**District Director Report**

August District 54 DEC Meeting

Opening Statement:

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# This month has been JAMMED packed with events. The District Trio all attended District training at the International Convention location in Anaheim, CA. It was a great training, and the Trio learn a lot and we are looking forward to opportunities to move forward this year with District 54. There were also many things that we learned for the future of Toastmasters, the District, and Pathways. Some of those things we can share, and we will plan as a trio how and when we will do that!

# Two things I will share right now. Number 1 – for those that don’t know, because of the regional realignment we now have been moved from Region 5 to Region 4. We also have new regional advisors, Curtis Scroggins and Bettie St. Clair. The Trio got to spend time with both at our training and we are excited to be working with them this year. Number 2 – There was another demo of the Pathway’s system at the convention. I am excited about these changes, and we were told that news of the rollout maybe coming as soon as October. So, when we know you will know!

# In the meantime, there is so much we can focus on. Such as the District Success Plan that the trio will be completing very soon so that it can be posted on our D54 website for review before presenting it for a vote at our District Council meeting next month. We will also be working on the District Budget and posting that out there as well. Also continued training for our Area Directors and Division Directors.

# The most important thing we can focus on is our clubs. We are starting the year off with positive momentum. 32 New Member Payments already this year! If that continues month over month that has the potential of almost 400 new member payments! That could top last year’s significantly! So, I challenge our Area and Division Directors, seek out those clubs that have gained new members and congratulate them with recognition and praise, they deserve it.

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District Vision and Mission:

At the beginning of the meeting, we read the District Vision and Mission statements. Let me take a moment to give some context to both. First the mission statement.

**We build new clubs and support all clubs in achieving excellence.**

What can we do now to support both sides of this mission statement? Well, I mentioned new member payments a moment ago, but there are 2 other numbers that we can encourage.

The first is renewal membership payments. The renewal time frame is now open. Have you renewed your membership? Area and Division Directors, will you help us in reminding our members, leaders, and clubs to consider renewing their memberships? This would also be a great time to also recommend to clubs that they participate in membership surveys to better understand how to serve those that are renewing. Let’s make sure we are helping our clubs achieve excellence!

The second is charter memberships. This is the hardest number we are faced with. That is because this number is all about building new clubs. To be honest, in training we looked at this number and it has been 0 for at least 2 years now! But there is GREAT potential out there in our District. Area and Division Directors, I challenge you to work with Estelle. She cannot be everywhere within our

District, but you can help her see the potentials in your geographical locations. Do you have a large corporation in your area? Do you have community groups that could benefit from Toastmasters? Could you be the first Area or Division Director to brag about starting a new club? Remember we are all D54, and it is going to take all of us to achieve an increase in the charter payments!

Final Thoughts:

Going to the International Convention was an awesome experience. Seeing the 100th year anniversary celebration did one thing, it made me appreciate District 54 even more. In the opening sessions of our training Stefano McGhee, the First Vice President of Toastmasters International, spoke about the spark of Toastmasters originating in CA. I felt compelled to hunt him down and offer a slight correction to his statement. While Dr. Ralph Smedley continued his dream of Toastmasters in CA, the spark came from right here in what would become District 54! We should celebrate that, and let it inspire us to do great things within this District this year!