

# District 45

## Annual District Council Meeting



Hybrid  
(Zoom & In Person)

May 27, 2023

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# AGENDA – DISTRICT COUNCIL MEETING

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District 45 Annual Business Meeting  
1 pm ET / 2 pm AT – May 27, 2023  
Hybrid Meeting

Call to Order	Crystal Cobb, DTM District Director
Inspirational Opening	Joe Reid, IP3
Reading of District Mission Statement	Antoine LeGresley, LD1, IP4
Welcome & Opening Remarks	Crystal Cobb, DTM District Director
Credentials Committee Report	Kelley Demers, DTM
Administration Manager's Report	Roxanne Benzel, MS3 Administration Manager
Confirmation of Appointed Officers	Crystal Cobb, DTM District Director
Realignment Report	Jim Kokocki, DTM, PIP
District Leader Committee Report	Patricia MacNevin, DTM
Election of 2023 – 2024 District Officers	
Report of 2022-2023 Audit Committee	Robert McGuire Audit Committee Chair
Finance Manager Report	Sam Boduch, IP1 District Finance Manager
Division Director Reports	5 Divisions - 2 minutes each
Reports by Senior District Officers	2 minutes each
Unfinished Business	
New Business	
Announcements	
Date of Next DC Meetings	TBD Online Meeting
Adjournment	

## MINUTES – SEPTEMBER 17, 2022 DISTRICT COUNCIL MEETING

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Call to Order	District Director Crystal Cobb called the meeting to order at 8:00 AM ET / 9:00 AM AT.
Inspirational Opening	Deepak Nainiappan, Area 1 Director, delivered the inspirational opening and shared with regard to podcasts for millennials, <i>“2 star energy or 5 star energy”</i> .
Reading of District Mission Statement	Elise Thorsen, Area 8 Director, delivered the District Mission statement: <i>“We build new clubs and support all clubs in achieving excellence.”</i>
Welcome and Opening remarks	District Director Crystal Cobb provided welcome and introductory remarks. Crystal also held a reading of Roberts Rules for the meeting.
Credentials Committee Report	Kelley Demers, DTM, reported – quorum has been reached for today’s meeting. Jim Kokocki mentioned that the majority today is based on presence and attendance. Quorum is established at the first of the meeting.
Approval of Minutes from May 15, 2021	District Director Heather Perkins, DTM, PDG, PRA, asked if there were any errors or additions to the minutes from the previous District Conference that was held on May 15, 2021. Hearing none, the minutes were approved as posted.
Administration Manager’s Report	District Director Crystal Cobb asked if there were any errors or additions to the minutes from the previous District Conference that was held on May 14, 2022. Hearing none, the minutes were approved as posted.
Confirmation of Appointed Officers	District Director Crystal Cobb stated that a list of appointed officers was included in the DC report. Crystal identified recent changes: Division B director; resignation of Area 2 Director; Motion to confirm appointment of officer by Sam Boduch, 2nd by Brian Richards. Motion is carried. IPDD moves that the position of Public Relations Manager be changed from an elected position to an appointed position effective the 2023 - 2024 District year.
Audit Committee Report	Angela Stoddart highlights of the 2021 – 2022 Audit Committee Report. Reported no concerns during audit review process. Carol Coolidge, made a motion to adopt the Audit Committee Report, 2 <sup>by</sup> Chuck Barney. The audit committee report is approved as submitted. Motion was carried.

<p>Division Director Reports</p>	<p>Each of the six Division Directors listed below presented a 2-minute report:</p> <ul style="list-style-type: none"> <li>• Marcia Rogowsky, MS1, Division A Director</li> <li>• Jonathan Bohm, DTM, Division B Director</li> <li>• Antoine LeGresley, IP4, Division C Director</li> <li>• Michael Lawlor, DTM, Division D Director</li> <li>• Suzanne Melling, DTM, Division G Director</li> </ul>
<p>Senior District Leader Reports</p>	<p>Lesley Carter – PRM –</p> <p>Tom Macisso reading on behalf of Lesley – several communication tools for District – calendar, newsletter, YouTube, social media accounts. Goal is to strengthen ties between various communication tools. Highlights – new website design, newsletter part of District 45 culture which can be a project, active social media accounts goal to post once a day; survey has been posted for all members of District 45; 77 Day Video Challenge post videos on Instagram to advance public speaking skills by making a video for each of 77 days; looking for social media guru.</p> <p>Club Growth Director Paul Coddington –</p> <p>Campaign to reinstate with waived past due fees and reduced member requirements, goal is to have 3 clubs reinstated; incentives are focused in encouraging clubs to bring in new members; club coach program has been revamped, will pair club coaches with clubs.</p> <p>Program Quality Director Tom Macisso –</p> <p>3 things to concentrate on:</p> <ol style="list-style-type: none"> <li>1) Fall Extravaganza – Nov. 19 – theme “Success Through Networking and Collaboration”;</li> <li>2) Speech contest coming up – Humorous contests to be held this fall, international in spring;</li> <li>3) Peer calls – great success so far this year.</li> </ol> <p>IPPD Heather Perkins –</p> <p>District 45 working on the website content; day of celebration for Oct. 21; working on a leadership development committee; progressing alignment report to provide in May; survey – encourage everyone to complete the survey and encourage club members.</p> <p>District Director Crystal Cobb –</p> <p>Call out for Area Directors; develop District budget, District Success Plan, finalized incentives. Encourage club members to take part in TI events, Track Your Success Sept 1 – Nov. 30 earn points on participating.</p>

District Success Plan	<p>District Director Crystal Cobb reported on the plan to direct the district for remaining of year –</p> <p>Members build through engagement, training and education. Build new clubs around District. Enhance District communication tools, i.e. social media. DSP is a living document, senior leaders will be visiting throughout the year. Will be posted on District website for all to review.</p>
Proposed Budget 2022 - 2023	<p>Finance Manager Sam Boduch, presented the budget for 2022-2023; Sam made the motion to approve the D45 2022-2023 budget as proposed; motion 2<sup>nd</sup> by Heather Fairchild.</p> <p>Question: Donna Accetullo - What causes the lodging expense – in-person training for SLT at the Fall Conference vs. last year when training was on-line, also expecting some clubs will be shifting to in-person, in-person conference has some allowed expenses.</p> <p>Question: Sheila Oranch – observed budget does not allow for PR marketing to the public – Sam indicated there is a small amount allocated for marketing, Crystal explained that marketing falls within Club Growth team. Sheila is happy that there is a line item and will help to market.</p> <p>Sam thanked SLT and others for defining the budget.</p> <p>Paul calls for vote – show of hands for those in favor in passing the proposed budget as present – majority with 52 raised hands; opposed none. Motion is carried.</p>
Unfinished Business	<p>There was no unfinished business.</p>
New Business	<p>IPDD – Heather’s motion for PRM from elected to appointed, 2<sup>nd</sup> by Sheila Oranch.</p> <p>Heather spoke for the motion.</p> <p>Sheila spoke for the motion.</p> <p>Heather Fairchild spoke asking that this appointment is aligned with TI and does not have to change constitution. Heather explained that TI considers the position as appointed position.</p> <p>Brent Jameal question – is appointment for 1 year term – Crystal explained it is a one year appointment.</p> <p>Deb Kumpf – District 31 does have PMR as appointed position.</p> <p>Horace Crozier – if person who is appointed does a great job, will district be allowed to appoint for a 2<sup>nd</sup> year – Heather explained that yes they can be reappointed for one more year.</p> <p>No objections – motion is carried.</p>

Announcements	District Director Crystal Cobb – Track Your Success Club Sept. 1 – Nov. 30 – work with your clubs in this great engagement activity; Peer calls are in the District calendar; Oct. 21 7-9 AT/6-8 ET day of celebration for Toastmasters; Fall Extravaganza – accepting speakers – on-line Nov. 19; Dec. 11 is Holiday Social; All who participated today can get recognized by earning points in Track Your Success
Time and Place of Next DC Meeting	Next DC held at annual district conference May 26-28 during in-person conference at Prince Edward Island at the Broad Royalty.
Adjournment	Motion to declare DC adjourned made by Brent Jameal, 2nd by Tom Macisso to adjourn at 9:07 am ET/10:07 am AT.
Minutes Recorded	Minutes recorded by: Administration Manager Roxanne Benzel, MS3



# REALIGNMENT REPORT

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April 18, 2023

Committee Members:

Chair – Jim Kokocki, DTM, PIP

## Scope of Work

On March 24th I was asked to continue the District realignment work initiated by Heather Perkins, DTM, PRA. I thank Heather for her excellent work. A draft alignment was submitted for consideration to the District Executive Committee (DEC) on April 12<sup>th</sup>. At the April 13<sup>th</sup> meeting of the DEC, the proposed alignment was approved with one adjustment, moving the club at Memorial University in St. John's, Newfoundland and Labrador to Area 17. This club is not included in the current 2022-2023 alignment.

The 2023-2024 alignment will become effective after July 1st, 2023. The enclosed realignment plan reflects the recent loss of a quantity of clubs, and addresses challenges finding volunteer Area leaders.

Please see the Excel file enclosed with this package for presentation of the 2023-2024 alignment.

## Assignment

Realignment committees are tasked with assessing each division and recommending changes to better serve clubs and area directors. Several factors were considered when recommending alignment changes. These included geographic proximity to other clubs, availability of an Area Director to effectively provide service, prospective clubs and other expected growth.

## Key considerations:

- 1) As per policy, at least three Areas per Division
- 2) As per policy, no fewer than four clubs and no more than six clubs per Area
- 3) Geography
- 4) Possible growth and possible loss of clubs in Areas and Divisions
- 5) Changes anticipated by current District leaders
- 6) Strategic focus on benefits for all clubs and members

## Results

This realignment sees:

- 1) The merger of Divisions A and G and eliminating one Area and moving some clubs to different Areas. There will be 5 Areas in the new Division A.
- 2) The placement of Exeter and Winning Speakers from Division A to Division B and reinstating Area 10 while eliminating Area 24.
- 3) The relocation of some clubs in Division C to different Areas and eliminating Area 19. Memorial University club in Newfoundland and Labrador added to Area 17.

## Further Considerations

- 1) As our clubs continue to evolve, some clubs listed may be suspended after the April dues period. District leadership is hopeful that all clubs can be reinvigorated and provide excellent developmental environments for all members.
- 2) The distances may seem to be increased in some Areas but with most clubs meeting either online or using a hybrid format, this challenge is reduced. The geographical size of our District has always meant that there are distances to cover regardless of alignment. While Area Directors are responsible to see that club visits are completed, Area Directors can request assistance from other members in completing some visits.
- 3) Three Divisions will have 4 Areas and one will have 5 Areas. For those Divisions with 4 Areas, 2 contestants can move from Area to Division.
- 4) With four Divisions, 2 contestants from each Division may proceed to the District level contests. This will mean 8 contestants in each contest resulting in more dynamic and interesting District contests
- 5) The elimination of one Division and two Areas will make it easier to fill the leadership position

## Conclusion

This alignment is for the coming year only and will take effect after July 1st, 2023. We should anticipate changes in future years we accommodate new clubs and the possible loss of existing clubs in various parts of the District.

# DISTRICT LEADERSHIP COMMITTEE REPORT

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The District Leadership Committee (DLC) is pleased to provide its Nomination Report of Candidates for the Toastmasters year 2023-2024.

The DLC is comprised of five knowledgeable and experienced D45 Toastmasters, representing each of the five Divisions in our District. Without their assistance, perseverance, commitment, and time, I believe our report of candidates would have several vacancies. The DLC representatives are DTM Deborah Kumpf from Division A, DTM Bill Bruns from Division B, DTM Raymond Savoie from Division C, DTM Karen Caldwell from Division D, and DTM M.E. Lawlor from Division G. Thank you for your service to our District.

The DLC met several times in preparation for seeking candidates and multiple times once the candidate applications were received. Interviews were scheduled and the applicants were questioned relevant to their roles. All committee members participated in the interviews.

The Call for Candidates required three deadlines as the DLC struggled to find candidates. We extended the first deadline of February 12<sup>th</sup> to February 24<sup>th</sup> and closed the nominations. We conducted interviews of the candidates and prepared to advise the candidates of our decisions. On March 24, 2023, Toastmasters International granted permission for us to re-open the Call for Candidates until April 3, 2023. Additional candidates came forward.

The DLC is submitting the following candidates as Nominees for the roles as identified below:

District Director:	Angela Chute, DTM Paul Coddington, DTM
Program Quality Director:	Dawna-Jean Turchon, DTM
Club Growth Director:	Sherry MacDonald, DTM
Division A Director:	No candidate
Division B Director:	Ivona Cookson, MS5
Division C Director:	Dave Stonehouse, IP4, VC3
Division D Director:	Jenny Theriault, MS4, DL2
Division G Director:	Elise Thorsen, IP5, SR3

Under Protocol 9 of Toastmasters International, there are only two roles that will allow candidates to run from the floor, unless they have been interviewed by the DLC. The roles of Club Growth Director (required a minimum of two candidates) and the Division A Director. Potential candidates must provide at least seven (7) days written notice of their

intent to run from the floor at the District Council annual meeting to the District Director, Crystal Cobb.

I thank the Committee members and Crystal Cobb for allowing me to serve as Chair of the District Leadership Committee for District 45. It has been a fulfilling and interesting journey this year. I trust that the District Council members will find the report satisfactory, and they will support the incoming 2023-2024 District Leadership team.

Respectfully,

*Patricia MacNevin*

Patricia MacNevin, DTM, PDG

District 45 Leadership Committee Chair 2023-2024

## 2022 – 2023 AUDIT COMMITTEE REPORT

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### **District 45 Mid-Year Audit**

The Audit Committee met on February 3rd, 2023 and February 7th, 2023 via Zoom.

The following members were present:

- Robert McGuire: Audit Committee Chair
- Ray Savoie: Audit Committee Member
- Sam Boduch: District 45 Finance Manager

The Audit Committee reviewed the receipts and payments for the period July 2022 – December 2022 on the Concur system. The Committee confirmed that there were supporting documents for all transactions and that all transactions were reasonable and accurate. The Audit Committee also performed a policy review by confirming that all transactions were approved by the appropriate district leaders. The audit committee agreed the District followed TI procedures for approvals and kept good records.

April 12th, 2023

Robert McGuire

District 45 Audit Committee Chair

## DISTRICT 45 FINANCIAL REPORT – APRIL 2023

### District 45 Financial Report April 2023

Category	2022 – 2023 budget	Actual to Date (end of March)	Budget end of March	Variance
Membership Dues	27,357.00	12,714.88	23,495.87	(10,780.99)
<b>Total Revenue</b>	<b>27,357.00</b>	<b>13,390.09</b>	<b>23,495.87</b>	<b>(10,105.78)</b>
Education and Training	3,305.00	(521.13)	2,330.00	(2,851.13)
Marketing Outside Toastmasters	2,520.00	0.00	1,770.00	(1,770.00)
Club Growth	2,725.00	(1,750.83)	675.00	(2,425.83)
Public Relations	2,155.00	567.30	2,105.00	(1,537.70)
Recognition	2,280.00	(3,879.58)	690.00	(4,569.58)
Travel	2,593.00	2,763.39	2,192.79	570.60
Lodging	7,246.00	6,336.67	7,245.70	(909.03)
Food and Meals	930.00	1,392.67	930.00	462.67
Speech Contest	300.00	201.34	0.00	201.34
Administration	1,674.00	1,554.61	1,318.00	236.61
Allocation Expense	0.00	801.29	1,025.91	(224.62)
<b>Total Expenses</b>	<b>25,728.00</b>	<b>20,282.40</b>	<b>7,639.97</b>	<b>(12,642.43)</b>
<b>Net income/(loss)</b>	<b>1,629</b>	<b>3,213.47</b>	<b>5,750.12</b>	<b>2,536.65</b>

## NOTES

At the time of this report the District was awaiting update District Financial Reports from Toastmasters International, so the figures shown are based on the best available information.

Our membership revenue is lower than expected, but we expect this to change from March renewals once updated information has been received. We will continue to focus on increasing membership and revenue.

We have a net income so far this year of **3,213.47**, in part due to under expenditures in several areas.

The recognition variance was caused by several incentives budgeted for but not claimed yet. We expect them to be claimed in the latter half of 2023. We plan to expand the incentives to expend more from this line.

The Club Growth, Education and Training, and Marketing Outside Toastmasters variances will be reduced once some of the plans for these areas are implemented in the second half of the year.

The other variances are minimal.

Overall, the District is in good financial shape.

Sam Boduch, IP2

Finance Manager

## REPORTS FROM DISTRICT OFFICERS

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### District Director – Crystal Cobb, DTM

Looking back on all that we have accomplished since July 1<sup>st</sup> – I must say, I am inspired by you. We started off the year strong and have continued to build our clubs throughout the year. Our District Executive Council was able to have in person training to kick off the year and connecting face to face was just what we needed to build strength and connections among the team.

Clubs are growing and looking at hybrid options, members are stepping outside of their club to attend District events and helping others grow. We hosted education events and participated in social events across the district. Our club officer training (TLIs) were well attended with lots of positive comments about the training material presented. We continued hosting Club Officer Peer calls and our Fall Extravaganza educational event.

The district leaders believe connecting with Toastmasters across the district is important and is an excellent way to share best practices. Our Pathways Committee continued this year and delivered presentations each month to help members feel more comfortable with the education program and embrace all that it has to offer. Our monthly webinars were also offered, giving members an opportunity to share skills and learn new ones as well. Toastmasters is about having fun while learning and our Holiday Social gave members an opportunity to kick back and have fun!

The district will be hosting our first in-person conference since 2019 and our Conference committee cannot wait to welcome you to Charlottetown, Prince Edward Island. This will be a chance for us to meet friends who we have only seen in our Zoom box, reconnect with ones we missed, and we can celebrate all our accomplishments to date!

The theme for the year is “Inspire and Celebrate” – a theme that we have been embracing. To date (as of April 23, 2023), we have had 489 Pathways educational achievements submitted. WOW – that is a reason to celebrate! We currently have 12 clubs who have hit distinguished (or above) and it is only April. Clubs have welcomed 418 new members since July 1<sup>st</sup>, this shows that we are sharing the gift of Toastmasters and inviting people to join us!

As we come to the close of the Toastmaster year, I am grateful to my Area and Division directors who put their heart and soul into supporting the clubs across the district, provided training and hosted meetings to keep us connected with you. Stepping into leadership takes commitment and I am so proud of their hard work and dedication this year. Shout out to the Senior Leadership Team who stood by me through tough times and continued to dedicate their time, energy, and talents to supporting our goal to hit Distinguished this year! It takes a village to get the work done and I am so thankful for all the support I have received during my role as District Director. I am excited to see what the future holds for you and our District!



## Program Quality Director – Vacant Role

### Club Growth Director – Paul Coddington, DTM

While District 45 had experienced a decline in membership payments and the number of clubs in recent years, the District figures not only stabilized this past year but have moved positively. The focus for this year's Club Growth team was first to rebuild membership within our clubs and then form new clubs where and where opportunities arise. Since the District Council meeting last fall, we have been successful in both areas.

The club coaching program brought several new club coaches to the team. Five of the ten clubs requesting assistance have coaches whose goals include membership building and reaching distinguished club status by improving participation in the Pathways learning experience. We are actively working to fill all the club requests for a coach.

Toastmasters International finalized the business reports in late April. Four club suspensions were on the April report for non-payment of dues in two consecutive billing cycles, compared to six last year.

The number of semi-annual dues payments to Toastmasters International is on track to exceed last year's figures. The District's incentive programs for club membership seemed to impact that, and we are now in the middle of our final campaign for this year, "*Beat the Clock!*" All clubs should be encouraged to take advantage of the opportunity to help bring us to "Distinguished District" status for the first time in over a dozen years.

The District formed three new clubs since our Fall District Council meeting: Women Changemakers, Toasting Citizens, and Merchants MotorMouths! Two more clubs will charter before the end of the year or just after the beginning of the new year. Thank you to all Toastmasters involved with these five new clubs as sponsors, mentors and participants in demonstration meetings during their formation.

The Club Growth team is working hard to create a foundation to help support and grow membership within existing and future clubs for the years to come. Your help in this effort is appreciated, and your continued assistance is needed.

Respectfully submitted,

Paul Coddington, DTM

## **Public Relations Manager – Lesley Carter, IP3, MS1, EH1**

Communication is the key to having a successful district as well as having successful clubs. By having an active and engaging communication network we keep our members more involved and also attract potential new members.

This year as PRM I continued to strengthen the social media presence of the district and strived to make a strong connection between all our communication tools to ensure consistent messaging. This culminated by having an open line of communication with all club VPPRs as well as all club members to ensure not only the success of the district but the success of all our clubs as well.

I am very happy with my term this year and the accomplishments that we have made as a district. It was a very active year but also a fun one. I enjoyed being Public Relations Manager this year and thank all who supported me as I learned the nuances of social media!

An update on each aspect of the PRM duties is provided below.

### **1. Website:**

The website is one of the most valuable tools that the district utilizes. I am very proud to have completely remade, rebranded and reorganized the District's old website to the one we currently utilize. There has been positive feedback received from this activity. The website has become a valuable tool for members as well as provides a useful experience for potential members. The other public relations tools utilized by the District steer users to the website making it the hub for District 45 information. Announcements regarding upcoming events or important dates are available from the homepage as well as timely blogs and a calendar of events. An interactive map was added which shows the geographical location of all District 45 clubs as well as links to club websites. The website has links to all the various social media platforms used by the District. The website will continue to evolve as website technology progresses and advances. Stay tuned!

### **2. Newsletter:**

The newsletter was produced monthly and stored long-term on the District website. Thank you to all clubs and members for supporting by Newsletter by sending in helpful article ideas and updates from clubs, members and divisions. The newsletter has a direct connection to our other communication tools and teasers about the articles were posted on all social media channels. It has become invaluable for informing people of upcoming events and valuable information that can be found on the website as well as directing members to engage with the various social media platforms utilized by the District. I continue to work towards making the newsletter digital allowing all its valuable information to be accessible and searchable.

### 3. Social Media

A robust posting schedule was adopted this year for all our social media channels. This was supported using the Buffer social media posting application allowing routine posts to be scheduled months in advance. LinkedIn and Twitter had not been actively used in past years however they were both revitalized this year with great success. The overarching social media goal was to post consistently with both relevant District events as well as general Toastmaster recruitment advertisements. All postings were made to Facebook / Instagram / Twitter simultaneously. A relevant article from either the District 45 website or the Toastmaster magazine were made at least once a week to LinkedIn. The main purpose of the social media posts was to direct members and guests to the District 45 website which was the main repository for everything happening in the District. We saw an uptake in post engagements and repostings for all channels.

### 4. YouTube:

I have been actively posting videos on our YouTube channel and sharing them on the Website and our social media channels. I thank all who remembered to hit the “record” button when doing zoom sessions.

### 5. VPPR Peer Meetings:

VPPR Peer meetings were held generally once a month. They were attended by a small but mighty core crew of VPPRs. All sessions were recorded and shared with the entire VPPR group and positive feedback was received from those who could not attend. Each meeting was designed to be dedicated to a learning session/demonstration to teach new skills that VPPRs can use to succeed in their club leadership role (these included Meetup, Facebook, social media scheduling, Canva). One VPPR meeting dedicated to learning the graphic design tool, Canva, was also a monthly educational webinar.

### 6. Meetup

I initiated a district wide Meetup pilot program this year. The pilot was from November to April and supported district clubs having the opportunity to post their meetings on the global application for 6 months. Meetup participation is not free and this allowed the clubs to participate free of charge. Success in using the platform stems from the dedication of the appointed club members to continue to post their upcoming meetings and ensure that their posting is interesting and engaging. We are seeing more and more people attending meetings as a result of Meetup as clubs become more familiar with what is required. I hope the pilot program can be extended long-term after the pilot program is wrapped up.

## 7. TLIs

I participated in all rounds of TLIs providing relevant, modern information for club officer's regarding social media. These sessions were positively received. These were dedicated to not only informing of what social media is to the science behind it, giving the why and how to make social media posts to attract members to your club and provide a valuable resource for club members.

## 8. Canva

I have been successful in the district being awarded a free professional account for Canva using our nonprofit Toastmaster designation. Moving forward, this access will be shared widely with clubs. More to come soon.

## REPORTS FROM DIVISION AND AREA GOVERNORS

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### Division A Director – Marcia Rogowsky, MS1

Hello! Division A consists of 3 Areas and 13 clubs soon to be 14 clubs. A new hybrid club in Manchester is expected to charter in the coming months. Shout out to members from Division A who stepped up and ran a fantastic demo meeting. A poll taken at the end of the meeting showed the 25 attendees were excited to join and form their club. A second shout-out to the leadership of the Toastmasters of Manchester club. They were able to increase their membership to the required minimum of eight and work with TI to reinstate their club.

The clubs are striving to be distinguished. 50% of the clubs have completed four or more educational points, 75% of clubs have earned two administrative points because club officers attended both Fall and Winter TLI sessions, renewals & officer lists were submitted on time, and 50% have earned a new membership point. The clubs are holding their spring Open Houses to help maintain and increase their membership base.

Division A Leadership monthly meetings continue to be well attended with representatives from the majority of clubs in the two unrepresented areas, 12 and 16. I commend the club officers in those two areas for stepping up to assist with Area Level contests and club visits. With their assistance, most club visits were completed when this report was written.

My last shout-out goes to Brian R, the Area 7 Director. He has been my rock this year, stepping up and standing in when needed.

Thank you everyone for a great year.

Respectfully submitted by Marcia Rogowsky

## **Area 7 Director – Brian Richards, DTM**

There are four clubs in Area 7 - Live, Speak, or Die, Toastmasters, Nashua-Hudson Toastmasters, Exeter Speak-Ups Toastmasters, and Winning Speakers Toastmasters. The last three are community clubs and the first is a company club.

Exeter Speak-Ups meet twice a month, with the first meeting online, and the second in person. The other three clubs have hybrid meetings.

All four clubs have at least eight paid members. The focus of three of the clubs has been membership, the fourth club, Live, Speak or Die, Toastmasters currently has 37 members. All clubs engage visitors, it's converting visitors to members that is the challenge. One club is already Distinguished, one club is just one point away from Distinguished, one club will probably reach the point requirement, but still requires at least three new members. The last club is working with TMI to determine why some of their educational awards are not coming through, and are focusing on adding members.

Brian Richards

## **Area 12 Director – Vacant Role**

## **Area 16 Director – Vacant Role**

## **Division B Director – Jonathan Bohm, DTM**

Division B is comprised of 19 clubs from northern Maine to southeastern New Hampshire. These 19 clubs are split among 4 Areas, with about 220 membership payments and 190 members as of the end of March.

Division B's motivated members from 17 clubs have earned 86 educational awards to date, including two Distinguished Toastmasters awards as well as completion of the Pathways mentoring program. Dawna-Jean Turchon and Anna Maria Pochtar Galakis, have completed all eleven paths.

Membership growth remains spotty though generally improving. Several clubs have shifted from online to hybrid or in person meetings, holding promise for increased participation and growth in the months ahead. Division B has a strong marketing effort through a vibrant Facebook page which celebrates every member achievement and keeps members aware of District and Division activities.

There are many strong potential leaders and mentors in the Division's 19 clubs whose efforts could augur well for collective success in the future. With committed, visible and empowered leadership and the enhanced membership, Division B should continue to develop into an exemplar of the Toastmasters program.

**Area 5 Director – Jonathan Metilly – no report submitted**

**Area 6 Director – Vacant Role**

**Area 14 Director – Ivona Cookson, MS1**

Area 14 consists of five clubs; we have one advanced club, a corporate club and three community clubs that all serving different types of members. All of our clubs are in the central Maine area; three meet online and two are hybrid. Our focus has been on quality meetings and club culture, personal educational achievement, and sustainable membership growth. One club has maintained a high success overall in membership, education, administration, and training and two other clubs are gaining the criteria to meet distinguished status. Two clubs are navigating lowering membership numbers but have plans to expand. All clubs are engaging visitors who have expressed interest in membership. Two clubs are aiming for Distinguished status by June 30, 2023. I am encouraged by all my clubs, who are working diligently and have so much passion!

Ivona Cookson

**Area 24 Director – Candace Buell, DTM**

This Toastmasters year has been exciting and trying to say the least. Area 24 consists of five clubs, two corporate and three community clubs. Four of the clubs meet via zoom and one recently started meeting in person. All clubs are struggling with membership and some with solid leadership. All clubs are engaging new visitors and promoting Toastmasters publicly. Our focus has been on membership, education and training. Not all clubs had their officers trained, or attended the TLI's. This has been the struggle with keeping the clubs informed and maintaining solid meetings. It does not appear any club will close, and they will continue to work toward increasing membership. All Area visits have been completed and communications will continue.

## **Division C Director – Antoine LeGresley, IP4, LD1**

This Toastmasters year has had its challenges and successes. Division C consists of all clubs of New Brunswick and PEI for a total of 22 active clubs. The Challenges for Division C are to have more members delivering Pathways Speeches and attract and retain members. Although, we were pleased to welcome a new club joining our Division this year, Women Changemakers.

There is a club, Speak-Easy Toastmasters, who was not active during the last year and will not renew. Few clubs are struggling for membership and they are working hard to get the required minimum of members. Even with low membership clubs are holding fun and productive meetings as the members are engaged in the Toastmasters program.

Club visits were completed the first half of the year with the second half of the year's visits either already completed or scheduled. TL's were well attended by officers as well.

About half of the clubs are having hybrid meetings and the other half meets online only. One club meets in person only. After 3 years online, clubs are comfortable using Zoom.

This Toastmaster year was challenging for the Division Leadership with a reduced team but with the hard work of Area Directors (Madhu Kanji and Horace Crozier) we made it a successful year.

## **Area 2 Director – Vacant Role**

## **Area 4 Director – Vacant Role**

## **Area 13 Director – Vacant Role**

## **Area 17 Director – Horace Crozier, DTM**

Area 17 consists of four clubs; one of which is an advanced club which currently is an on-line club.. Two are community clubs based in Charlottetown (one is on-line and the other is hybrid). The fourth is a closed club (on-line) within the Canada Revenue Agency. It has members from various points in the Atlantic Region. A fifth club unfortunately closed its doors at the end of June 2023,

Most clubs place a strong emphasis on helping members advance through various paths in the Pathways Program. Three members are currently striving to achieve their DTM this year. The Confederation (CRA) club does not follow the Toastmasters program and focuses primarily on Table Topics. It also presents difficulty in ensuring that members' dues are paid by the employer in a timely manner and currently shows as having no paid members.



All clubs in the Area are striving to find additional members as a number of long term experienced members decided not to renew their membership during the 2022-23 year. At least one club is facing the prospect of being suspended if the situation does not change by June 30. Three of the clubs follow the Pathways program and the members are striving to complete various levels. Some clubs have held open houses but have been unable to attract new members as a result.

While three of the clubs actively use social media to promote themselves, there is a need to reexamine their strategies in order to attract more guests and to increase member growth. All clubs have a solid corps of dedicated members who are working hard to increase their membership.

With less than three months left in the current Toastmasters year, it appears unlikely that any of the clubs will achieve Distinguish or better status by June 30.

### **Area 19 Director – Madhu Kanji, DTM**

It gave me great pleasure to serve as the Area 19 Director this year. This is my third time as Area Director, and there has been an opportunity for growth each time. It is good to visit the Clubs and to get to know the members. Each of the Clubs has their own culture and their unique ways of operating. It is especially rewarding to witness the growth in the members and to provide them with the opportunity to further their growth as future Area Directors and District Leaders. It is rewarding to witness the growth of the members when they participate in the Speech contests, both as contestants and functionaries. Thank you to the Members, Division C team and District leaders.

### **Division D Director – Michael Lawlor, MS5, TC5, SR1**

Division D includes clubs based in Nova Scotia. This year the Division has been focused on membership growth, and keeping clubs informed and with engaged members. The Division has had no club loss this year.

The year began with good turnout at the District TLI's, and good representation at District events throughout the year. Clubs in Division D worked hard to recruit new members this year, and navigate the new challenges of hosting hybrid meetings and encourage them to sign up for speeches in the Toastmasters education program. The Division has presented over 100 Pathways level awards this year. While we had a small drop of membership in the Division, The Area Directors have built strong relationships with their clubs in order to provide support and share information.

I could have not done this without the strong, engaging Area Director team of Deepak Nainiappan, Jenny Theriault, and Jane Osemwegie.

It has been a great pleasure and learning experience to serve the members of Division D this year. I look forward in connecting with members in various ways in the upcoming Toastmaster year!

### **Area 1 Director – Deepak Nainiappan, DL4**

Area 1 under Division D consists of five clubs. We have one advanced club, one club hosted at a university, one seniors club and two community clubs. As witnessed Area 1 boasts of varied demographics in its toastmaster membership. Goal has been for 80% of clubs to achieve distinguished status. One club has been maintaining a high membership growth rate throughout the year. Whilst other clubs have been achieving educational goals focusing on training and administration. In terms of meetings modes, we have a varied range where three clubs meeting online, one of them is hybrid and one of them is meeting in person. Clubs who meet online, try to meet in person once or twice a year at a common place. To drive membership growth, clubs host online openhouse where possible. One of the clubs require coaching support. I am constantly amazed by the Toastmasters spirit which exists in each of the club, regardless of where they meet and interact. Their focus on making Toastmasters experience second to none is yet another reason being the Area 1 director of these five clubs gives a reason to be inspired and celebrate their success.

### **Area 9 Director – Jenny Theriault, MS3**

Area 9 consists of five clubs; they are all community clubs that serve different types of members. All clubs are in Halifax Regional Municipality (HRM). Two of the clubs are online with mostly local, but some non-local membership. One club is a hybrid club, and the other two clubs are currently alternating one week in-person, one week online. Our focus has been on membership growth, quality meetings, and educational achievement.

One club has maintained a high success overall in membership, administration, and training. Two clubs are motivated, have a strong core and club officer teams, have quality meetings and a club culture supportive of learning, but are struggling to reach membership requirements for the DCP. Two clubs are struggling with lower membership and quality meetings and both would be excellent candidates for a club coach.

All clubs are engaging visitors who have expressed interest in membership with varying degrees of success moving guests into members. Two clubs are aiming for Distinguished status by June 30, 2023 if they are able to reach the membership goal. There is no lack of motivation or commitment from Area 9 members and officers and by prioritizing membership goals they will be in good standing moving forward.

## **Area 11 Director – Michael Lawlor, MS5, TC5, SR1**

Area 11 has 6 clubs. It includes five community clubs and one Advanced Club. Two Clubs are located in the Halifax Area, three clubs are located in rural Nova Scotia, and the advanced club is an online only club. Membership growth has been a challenge for all clubs in the Area, but all clubs are in good standing. Each club received Area Director visits.

East Hants Toastmasters and Yarmouth Toastmasters has achieved 4 goals in the Distinguished Club Program. Annapolis Valley Toastmasters has a great hybrid meeting location and engages all members at every meeting. Dartmouth Toastmasters is rebuilding their membership but club meetings have lots of energy, and participation. Halifax Toastmasters @ SMU is an engaging, fun club that regularly celebrates the achievements of its members. East Coast Online Advanced Toastmasters is a dedicated club that celebrates the achievements of its members and is growing its base beyond the geographical boundaries of the Area, while still remaining a strong club in the District.

As Area 11 Director, I held regular successful Area Council meetings for Area members to collaborate with each other on troubleshooting issues, and often invited club officers from other Areas to participate.

I would like to thank the District for giving me an opportunity to further assist the greater confidence and growth of all Area 11 members.

## **Area 18 Director – Jane Osemwegie, DTM - no report submitted**

## **Division G Director – Susanne Melling, DTM**

What a difference a year makes. Although the struggle with membership is not over the situation has improved greatly in a year. Many clubs in Division G have Hybrid meetings and this has helped to increase membership, not only in-person but with members where distance was an obstacle.

Attendance at TLI has increased with many clubs sending a full slate of leaders.

Area 8 Director Elise Thorsen and Joe Reid of Area 20 have worked with clubs to increase communication and focus on membership and educational goals. The focus on education is with new members being immersed in Pathways immediately and solid mentorship to help guide members. As well, encouraging members to complete Path's.

The 2<sup>nd</sup> Area Director Club Visits will be completed for all clubs by the end of March. Early completion has enabled Area Directors to work with clubs early to help achieve Distinguished.

Participation in Speech Contests has been less than stellar. It has been a struggle to recruit contestants as well as all functionaries. Division G will have representation at the district level.

I would like to thank Elise Thorsen (Area 8) and Joe Reid (Area 20) for their commitment to Division G in helping club members and their Areas achieve their Distinguished goals. Their dedication and support have truly been appreciated.

## **Area 8 Director – Elise Thorsen, IP5**

Area 8 consists of four community clubs and one corporate club in northern Vermont. All club meetings in the area can be attended virtually. Additionally, three clubs have shifted to hosting hybrid meetings once a month; I would like especially to praise the professional setup and energizing atmosphere of the joint Champ Masters/Toastmasters of Greater Burlington hybrid meeting. Many thanks to the two Toastmasters who have donated space and resources to make the two hybrid meeting spaces in Area 8 possible. While most of the Area's clubs have not yet achieved the net growth to qualify for the distinguished program, four have grown and successfully recruited new members. Club programming throughout Area 8 features Pathways projects, although recording project achievements at TI is sporadic, dragging on progress toward Distinguished status. Altogether, however, Area 8 club officers are committed to quality, educational experiences for our members and I am grateful to have worked with such a team this year.

## **Area 15 Director - Susanne Melling, DTM**

Area 15 consist of 5 clubs, two corporate, three community with one of the five in suspension. One club is in Brattleboro Vermont with the remainder in southern New Hampshire.

All clubs meet with a Hybrid format.

One club will achieve Presidents Distinguished with two clubs set to achieve Distinguished by the end of the year.

All clubs have worked on increasing membership and have exceeded last year's membership.

Many of the clubs in Area 15 promote their clubs through special events. Area 15 has a strong core of long-term members which helps in mentoring new members.

Thank you to all members of Area 15 for your commitment to your clubs and the Area.

## **Area 20 Director – Joe Reid, IP3**

Area 20 includes four community clubs that span central Vermont to central New Hampshire, and up to northern New Hampshire. The large area is easily covered with the ability to attend meetings virtually. Throughout the Area members are exposed to a variety of meeting venues – White Mountain Toastmasters has been hybrid for more than a year, Toast of the Valley and North Country Toastmasters are diving in to in-person and hybrid meetings, and the Rutland Toastmasters is online only for now. The added option of hybrid and in-person meetings will be attractive for new members and previous members. The online meetings will continue to attract members from a more diverse geography. The clubs have adopted a twice a month meeting schedule.

All four clubs have sent contestants to the 2022-2023 Area 20 Speech Contests. All four clubs will have sent contestants on to the Division G Contests as well.

Meeting the membership goals is an ongoing challenge for the clubs across the Area, and will remain a focus for the remainder of the Toastmaster Year. A strong publicity and new member recruit effort to end the year will help the clubs achieve their goals.

## NOTES

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