

## **District Executive Committee Meeting**

**San Marcos, Texas**

**September 10, 2011**

**Call to Order and Welcome Message** – The meeting was called to order at 9:00 AM by District Governor Linda Williams, DTM. She recognized all DEC members who had achieved communication or leadership designations since the DEC training.

**Inspirational Opening** – provided by Chris Villafano, ACG, ALB.

**Reading of District Mission** –read by all DEC members.

**Roll Call, Certification of Quorum** – District Secretary Carol Clark, ACB, ALB, called roll. Twenty-eight of the 53 DEC members were present. Twenty-seven members being required for a quorum, the quorum was met. Five additional members arrived after roll call.

**Adoption of Agenda** –The Agenda was unanimously adopted.

**Secretary's Report** - The minutes of the previous meeting were approved.

**Treasurer's Report** – District Treasurer Heather Diehl, DTM, presented the Treasurer's report. She commented that there was a significant increase in the District reserves to TI. The increase is higher this year because TI is projecting an increase in membership and there also is an increase in dues. TI is using a new internet based accounting system called Intact. The report has been filed.

**Year-End Audit Report** – presented by Susan McClure, ACB, ALS. The report was adopted as presented.

**Presentation and Approval of District Budget for 2010-2011** – District Treasurer, Heather Diehl, DTM, presented the proposed District budget for 2010-2011. There were questions and discussion from the floor. The budget was adopted as presented.

**Approval of Recommended Changes to District 55 Procedures** –Audit Committee Chair Stan See, DTM, and committee member Atheria Scott, DTM were not present. District Governor Linda Williams, DTM, gave the report and pointed out the three recommended changes to the procedures to match the current practice of the district. There were questions and discussion from the floor. District Treasurer, Heather Diehl, DTM moved that the recommendations be approved, and the motion carried.

### **Reports by Senior District Officers** –

**Public Relations Officer Dwayne Windham, ACG CL**, stressed the importance of clubs officers having a working email on file in order to receive the reports from the Senior District Officers. He also requested volunteers to man the booths at the scheduled book fair.

**Lt Governor Marketing Bill Greenham, DTM**, stressed the importance of the Area Governor's getting their club's officers to pay their dues promptly to help the club meet the October 1 deadline;

making area visits, promoting membership and promote coaching and mentoring to the clubs. Rules and/or initiatives for receiving a new banner, the Club Ambassador Program, the Jack Rabbit Dash, the Adopt-a-Club Program, and other membership building incentives are posted on the website.

**Lt Governor Education and Training Sharon Brown, DTM**, presented her report and submitted a handout referencing information on Contests, and club status on Incentives, and Education Awards. She congratulated Michele Durocher for completing her first CC and first CL Award. She brought award ribbons for Area Governors to take to their clubs and present to the members for earning awards.

**District Governor Linda Williams, DTM**, presented a report along with a handout on the DEC Incentive challenges and requirements for the governors and an updated status report on each area. She complimented the group and said they are “growing as leaders”. She requested that club visit reports be submitted as soon as the area governor receives the information from the club officers. She encouraged us to make this a year that counts.

**Fall Conference Committee Report** – Publicity Chair, Michael Johnston, ACG, presented a calendar handout of dates for Area and Division Contests and requested help from the area and division governors to encourage attendance at the fall conference.

**Division/Area Governor Reports** – Division Governor reports were presented in the following order:

*Division F – Barbara Smith, DTM, accompanied by Gregg Sansone, ACB, ALB, James O’Connell, CTM, CL, Tim Williams, DTM, and Alan McNamee, ACB, ALB.*

*Division K – Maria Lopez-Sharp, CC, ALB, standing in for Jean Ramsey, ACB, ALB, accompanied by Mick Normington, ACS, and Adam Preble, CTM, CL.*

*Division H – Susan McClure, ACB, ALB, accompanied by Marie Pier Clarke, CC, CL who presented the report for Michael Joseph and her report as well.*

*Division J – Laura Schleicher, DTM, accompanied by Mack Lindsey DTM, and Adam Schwartz, ACB, CL.*

*Division I – Amy Espinoza, DTM, accompanied by Cindy Cross, ACG, CL, Mark Crider, ACG, ALB, Deborah Arrington, ACG, ALB, Clinton Hahn, ACB, CL.*

*Division G - Mickey Steib, ACS, accompanied by Paul Podschelne, CC.*

*Division L – Chris Villafano, ACG, ALB, standing in for Tim Hackler, ACS, ALB, accompanied by John Boyden, ACS, CL.*

*Division M – Linda Atkins, DTM, accompanied by Lorraine Boyden, ACB, CL and Ken Estes, DTM, standing in for Crystal Dyer, CC.*

**Announcement** – Ken Estes, DTM, bookstore manager, announced that items ordered at the bookstore using D55 gift certificates must not exceed the face value of the gift certificate.

LGM Bill Greenham, DTM, showed an enlarged chart for clubs to record members' progress in the CL Manual.

**Turning Cold Calls into Gold** – Region Advisor Lark Doley, DTM, and Roger, Storer, DTM, presented a role-play Scenario on cold calling to develop leads for new clubs. Handouts were presented.

**Steps to Chartering a New Club** – SA Marketing Chair Deborah Borden, DTM, gave a presentation and submitted handouts on definition of terms, club necessities, dues structure, club chartering timeline, and club officer roles. LGM Bill Greenham, DTM, introduced John Hastings, the Marketing Chair for the Austin South Texas area. Then he held a brainstorming session to gather ideas for helping “struggling” clubs.

The following suggestions were discussed:

The club needs to request a coach and that can be done at the District 55 website, under the title Club Coach Program which is in the Marketing Resource section. There is also a place for people to volunteer as coaches.

We can use our VPPRs and our VP Memberships and maybe coordinate training or telephone communications.

Area Governors should be checking with their clubs to see if they need and want a coach and then the coach will sit down with the club officers and discuss what they need – what the environment is, what the attitudes are, what times they meet, and ask the clubs what they think that they need.

The Moments of Truth is an ideal tool to help clubs and can be downloaded from the website.

Recommendation was made for some joint meetings or assistance from stronger clubs, such as sponsoring a club, or following the procedures of the “Adopt -a Club” program.

An Open House is always a good thing, especially if you have a talented guest speaker, someone who is a draw card.

Discussion held concerning small clubs versus struggling clubs. TLI should incorporate an entity for small clubs and recognize them for their accomplishments. District 55 is doing this with the Texas Two Step Incentive to recognize clubs that have achieved 5 or more points by March, 2012.

**Announcements, Feedback, and Prize Winners** – DG Linda Williams, DTM, announced that Area Governor I-73, Deborah Arrington, ACG, won a Toastmaster Mug for giving the most useful report.

The next DEC meeting will be at 9:00 AM, on January 14, 2012, at First Lutheran Church, San Marcos, Texas.

**Adjournment** – 2:45 PM.

Respectfully submitted,  
(Signed) Carol Clark, ACB ALB, District 55 Secretary