



WHERE LEADERS ARE MADE

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## Division A Area Director Conference Call

Wednesday January, 9<sup>th</sup> 2019

7:30pm to 8:30pm

**Call-in #: (605) 475-4055      Access code: 456285**

Agenda:

Welcome, overview of the agenda, Area Director reports and then closing Division business

Attendance.....

Review of Timing Rules for reports..... 5 minutes (green), 5:30 minutes (yellow) & 6 minutes (red)

Area Director Reports (please include the following) – each Area Director will be asked to give their report in order

Where are you with your Area Contest progress? Please ensure you send me the names of your Contest winners via the “Notification of Contest Winner Forms” for each contest and from each Area. (that’s 3 forms from each Area Director)

**Contest prep is underway: We still are looking for a few people to fill roles but expect to have them filled within the next two weeks after I complete my first round of club visits. Once the contest is complete and we have winners, I will provide the Division Director with the appropriate forms.**

If you have a club in your Area under 20 members, is there a plan in place to increase their membership? Please talk about any plans/prospective plans and club’s goals for membership level. i.e. Club X hopes to increase membership by 5 by (time).etc.

**I have two clubs with only ten members. One club (CSC) has been doing a lot of outreach to neighboring businesses and friends. As a result, they have seen an increase in visitors who seem interested in joining. They have a contact plan in place to continue following-up with these guests. The other club (AZ) has not had the same response to their low attendance. Also, they are a corporate club in a corporation that is slowly decreasing in size in Wilmington. One opportunity that I see on the horizon is that other businesses will begin to occupy spaces in AZ which might offer them an opportunity to increase membership if they are able to make this an open club.**

**Additionally, I am working with my clubs to implement that Club Growth Road Map that I shared with everyone at our last meeting. This club growth tool is something for all clubs to use- not just the small clubs.**

**I have another club (DESEAA) that has 19 members; however, they are confident that they will not only have 20 members but they believe they will achieve 10 out of 10 goals.**

TLIs are coming up, what are you doing to encourage clubs to attend?

**This month, I am meeting with my clubs twice. Once at the Officers only meeting and once at a club meeting.**

**During the Officers only meeting I plan to share all the hot topics that should be at the forefront of the mind of the officers and members in general.**

Talk about how your fellow Area Directors, Division Directors or District Officers can assist you.

**At this time, I have suggested to my club officers to visit other clubs to see how they operate and share what works for them. I think this might be a good idea for all our clubs. Additionally, this provides another resource for speeches, if a club doesn't have enough speakers or members.**

Closing Director business:

Division A Contest: March 16<sup>th</sup>, 2019 at WilmU Toastmasters in New Castle, DE. Registration link to follow.

If you have not done so already, please ensure you submit your Area contest dates to the District 18 Calendar including the registration link. Please do this a.s.a.p. **My Contest date and registration link is currently showing on the District Calendar.**

The TLI with Pres Vasilev was a great success. 60 attendees, over 40 of which were Club Officers.

Winter TLIs – listed below.....

Here are the Eventbrite links for the January 23, January 26 and February 2 TLIs.

1/23/19 (just added)

<https://www.eventbrite.com/e/toastmasters-district-18-winter-12319-tli-training-tickets-54039736306>

1/26/19

<https://www.eventbrite.com/e/toastmasters-district-18-winter-12619-tli-training-tickets-53462580016>

2/2/19

<https://www.eventbrite.com/e/toastmasters-district-18-winter-2219-tli-training-tickets-53464530851>

The Spring Conference will be held on Friday, 4/12 & 4/13 at the Sheraton in Towson, MD. A repeat ask, 2 members from each Division are needed to help during the conference. Please share with your clubs for 2 volunteers (more than 2 would be better) to help at the conference. Please let Cristol Johnson know if anyone is able to help at [pqd@toastmasters-d18.org](mailto:pqd@toastmasters-d18.org) or Karen Bailey at [kbailey715@comcast.net](mailto:kbailey715@comcast.net) or Carmen Lee-Pow at [carmenleepow@hotmail.com](mailto:carmenleepow@hotmail.com). **I believe this request is for two volunteers from each Area not each Division. Below is an excerpt sent by Karen Bailey on 14 Nov 2018.**

Dear Division A Area Directors,

As per our Division A Council Call this evening, our District 18 Director has provided the contact email of the District 18 Spring Conference Chair, Karen Bailey. The ask is that each Area provide AT LEAST 2 members, in each Area, to physically help at the Conference. Please have your Area volunteers contact Karen directly. Karen's contact info is [kbailey715@comcast.net](mailto:kbailey715@comcast.net)

Area Success Plan – Please forward me your updated Area Success Plan. Especially if there is a recent update to your plan. Please include what's working well and what needs to be improved. There should be an emphasis on building membership if nothing else. I need yours a.s.a.p. in order to submit mine by 1/15/19 to the TRIO. **My Area 11 Success Plan is attached in this email.**

For the 2<sup>nd</sup> half of the year, I ask that each Area Director consider doing an extra visit, aside from the "official" visit, to clubs that may be struggling and/or clubs that have a potential to falter. If nothing else, than to reinforce you are a resource. **I will be visiting twice this month and again later in the year.**

Q&A