



Club Growth Director Report

District 54

15 July 2024

Estelle Foster, VC5
224 E 5th St
Pecatonica IL 61063
estelle.foster@thermofisher.com

Marketing Team

Club Growth Director – Estelle Foster
Club Extension Chair – Open
Club Retention Chair – Tom Willison, DTM, PDG
Corporate Relations Chair – Jon Greiner, DTM, PIP
Prison Club Manager – Jon Greiner, DTM, PIP

The Club Extension Chair opportunity has been offered to an experienced and highly qualified D54 member and I am awaiting a response. The above positions and job descriptions are posted on the D54 website. Check out all the positions and contact any member of the District Leadership team if you are interested in finding out more about the opportunity to improve your leadership skills in the coming year.

Club Extension Report

District 54 started the Toastmasters International 2023-2024 year with a base of 50 clubs. The year ended with 44 clubs, although the official numbers are not yet final. Wendy, Tom, Jon, and Gary were all working diligently to add new clubs and we look to keep that momentum going into this new Toastmasters' year.

We currently have 9 club leads and 2 prospective clubs. I want to encourage everyone to keep building new clubs top of mind throughout this new Toastmasters' year.

If you are interested in being a Club Sponsor or Club Mentor, please contact me.

Club Retention Report – Tom Willison, DTM, PDG

There's been exciting progress being made to revive two of our clubs. Joliet Jesters and Logistically Speaking have worked with World Headquarters to become reinstated. I want to thank everyone who worked on getting the clubs reinstated.

Tom summarized some of the ideas mentioned at TLI North for drawing in new members and retaining current ones as well. I'll provide the first two here;

- 1.) For low membership clubs, invite Toastmasters outside your club to give speeches
- 2.) For high membership clubs, reach out to low membership clubs to see if there are open speaking slots on their schedule.

Check out next week's Dispatch for the rest of the fabulous ideas that Tom shared.

If your club has 12 or fewer members and is wanting a Club Coach, reach out to Tom. Or if you are an experienced Toastmaster and you want to help out by being a Club Coach, again reach out to Tom.

Prison Club Report – Jon Greiner, DTM, PIP

We have one prison club in D54. It is located in East Moline, Illinois where it currently has 8 members. The club struggled through the pandemic and has not recovered to full operation since then primarily because there is no club mentor available to regularly attend meetings and help get the club back on track. At this point, they are holding periodic meetings where they conduct table topics with an occasional speech from a traditional manual.

We have plenty of opportunities for new prison clubs in D54 but would need ongoing club mentors for each of those new clubs. Please let Jon Greiner know at greinerjon@aol.com know if you have questions or want to get involved with prison clubs.

Corporate Relations Report – Jon Greiner, DTM, PIP

The current corporate club initiative is focused on better understanding what a large multinational corporation would like to see in the Toastmasters program before Toastmasters could be considered as a mainline supplier of communication and leadership development products and services. An effort is underway now working with Caterpillar, Inc to accomplish the above goal. Things are a bit slow right now due to the recent retirement of Caterpillar's Vice President of Learning and Development. We expect a replacement to be named soon with an accompanying increase in activity in this initiative. Depending on what we learn at Caterpillar, we will move on to other corporations inside D54 to strengthen relations between Toastmasters and the company.

Marketing Plan

We have started to work on the Marketing Plan for the new year.

You may have noticed that so far, there are only 3 people currently on the District Marketing team. We need more people helping out with the work to ensure that District 54 remains a vibrant district within Toastmasters International. If you have any interest in helping us out, please reach out to myself, Tom or Jon. We'd love to have you on our team.