

DISTRICT EXECUTIVE COUNCIL MEETING
GEORGIA TOASTMASTERS
UPS HEADQUARTERS, SANDY SPRINGS, GEORGIA
August 4, 2007

Meeting was called to order at 9:05 a.m. by Joy Lewis, DTM District Governor. Greg Ford, District Sergeant At Arms, led in the pledge of allegiance and read the District Mission Statement.

Roll was called by District Secretary, Mariette Edwards. There were 49 members present which constituted a quorum. Five members arrived after the calling of the roll, bringing the total attendees to 54.

Joy Lewis welcomed attendees, encouraging us to strive for excellence in all that we do and to go beyond the outstanding accomplishments of the "Dare To Soar" team to execute "Excellence in Action".

The agenda was presented, a motion was made, seconded and unanimously passed to accept the agenda.

Approval of Appointments was introduced by Joy who read the changes that have occurred since the beginning of the new Toastmaster year. Motion was made, seconded and unanimously passed to approve the appointments as read.

Minutes of the March 3, 2007 meeting were distributed via email prior to the meeting with paper copies distributed at the meeting. Members read them quietly. Kene Iloenyosi, Division J Governor moved to strike the Division J realignment reference noted in the minutes as incorrect. Motion was seconded and unanimously passed to accept the minutes as amended.

Treasurer's Report, Update on District Budget and Final District Audit for 2006-2007 was delivered by Mark Morrow, District Secretary. Mark distributed the Monthly Treasurer's Report for 5/1-5/31/07 and advised that July numbers should be received from TI by the end of August. He explained that the May numbers show a \$21,813.27 loss from the Spring Conference but that the actual loss was \$849.27 when income from the event reported in the Monthly Treasurer's Report of 4/1/07-4/30/07 was applied. Motion was made, seconded and unanimously passed to approve the Monthly Treasurer's Report as submitted.

Senior Staff Reports

District Governor: Joy Lewis reported on clubs that have not filed their club officers with TI and commented on the importance of reporting. She expressed shock and surprise by the low number of area visits with only 30 visits recorded out of the 252 clubs in the division. Joy recognized Matt Berenson (D-42), Margaret May (G-76) and Jon Martindale (I-93) for completing all visits. Twanda Joseph, Division A Governor noted that she is not receiving division reports from TI. Joy advised that TI told her that they are behind in recording the data. She encouraged more club visits and to complete the club reports.

Lt. Governor Education and Training: Cindy Cannon, DTM reported on the Distinguished Club Program and suggested how even small clubs can achieve Distinguished Club Program goals by doubling up on roles and becoming more active in recruiting new members. Cindy asked that area visits be reported to her. She congratulated Leon Wheeler (A11), Brett Scales (C-35) Wanda Oglesby (D-44), Toni Durkin (G-75), Margaret May (G-76), Andrew Percher (J-3) and Areas 74 and 75 for having seven officers trained in every club in the area. Joy commented that club Presidents and Vice-presidents of Education are often not attending training and that their attendance should be encouraged.

Lt. Governor Marketing: Joy Lewis reported for Theresa Spralling, who was out of town. Joy reported that it is "Smedley time", that period between August 1st and September 30th when clubs are challenged to add five new members. This period is particularly important because new members reported during August can be counted 3x towards the district's dues tallies. This is also an excellent time to charter new clubs as adding new clubs can count their members 3x. Joy also urged attendees to start talking about dues now so they are in by 8/31/07. Clubs should be encouraged to get a debit card so dues can be reported online as it is faster and more efficient. Joy also urged attendees to encourage their clubs to use statements for collecting dues. If members choose to pay their dues in advance for the year, clubs should report only the current dues due and escrow the remaining moneys until the appropriate dues reporting period. This applies to existing clubs only. New clubs can report and pay all the money at once. Otherwise, TI will not accept forward dues. Joy went on to comment on the state of the Club Mentors program, noting that almost no mentors had signed up. Mentors are important to relieve area officers of some of the demands of their role. New clubs with six

or fewer members are eligible for mentors but there is a 60-day window from the charter date for mentor assignments. There is still time to mentor a new club chartered since June, 2007. Existing clubs with twelve or less members are eligible for a club coach.

Public Relations Officer: Roy Ganga asked attendees to read his emails and not to delete them. He went on to introduce the PR contest which includes newsletters, web sites, and media publicity, noting that the emphasis will be on media publicity. He urged attendees to challenge their clubs to get their news on the air especially by leveraging the clubs that are already in the media i.e. Cox. Roy referenced the 2007-2008 Leadership Directory which had been distributed earlier, suggesting that distributing the directory is an excellent reason to contact club presidents for an on-site visit. The Gavel newsletter has been redesigned and Roy felt attendees would be impressed with its new look, which has been changed to encourage more readership. Roy urged us to submit success stories, best practices and good news for publication in The Gavel. The website has also been revised with useless pages deleted and new club resources and area governor sections added. He asked us to stop by the site to see the changes. Roy also suggested how to overcome the challenge of finding contest judges by drawing from attendees and by working across areas and divisions to make sure contest roles are filled.

Division Breakout Session: Joy Lewis set the tone for the breakout sessions noting that membership numbers are going up and reminding us that the goal is 350 for the current year. If every club accomplished its DCP goals, that would mean success for the entire district but it is important to be realistic, too, as we see what excellence we can achieve. Breakout sessions commenced at 10:20 a.m.

Division Reports: Division Governors reported in random order on their organizations' goals and plans for achieving them including their rallying slogan in support of the District's "Excellence In Action" theme. Joy Lewis provided district officers with a balloting form to register scores for the Division Reports contest with the top three divisions receiving recognition and the First Place winner receiving a trophy that will circulate among the divisions each month based on the excellence of their presentations.

Division E: Area Governor David Soule reported for Division E noting their theme is "E is for Excellence". Division E will focus on working on individual clubs with Area Governors traveling to clubs for recognition of new members and award winners and to encourage clubs that meet

once a month to increase the frequency of their meetings. Dave also told us about an Area 51 Speech-O-Rama event for clubs that meet on the same day that is designed to build participation. Area contests took place on the same day. The Division contests and second make-up training will take place on August 18.

Division A: Twanda Joseph reported that Division A's theme is "A+: Making the Grade" and went on to tell us that five clubs are in the charter process. Division A is focusing on motivating members with a primary goal of minimizing single-digit clubs. There are 5 clubs of the Division's 29 clubs that have single-digit membership with a goal of having no clubs in that category by September 30, 2007. Twanda also reported that Ben Hill Toastmasters will be featured on the radio. Details will be announced when available. Division A's contests will be held on August 25th followed by a Division meeting.

Division B: Mabel Ruth reported that Division B's theme is "Bodacious/Bounce Back Division B". Mabel told us that Division B is focused on getting all officers trained with personal visits to clubs to verify officers and enter them online. Make-up training is scheduled for August. She also reported that the division has started using conference calls for its meetings and they have been very effective and that Cindy Cannon, Lt. Governor Education and Training will be participating in a conference call to facilitate brainstorming. Division B has four new club prospects.

Division J – Kene Iloenyosi reported that Division J's theme is "Just Excellence in Action". Kene outlined Division J's goals as including communication through conference calls and bi-weekly telephone outreach, no club below 20 members and to move all bi-weekly to weekly clubs. Division J also plans to celebrate club achievements including birthdays and anniversaries, conduct division-wide events and sponsor Area Governor meetings with spouses. Make-up training will be held on August 9 and August 19. A demo meeting is scheduled for September.

Division I: Tonya Smith reported that Division I's theme is "Innovative and Inspiring". Tonya told us that 90% of the Area visits have been completed and 99% of the officer's lists have been submitted. District and Area Governors are visiting clubs personally. Jon Martindale announced that Division I is forming an Advanced Club that is open to CCs, CTMs, and current or past officers and will be meeting once a month for three hours.

Division G: Lana McFarlane reported that Division G's theme is "Going Beyond Excellence". Lana told us that 63 officers attended Division G's make-up training and that division contests will be held on September 15th. Of the 39 clubs in Division G, 29 have had the minimum required officers trained. Lana was also proud to announce that the division will celebrate a twenty-year club next month.

Division F: Beth Bradley reported that Division F is hard at work on planning the Fall Conference in Augusta and that online registration will begin the week of August 6th. Beth also reported that Division F's contests and make-up training are scheduled and that the division has one potential new club. Beth was also pleased to report the re-charter of the Sears Club.

Division H: Steve Davis reported that Division H's theme is "Find Your Best". He noted that of the 36 clubs in Division H, 19 clubs have had four or more officers trained. Make-up training is scheduled for August 17 and the division plans to take the training to the club when necessary. The Division also plans to reach out to "yellow light" clubs. Steve noted that Division H has two new club prospects, Moxie and a possible new club at Southern Company. He also reported that contests are scheduled and called special attention to the H-83 Area Newsletter published by LaTonya McClain as an example of excellence and a model for others.

Division C: Sabrina Matthews reported that Division C has had 85 officers trained and that the division is only twelve officers away from achieving the minimum. Make-up training is scheduled for August 10th and August 21st. The Division is targeting a minimum of one new CC and one new AC for each club and to increase membership from single digits, encouraging strong clubs to team up with weaker ones to make meetings more effective. Two new clubs are in the queue for charter in August. Division contests are scheduled and Sabrina was pleased to report the division has one new DTM and one new ATM.

Division D: Tony Setser reported that Division D's theme is "Renaissance" with an emphasis on raising up all the clubs in the division through club development, growing and capitalizing on leadership and education. The Division deputized last year's officers to keep their leadership in action. Division D has four new clubs in the works and its contests are scheduled.

Education Updates: Cindy Cannon, DTM Lt. Governor Education and Training recognized returning officers and commented that the District is well positioned to achieve its officer training goals. Cindy went on to explain the "2+2" contest and the "2+4" contest.

Public Relations Updates: Roy Ganga, DTM Public Relations Officer reported that he will be sending out a message on how to submit a press release and how to make it interesting. He encouraged us not to give up but to keep sending them in as eventually they may get picked up. He also advised that Patty Boyce will help to put together a demo kit for new clubs. Roy also suggested that we click on the link for the Division F web site by visiting the district web site. He also reminded us to go to the district web site for information about resources, contests and other information.

New Club Updates: Sharon Jones, DTM Club Extension Chair offered a toast to the first new club of the year. Sharon also described new club and advanced club charter requirements and suggested that we all learn more about the chartering process by printing out the manual available for download from the District web site

Unfinished Business, New Business, Announcements, Time and Place of Next Meeting, Awards, Adjournment: Joy Lewis encouraged us to check the District website which has been changed to overcome past problems. She remarked on the importance of press releases and urged us to look at Roy's message about them. She reminded us that, once a club has requested a coach, it is Joy who makes the appointment. Coaches cannot belong to the club they are coaching at the time they are assigned but may join that club later. Joy presented awards to Matt Berenson (D-42), Margaret May (G-76) and Jon Martindale (I-93) for completing all their club visits. Joy also announced the winners of the Division Presentation contest, awarding the traveling glass star trophy to the first place winner.

Third Place – Division J Governor, Kene Iloenyosi
Second Place – Division I Governor, Tonya Smith
First Place – Division D Governor, Tony Setser

The next meeting was announced as scheduled for September 8, 2007 at 9:00 a.m. at the same location.

There being no unfinished business and no new business, a motion was made, seconded and passed to adjourn. Meeting adjourned at 2:08 PM.

Respectfully submitted,
Mariette Edwards
District Secretary, 2007-2008