4. Dan Ferens (Secretary) – Running a Table Topics Speech Contest (Handout was provided)
 - Table Topics has similarities to evaluation contests.
 - Topics should be short and general; and should be announced twice.
 - Timing is different; contestants must speak at least until the green at one minute.
 - Only the Contest Chair (Area or Division Governor) should know the topic until contest time.

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5. Sam Mehta (District Governor) – Toastmasters Leadership Institute (TLI) (Handout was provided)
- TLI is a TI club officer training program used by all other Districts in Region VI
 - The TLI program is more comprehensive and flexible than what we have now.
 - Use of this program makes training a District function done by a group of 10-15 District trainers.
 - Any member can attend training; officers get Distinguished Club Program credit.

Reports were next presented:

Area / Division Governor Reports

(These are included as Attachment 2 to these minutes.)

Central Division Extension – Gordon Penniston

- Not much happening right now
- Best Center at Genesee Community College shows the most promise
- Others have challenges

Eastern Division – Lorraine Mott

- There have been several demo meetings recently.
- Lockheed Martin will charter in late January, and Hartford insurance will charter in February.
Liverpool Chamber of Commerce may want to charter a Liverpool club
There are 3 Syracuse University organizations that may want to charter clubs.
- Upcoming demo meetings are scheduled for Oneida on Feb 7 and Syracuse U. on March 14.
- There are 8 strong prospects, but clubs need mentors.

Public Relations Officer (Kay Whipple)

- Articles about Charles Dowdell's trip to Antarctica and Pat Janecek's trip to New Orleans are upcoming.
- There will be a digital edition of Focal Point newsletter
- The next newsletter will be targeted to membership
- Kay helped train VPs of PR in Central Division

LGET (Bob Logan)

- An example of a comprehensive Area Governors visit report was distributed.

District Governor (Sam Mehta)

- TI web site updated once a week for Clubs, Areas, Divisions, and the District. Make it a practice of visiting this site weekly.
- Table Topics – Bob sent e-mail to club Presidents and EVPs, but clubs may need help with the contests.
- Area Governors must not look at club visits as an obligation, and visit clubs more than twice when needed.
- More and more clubs are corporate clubs – TI may get new manuals and awards for them.
- Passed out trophies and contest materials to Area and Division Governors for spring contests.

General Questions

- Gordon Penniston – Passed out District Officer nomination forms and asked they be passed out to clubs.
- Melinda Schmidt wants proposals for District 65 and Region 6 education sessions, by the end of January.

The meeting was adjourned at 12:00 PM.

Respectfully Submitted,

Dan Ferens, DTM.
Secretary, District 65

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Attachment 2: Area / Division Oral Reports

Area 12 – Chris Phelan
– Contest will be in Cortland.

Area 16 – Cathy Shannon
- Area contest is being planned.

Area 1 - Tom Sergent
- 4 ½ clubs; one club in trouble
- One club Distinguished (6 DCP Points)
- Retention is an issue

Area 4 - Mike Batz
-- Commitments were made by missing officers to go to training
-- Three visits were made for semiannual requirements.
-- All clubs have dates for contests
-- Membership retention is an issue.

Area 5 – Joan Post
- Six clubs well – Mike Batz is a coach for a low member club
- Career Trade fairs are a venue for club and membership building.

Area 9 - John Montgomery
- 5 clubs growing
- 2 clubs have attained 5 DCP Goals
- Spring contest Mar 14 at Binghamton U.

Area 6 – Kate Flannigan
- 6 clubs – 3 at charter strength, 3 not
- Contest Mar 22, 6PM, Parrington Rec Center
- Mentor training and judges training are being held.

Area 14 - Bud Kolich
- Only 1 out of 5 clubs is at charter strength.
- One club has only 8 members
- Area contest March 17 / Western Division on Mar 31

Area 17 – Vicki Wienke
- Downtown Club is a “star”, but 2 HSBC clubs not doing well.
- We will lose Bank of America
- Club visits this week; Mar 24 is contest date

Eastern Division (Pat Janecek)
- Makeup training 8:30-12:30 Sat, 27th
- Joe Nastri doing Area 7 in place of Ruth Parmenter
- 54 of 175 club officers have been trained.
- Wed, April 4 for Division contest
- Demo meetings are thriving
- Attendance at club meetings is an issue

Central Division (Cathy Shannon)
- Jan 6 first training, had Executive Committee meeting Dec 26
- Feb 15 makeup at Xerox in Webster
- Division Contest Friday, March 30 at Buckland Lodge

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Western Division (Marian Gurowicz)

- Demoed websites and Freehost Toast at Division training.
- Kristal DiCarlo (PDG) from Cleveland helped in training (did Table Topics)
- Makeup training is being scheduled
- Problem with Corporate clubs – closing down – finding homes for these members.