



# District 85

# 5-Year Forecast

# July 2012-June 2017

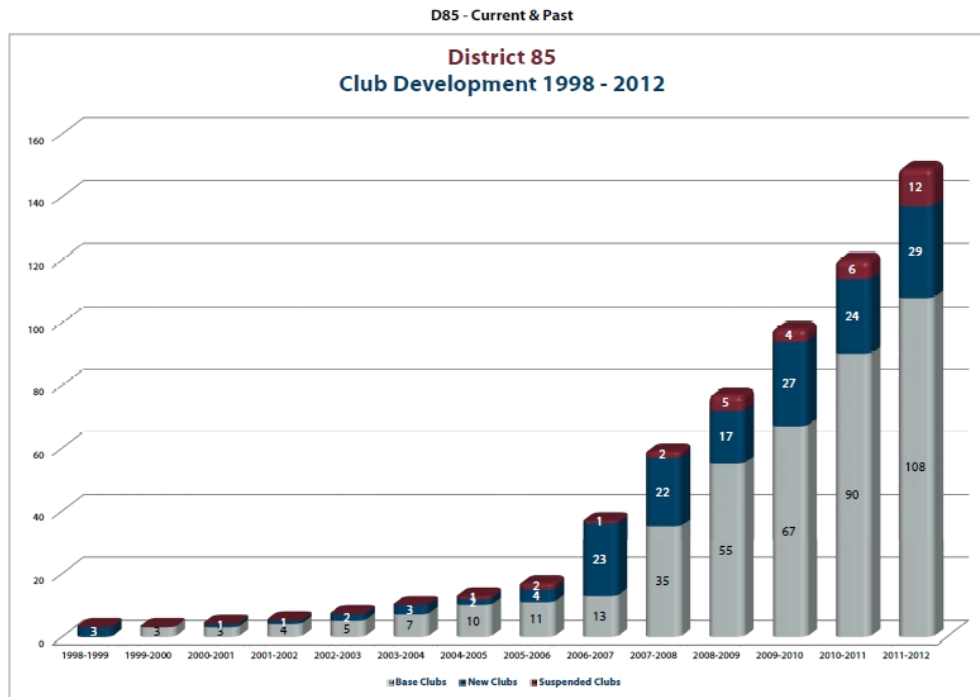
District Governor: Susan Zhou, DTM

Aug. 14, 2012

# President Distinguished District Split in 5-year

with

**Distinguished Members,**  
**Distinguished Leaders, &**  
**Distinguished Clubs**



# Young & Great Potential

## Strength:

Young, Aggressive  
members & leaders

## Opportunity:

Great potential, new club  
develop fast, getting popular  
in corporate

**Where We  
Are Now**

## Weakness:

Corporate club growth,  
member retention, lack of  
experienced leader

## Threat:

Dying club, losing member

# Distinguished Members, Leaders & Clubs

## Distinguished Members

**Micro Movie:** Promotion

**Crazy ACor:** AC meeting & speech marathon

**Leadership Forum**

**LEAD** for District Leaders

## Distinguished Leaders

**Weekly:** Top 6 Call

**Monthly:** Business Review

**Bi-monthly:** Division Review

**Leadership Trainings**

## Distinguished Clubs

**COT:** Club leaders

**DCP:** Member Achievement

**MOT:** Club Success

# 20% Annual Increase

