

**DISTRICT 22 EXECUTIVE COMMITTEE MEETING
MINUTES
February 6, 2010**

The meeting of the District Executive Committee was called to order by Annette Rude, District Governor, on February 6, 2010, at 12:00 p.m. at the KCMO Water Dept. Administration building in Kansas City, Missouri.

The inspiration, attributed to Mother Theresa, was given by Susan Swanson, District L Governor.

Rhonda Green, Division A Governor, read the District's Mission Statement.

The roll was taken and Marilyn Schwartz certified that there was a quorum for this meeting.

Annette Rude reviewed the rules of order for the meeting.

Annette Rude asked if there were any changes or additions to the agenda. Hearing no changes or additions, the agenda was adopted as printed.

The Secretary's report was given by Marilyn Schwartz. She stated that the minutes of the November 20, 2009, District Executive Committee were printed, distributed, e-mailed and posted on the District 22 website. Marilyn asked for any additions or changes. The minutes will be amended with the following corrections:

- Per Pat Barrett, Division T Governor, under the Area Governor reports, the T11 report was presented by Robert Williams and the T12 report was presented by Tawny Shell Navaro.
- Per Steve Hassler, S71 Area Governor, he made no request for club coaches as stated under Progress in the Area S71 report.
- Per Margaret Hodge, Division S Governor, her first name was misspelled under presented by in the Division S report

The minutes were accepted as amended by the above corrections.

Copies of the Midyear Audit report for the period of July 1, 2009 – December 31, 2009, were attached to the agenda. Annette reviewed the report then asked if there were any questions.

Susan Swanson asked if there were more funds coming in after April renewals. Annette explained that there would be but that those funds had to help cover costs for the next Toastmasters International year.

The Midyear Audit report was accepted.

Al Voorhees, District Auditor, reported that the midyear audit was performed by the Audit Committee. The members of the Audit Committee are Al Voorhees, Mark Stegman and Eric Benton. Al reported that the records were well documented. Spending is down and funds are adequate. Questions that were brought up were answered by the Executive. The Audit Committee would like to see both Toastmaster International and District procedures followed, in particular, with requiring 2 signatures, the District Governor and District Treasurer, on all checks. The Executive is looking into eliminating the conference bank account which is the account in question.

The Club Realignment report was presented by Rob Christeson, Lieutenant Governor Marketing. We are creating a 4th Area, Area 24, in Division A. There will be no changes in Division K. In Division L, we are moving the Hospital Hill club to Area 34 and Talk of the Town in Area 34 is disbanding. In Division R, the Bayer club in Area 61 is disbanding.

The final version has to go out at least 2 weeks before the next DEC meeting which will be held April 30th at the Spring Conference. Changes need to be to Rob before April 1st. Annette asked if there was any other discussion on the club realignment. There was none.

Annette Rude, District Governor, presented the District report. Annette recognized Area Governors, Brenda Christenson (Area 44), Ed Marrow (Area 62) and Gloria Hunt (Area 63) with a Toastmasters bag for completing all their club visits. Division Governor, Pat Barrett, received a Toastmaster bag in recognition for all her Area Governors having visited all of their clubs.

As an incentive for the 2nd round, all Area Governors who visit all their clubs that are meeting will receive a High Performance Leadership (HPL) kit. Those that have already completed their HPL will receive a store credit for the same amount, redeemable at the sales table at conference or Toastmaster Leadership Institute.

Annette encouraged Area Governors to inspire our clubs by example and by showing interest in their Area clubs. One way to do this is to give a speech during club visits.

John Mulroy, Lieutenant Governor Education & Training, presented the Education & Training report. For current district statistics, we are at 90% for the minimum number of Competent Communicator (CC) awards. Out of 82 districts in the world, we are 11th for Advanced Communicator (AC) awards, 13th for Competent Communicators and 10th for all leadership awards. This puts us in the top 15 districts in the world for all 3 educational awards. We need to focus on membership numbers to be Distinguished.

Out of 54 District Officers and Committee Chairs, 17 have earned educational awards. The Top 5 District Officers have all earned at least 1. Earn the award and hold it up as an example.

Everyone likes the new format of 2 different breakout sessions for the Toastmaster Leadership Institutes (TLI). We will be taking a hard look at costs as the budget has not been increased in years. There have been 323 officers trained to date. The TLI in Topeka will be held next Saturday. Division Governors need to schedule makeup training but can promote Topeka as make-given to the Division Governors at TLI.

International Speech and Table Topics contests need to be scheduled soon. There is a recommended schedule in the Quick Reference Guide for Area and Division Governors.

District officer elections will be held at the District Council meeting on May 1st at the Spring Conference. Fill out the nomination form if you want to be a District officer to nominate yourself.

The Toastmasters promise is in your manual. John will use it as the theme next year. Start promoting it now.

Rob Christeson, Lieutenant Governor Marketing presented the Marketing report. February 1st started “Talk Up Toastmasters”, one of three Toastmaster International membership contests. The District 22 Membership Contests include Featured Speaker Meeting where you publicize a speaker, have more than 5 guests and receive a Better Speakers series. The Club Ambassador program includes visiting another club in our district, noticing 3 things about the club and sending the form to Rob before April 30th. You can earn extra points for filling a role. Whoever has visited the most clubs will receive a free manual at June Toastmaster Leadership Institute.

There are 12 new club prospects in the district, 2 of which are getting ready to charter.

Only 100 of the 105 clubs in District 22 have paid October renewals. There are 34 clubs at charter strength (up from 28), 39 clubs have between 13-19 members and 35 clubs have 12 or fewer members (down from 41). There are 40 clubs that have completed DCP goal #7 (4 new members) and 10 clubs have completed DCP goal #8 (4 more new members). There are 35 clubs that are eligible for a club coach but only 12 have them assigned. Please help identify coaches for the remaining 23 clubs.

We need to continue our goals for the 2009-2010 year by continuing to work on new club leads. Every club needs to publicize their meetings and have 5 guests per month. All clubs need to meet DCP goals #7 and #8 (4 new members and 4 more new members). The AG Challenge is to pick a club in your Area to help with a PR campaign in February/March. Be a Marketier and help others see the advantage of Toastmasters.

Rob Christeson, Lieutenant Governor Marketing, presented proposed job descriptions for the Assistant Division Governor for Marketing and the Assistant Division Governor for Public Relations. These positions would have specific focus for supporting marketing and PR efforts in a given geographical area. These positions would serve a 1 or 2 year term to help support our efforts to extend the network of Toastmasters in District 22.

Marilyn Schwartz, Public Relations Officer, reported the results of the Club Information Verification project. She sent out an email on January 17th to Area Governors asking that they verify the club information posted on the Toastmasters International website for the clubs in their Area. This would include calling the contact phone number, emailing the club and clicking on the website link to verify that the meeting day, time and location were correct.

One third (8) of the Area Governors replied prior to this meeting. They reported on 30 clubs, 22 of which had current information and 8 of which had some information that was not current. In each case where the club information was not current, the Area Governor had contacted the club to update the information in the Club Business section on the Toastmasters International website and/or correct the information on their club website.

In support of the Club Information Verification project, Marilyn indicated that her “Promoting Your Club” series article in the Gavel for the February issue would be on the importance of having correct club information on the Toastmasters International website.

Annette Rude asked that Area Governors report on their findings for the Club Information Verification project. Division Governors should give a general report.

Reports by Division and Area Governors for T.A.L.K.R.S.:

T12: presented by Tawny Shell-Navarro

Tawny will check her Area clubs’ website and club information. The weakest club is PowerSpeakers. This club has coaches and will possibly be moving their meeting location. This Area is looking to charter new club this month. The Topeka Board of Education and Washburn University are possible new club leads.

T14: presented by Victor Jackson

The Meadowlark website is current. There is no website at HRC. Victor does not know about the other 2 clubs. There is a new club lead with the VA.

Division T: presented by Pat Barrett

Division T expects to have 3 new clubs, maybe 4 by the end of June. The weakest point is Area T13 where Pat is working with the Area Governor. She still expects to be a President’s Distinguished Division.

A23: presented by Dane Dillon

All 5 clubs use FreeToastHost and the information is correct. Area 23 has 1 club who is considering a Club Coach. There has been membership growth in the Area.

Division A: presented by Rhonda Green

There are several clubs in Division A with membership problems due to the massive lay-offs in the Wichita area. Areas A21 & A22 will be Distinguished Areas. Area A23 will be a President's Distinguished Area with the chartering of Cox Communications for which the paperwork has been submitted.

L31: presented by Dan Oas

There are 2 open clubs in Area L31 with current information and 2 closed clubs which have internal websites. All 4 clubs had their officers trained.

L32: presented by Fred Washington

All club information is current. The Area has had membership problems due to lay-offs and meeting attendance down due to work responsibilities.

L33: presented by John DiLeo

All club information on the TI website is correct, however of the 2 clubs that have websites, 1 is current and 1 (Hospital Hill) is not current. FedMasters is out of hiatus and will start meeting this month. They have a new club President whose focus is to increase membership. The club has requested a Club Coach.

Division L: presented by Susan Swanson.

Susan and David Whitner, Division R Governor, are making arrangements for makeup officer training. Division L has a number of clubs that need Club Coaches.

K41: presented by George Long

George needs to check club information. The goal is to be a Distinguished Area. Area K41 has 2 low membership clubs which probably did not have officers trained. George's goal is to get officers trained and have more contestants for the Area speech contest.

K43: presented by Kay Burnett

There are 2 clubs which have current information. There is 1 club that has updated their information after Kay contacted them and 1 club which needs to update their information. There is good membership retention and good membership growth.

K44: presented by Brenda Christeson

Brenda needs to check club information. Area K44 has 2 strong and 2 weak clubs. Membership is good but working on attendance and participation.

Division K: presented by David Jay

David reported that he has a very special team of Area Governors, Special K! There are several strong clubs which are equally divided in the division. There are 8 clubs that did not have at least 4 officers trained. He will work with other Division

Governors on makeup officer training. Their goal is to be Select Distinguished. They need to work on earning more educational awards. Clubs are struggling. There are no new clubs but he wants to focus on making the existing clubs stronger.

R62: presented by Ed Marrow

Cerner PowerSpeak iT and Northern Nights information is current. Ed needs to work with the Ameristar club as they were affected by massive layoffs. The Word Weavers club lost the sponsorship of Bank of America.

R63: presented by Gloria Hunt

Pro-MO and Agmasters had outdated information. Sparkling Waters has current information. Pro-MO is having an Open House on Feb. 16th. Sparkling Waters has job concerns.

R64: presented by Julie Simmons

There are 3 of 4 clubs which have current information. Area R64 has 1 club that is Distinguished already and 2 that will be President's Distinguished. Unity Village had not been meeting. Julie made her club visit and meetings have started again.

R65: presented by Michael Hobbs

There are 2 clubs which have correct information. The other 2 clubs have correct information on their club website but not on the TI website. A Club Coach has been assigned to the Hear Me Out club and they are looking forward to membership growth. Area R65 will be a Distinguished Area.

Division R: presented by David Whitner

It is a "R"adical year in Division R. Northern Nights finally renewed in January but is struggling. R61 is at or above their membership base. Ameristar was hurt by layoffs. The company is looking for a new Training Director which may help the club. Lainie Franklin, Assistant R64 Governor, has launched a Facebook page for Division R. Division R will rally, revive & resuscitate!

S71: presented by Steve Hassler

There are 2 clubs which have current information. The Exact Expressions club has disbanded. Paul McDonald and Martha Hoffman are chartering Lion's Gate Toastmasters this month. Ottawa University is a possible new club lead.

S72: presented by Matt Champ

Information on the TI website is correct except that 2 of the open clubs are listed as closed clubs. There are 2 of the clubs which have both internal websites and FreeToastHost websites. Both internal websites have current information but both FreeToastHost websites are not current. Matt is contacting both clubs. NetworkMasters has disbanded. Talking Heads has a new Coach assigned. Articulators have created a Gmail account for their club contact and all officers have access to the account.

S74: presented by Helen Gebre-Amlak

All club information is current except StateLiners where the President left in January. Helen has visited 3 of her Area clubs already. She is encouraging more members to compete in the Area speech contest and to visit other clubs. She is focusing on membership by giving the “Finding New Members” module on her club visits and 2 of the clubs are having Open Houses.

S75: presented by Kay Franklin

There is 1 club website which needs updating and 1 club is closed. The rest of the clubs have current information. Toastmasters Unlimited needs a Club Coach. The Area is struggling with membership but striving for Distinguished

Division S: presented by Margaret Hodge

S stands for Superior! For Area S73 (Dawna Cape), all club information is current. They are having a demo meeting on Monday, February 8. There are 3 more club prospects including MSU in Joplin and Ozark Technology college in Springfield. On March 1st, Springfield Toastmasters has a 60th Anniversary meeting with their club speech contest.

Annette Rude asked if there was any unfinished business. David Jay asked for clarification on the 2 Marketing positions by asking if there were any educational requirements. Annette said there was not. There was no other unfinished business.

Annette Rude asked if there was any new business.

Deadline for district officer nominations to be received by the Nominating Committee is March 20th. The committee will publish a list of nominees to the district by April 15th. Nominations can still come from the floor at the business meeting at conference on May 1st.

David Jay moved that a committee be formed to review the district website and make recommendations, Rhonda Green seconded the motion. Discussion regarding what people would like to see on the district website included external facing information such as prospective club information posted since it is not on the TI website. Some information is outdated and we could make use of new technology. No more discussion followed, the vote was called for and the motion carried.

If you are interested in working on this committee, please contact Annette Rude.

Annette made announcements. She wanted the Area Governors to be sure to take the Destination Distinguished – May 1st kitchen magnets to their Area clubs. New club information is TI catalog item #123. A copy of the revised reimbursement voucher with the budget codes listed is attached to the agenda. The budget code should be filled in before submitting. Annette will post the form to the district website. Remember to keep working towards Destination Distinguished – May 1st!

John Mulroy reminded us that the Spring Conference is April 30-May 1. The registration form will be uploaded to the district website shortly. The cost is \$125 but there is a 10% discount (\$12.50) if the member has submitted an educational award by April 1, 2010. There is also a 10% discount for early bird registration by April 1, 2010. There is no late fee and no club registration fee. Fill out 1 form per person. There will be 6 educational sessions, 2 sessions available in 3 time slots of 40 minutes each. The educational session presenters include Mike Tuttle, Kay Franklin, and Larry Parke.

The next District Executive Committee will be held on April 30, 2010, during Spring Conference at the Hilton Airport Inn, 8801 NW 112th Street, Kansas City, MO. Voting on club realignment will occur at this meeting. Elections for new district officers will occur at the District Council meeting the next day, May1, 2010.

This meeting of the District 22 Executive Committee was adjourned by Annette Rude.

**Submitted by Marilyn Schwartz
Acting District Secretary
February 22, 2010**