**District Director Report**

December District 54 DEC Meeting

Opening Statement:

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# I have a question for everyone… Can you see the path laid out before us—the one that leads to becoming a Distinguished District? It’s not just a vision; it’s a reality within our grasp. Picture it: thriving clubs filled with passionate members, new clubs adding energy to our community, and every member’s goals being achieved through the Toastmasters experience. Together, with clear focus and determined action, we can turn this vision into our reality. So, I ask you again: Can you see it? Because I do—and I know we can achieve it, together.

District Vision and Mission:

I can see this through the following numbers I am going to talk about. 2, 19, 70, 699

* 2 Paid Clubs – we may have started out this year with some work in paid clubs, but the work is showing results. We went down to by 4 clubs in October and today we have come back up. But that is not all, we have 2 clubs in the district that can still help us by us helping them. Progressively Speaking is a club that is not at charter strength right now, but we reach out and help and we will. Bolingbrook Area Chamber of Commerce, one of our most strategically difficult clubs is now back in communication with us and we are excited to be serving this club again. If you are counting that is 2 clubs, but as you heard from the Trio today there is several paths to making up that number, and we are just 2 clubs away from reaching that distinguished requirement.
* 19 Distinguished Clubs – our second requirement I want to talk about is having at least 19 clubs to be a distinguished, or better, club. Last year we met this mark, so I can see our path to achieving this. We will be working with Clubs, Area Directors, and Division Directors to help clubs analyze where they are currently at, and how to reach their own Distinguished status.
* 70 New Members – As a District we have at 125 new members join a club this year! That is an amazing achievement, and if we can continue our efforts to reach at least 70 more new members we will be well on the way to achieving our distinguished status of 1,591 membership payments. We need to continue to promote guest days, open houses, reaching out and promotional efforts.
* 699 Renewal Payments – Our fist round of renewals we had 699 current members renew their membership to a District 54 club. This means they could see the value presented to them and was willing to continue receiving that value. We as a District needs to continue our efforts to remind clubs and club officers to continue to provide that value to their members.
* This is our path to Distinguished. 2 paid clubs, 19 distinguished clubs, 70 new members, and 699 renewals in the next renewal period.

Final Thoughts:

Our success as a district doesn’t depend on one person or one club. It depends on *us*—every member, every leader, and every guest who becomes part of this journey. By focusing on these four key metrics, we can achieve something extraordinary together. I hope I have given you a clear vision on our path to Distinguished. I truly believe we can achieve this. Let’s make it happen!