

**District 15 District Council
September 18, 2021**

District Council = Club Presidents, Club Vice Presidents Education, Area Directors, Division Directors and the District Executive Committee

District Executive Committee = District Public Relations Manager, District Administration Manager, District Finance Manager, Club Growth Director, Program Quality Director, District Director

Agenda

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Toastmasters International/District Mission

Mission, Values, and Envisioned Future

The mission statement, the value statement, and envisioned future succinctly express the function of each organizational unit.

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

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

Club Mission

We provided supportive and positive learning experience in which members are in empowered to develop communication and leadership skills, resulting in greater self- confidence and personal growth.

Toastmasters International Values:

Integrity

Respect

Service

Excellence

Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

District 15

District Council Annual Business Meeting Minutes, April 29, 2020

Come to order by District Director Annette Krause, DTM.

Agenda is presented and adopted with no objection.

Officials for the meeting

- Maria Cervantes, DTM, Program Quality Director, monitoring chat for any questions or motions. Maria is a member of HP Speakeasies.
- Trevor Nelson, DTM, Club Growth Director, monitoring Time. Trevor is a member of More Toasting, More Doing

Credentials Committee report by Lori Welter, DTM, member of Box Elder.

- 81 eligible clubs in the district, 2 votes per club. 54 clubs need to be represented, only 31 are represented and quorum has not been met.

Presentation of the past meeting minutes and adopted with no objection.

Presentation of the 2021 District Leadership Committee’s report by IPDD Kris Provant, DTM.

The District Leadership Committee submitted and approved the following District leader nominations:

Position	Nominee
District Director	Maria Cervantes
Program Quality Director	Trevor Nelson
Club Growth Director 1	Sarra Idehen – Must run from the floor because of TI policy
Club Growth Director 2	
Division A Director	No nominees
Division B Director	Jimmy Bell – Must run from the floor
Division C Director	Shelly Belflower
Division D Director	Bonny Armstrong
Division E Director	Marisa Whittington
Division F Director	No nominees

Presentation of the District alignment by Sarra Idehen, MS4.

No questions presented

Presentation of voting procedure by Maria Cervantes, DTM Program Quality Director. Since quorum has not been met, voting will occur with Election Runner over the next 7 days via email.

Meeting adjourned with no objection by District Director Annette Krause, DTM

District Budget

	District #:	15	Budget Currency:	USD	Fiscal Year	2021-2022											
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total				
Membership Dues Allocation	284	778	7,023	2,587	638	240	487	1,142	5,381	2,536	534	865	22,495				
Conference revenue	-	-	-	-	-	-	-	-	-	-	3,750	-	3,750				
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-				
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-				
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-				
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-				
Total revenue	284	778	7,023	2,587	638	240	487	1,142	5,381	2,536	4,284	865	26,245				
TI Allocation Expense	94	94	94	94	94	94	94	94	94	94	94	94	1,128				
Conference expense	-	-	-	-	-	-	-	-	-	-	3,750	-	3,750				
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-				
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-				
Marketing Outside Toastmasters expense	-	-	-	-	-	-	2,200	-	-	-	-	-	2,200				
Recognition expense	-	100	-	140	1,489	-	225	40	100	50	-	2,355	4,499				
Club Growth expense	-	-	1,440	360	662	860	330	60	1,372	50	315	2,152	7,600				
Public Relations expense	100	205	-	-	25	-	50	25	100	100	25	-	630				
Education & training expense	-	-	-	750	-	-	-	-	-	1,315	225	312	2,602				
Speech contest expense	-	-	475	-	-	-	-	-	475	-	-	-	950				
Administration expense	-	-	563	150	150	150	150	150	275	150	150	150	2,038				
Food and Meals expense	-	-	300	-	-	-	-	-	-	-	-	-	300				
Travel expense	-	-	-	-	-	-	-	-	-	-	-	1,150	1,150				
Lodging expense	-	-	300	-	-	-	-	-	-	-	-	-	300				
	100	305	3,078	1,494	2,420	1,104	3,049	369	2,416	1,759	4,559	6,213	27,146				
District net income/(loss)	184	473	3,945	1,093	(1,782)	(864)	(2,562)	773	2,965	777	(275)	(5,348)	(620)				

<p>We, the undersigned, certify that this budget and narrative cover estimated receipts and expenditures for the district year. This budget directs the financial resources entrusted to the district toward achieving the district mission and will be presented to the district council for approval at its next meeting.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><u>Break even</u></th> <th style="text-align: right;"><u>Revenue</u></th> <th style="text-align: right;"><u>Expense</u></th> <th style="text-align: right;"><u>Net</u></th> <th style="text-align: left;"><u>Policy</u></th> </tr> </thead> <tbody> <tr> <td>Conference</td> <td style="text-align: right;">3,750</td> <td style="text-align: right;">3,750</td> <td style="text-align: right;">-</td> <td>Meets Policy</td> </tr> <tr> <td>Fundraising</td> <td style="text-align: right;">-</td> <td style="text-align: right;">-</td> <td style="text-align: right;">-</td> <td>Meets Policy</td> </tr> <tr> <td>District Store</td> <td style="text-align: right;">-</td> <td style="text-align: right;">-</td> <td style="text-align: right;">-</td> <td>Meets Policy</td> </tr> <tr> <td colspan="5"> </td> </tr> <tr> <th style="text-align: left;"><u>Minimum Expense Type</u></th> <th style="text-align: right;"><u>Expense</u></th> <th style="text-align: right;"><u>%</u></th> <th style="text-align: left;"><u>Policy</u></th> <th></th> </tr> <tr> <td>Marketing Outside Toastmasters</td> <td style="text-align: right;">2,200</td> <td style="text-align: right;">9.8%</td> <td>5.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td colspan="5"> </td> </tr> <tr> <th style="text-align: left;"><u>Maximum Expense Type</u></th> <th style="text-align: right;"><u>Expense</u></th> <th style="text-align: right;"><u>%</u></th> <th style="text-align: left;"><u>Policy</u></th> <th></th> </tr> <tr> <td>Education and Training</td> <td style="text-align: right;">2,602</td> <td style="text-align: right;">11.6%</td> <td>15.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Marketing Outside Toastmasters</td> <td style="text-align: right;">2,200</td> <td style="text-align: right;">9.8%</td> <td>10.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Club Growth</td> <td style="text-align: right;">7,600</td> <td style="text-align: right;">33.8%</td> <td>15.0%</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Public Relations</td> <td style="text-align: right;">630</td> <td style="text-align: right;">2.8%</td> <td>10.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Recognition</td> <td style="text-align: right;">4,499</td> <td style="text-align: right;">20.0%</td> <td>20.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Travel</td> <td style="text-align: right;">1,150</td> <td style="text-align: right;">5.1%</td> <td>25.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Lodging</td> <td style="text-align: right;">300</td> <td style="text-align: right;">1.3%</td> <td>15.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Food and Meals</td> <td style="text-align: right;">300</td> <td style="text-align: right;">1.3%</td> <td>15.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Speech Contest</td> <td style="text-align: right;">950</td> <td style="text-align: right;">4.2%</td> <td>5.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Administration</td> <td style="text-align: right;">2,038</td> <td style="text-align: right;">9.1%</td> <td>10.0%</td> <td style="text-align: right;">0</td> </tr> <tr> <td>Total Membership Dues</td> <td style="text-align: right;">22,495</td> <td style="text-align: right;">100.0%</td> <td></td> <td></td> </tr> </tbody> </table> <p style="color: red; font-size: small;">One of the expense categories is over the policy max. Please review and adjust appropriately.</p>	<u>Break even</u>	<u>Revenue</u>	<u>Expense</u>	<u>Net</u>	<u>Policy</u>	Conference	3,750	3,750	-	Meets Policy	Fundraising	-	-	-	Meets Policy	District Store	-	-	-	Meets Policy	 					<u>Minimum Expense Type</u>	<u>Expense</u>	<u>%</u>	<u>Policy</u>		Marketing Outside Toastmasters	2,200	9.8%	5.0%	0	 					<u>Maximum Expense Type</u>	<u>Expense</u>	<u>%</u>	<u>Policy</u>		Education and Training	2,602	11.6%	15.0%	0	Marketing Outside Toastmasters	2,200	9.8%	10.0%	0	Club Growth	7,600	33.8%	15.0%	1	Public Relations	630	2.8%	10.0%	0	Recognition	4,499	20.0%	20.0%	0	Travel	1,150	5.1%	25.0%	0	Lodging	300	1.3%	15.0%	0	Food and Meals	300	1.3%	15.0%	0	Speech Contest	950	4.2%	5.0%	0	Administration	2,038	9.1%	10.0%	0	Total Membership Dues	22,495	100.0%		
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District Director		Date
Program Quality Director		Date
Club Growth Director		Date
Finance Manager		Date

Officers to be Confirmed

- District 15 Director Maria Cervantes
- Program Quality Director Trevor Nelson
- Club Growth Director Sarra Idehen

- Finance Manager Courtney Carlovsky
- Public Relations Manager Paige Ishii
- Division A Director Jeff Jensen
 - Area A1 Director Lisa Johnson
 - Area A2 Director TBD
 - Area A3 Director TBD
- Division B Director Jimmy Bell
 - Area B1 Director Tony Derricott
 - Area B2 Director Donnie McKay
 - Area B3 Director Anita Janis
- Division C Director Shelly Belflower
 - Area C1 Director Nancy Jarvis
 - Area C2 Director Jaysee Jimenez
 - Area C3 Director Sun Yong Kim-Manzolini
- Division D Director Bonny Armstrong
 - Area D1 Director Keith Tondro
 - Area D2 Director Meta Joles
 - Area D3 Director Debbie Sebek
 - Area D4 Director Kandi Kutkas
- Division E Director Marisa Whittington
 - Area E1 Director Lindy Kirby
 - Area E2 Director Jorge Ramirez
 - Area E3 Director TBD
- Division F Director Candi Finch
 - Area F1 Director Sandra Savage
 - Area F2 Director Elizabeth Williams
 - Area F3 Director Annette Krause

District Director “State of the District”

Maria Cervantes, DTM

Writing the state of the district meant different things to me as I thought about what should I report/write? What would help the members understand our district’s needs? Because the district has needs, just as you have needs as a Toastmaster on your journey. As you work towards your goals, I would invite you to remember why you joined Toastmasters and how you are advancing towards that “why”. As you advance towards your “why” you elevate your club, your area, your division, and the district.

To help you on your journey, my first ask is to support your clubs(s) by taking club roles and helping with club events, be a mentor and example for new members by engaging in Pathways, and supporting your district by volunteering in district events and district committees. I have been told that the district can depend on “the usual suspects” to help out, but why should it be like this? The district should be supported by all members. Do you have an hour a week, a couple of hours a week, few hours a month, or several hours month to donate to your district? If you do, we could really use your help! The success of the district should not be on the shoulders of a few, but all members, as they are able to help.

There may be times where you want to throw up your hands and think, why doesn’t the district do this or that? Why did we do it this way or that way? The district leadership works as best as we can with the resources we have, that is our constraint. If we, as Toastmasters, want more out of our Toastmasters journey within this district, then help us get there.

I understand that there will those who will disagree with our approach or methods and that is ok. If you have a different way, tell us about it and help us try a new way. Be part of the team who tries. The worst thing that can happen is that we fail, but we will learn and try again with that knowledge.

There are future leaders and excellent communicators among you, there are those who want to lean in to building a better and stronger district, now is the time to raise your hand, to speak up and say, “I want in on this journey. I want to be part of the success of District 15!”

Program Quality Director (PQD) “State of the District”

Trevor Nelson, DTM

For this year as Program Quality Director, my personal theme for this position in the District is to “Build Better Clubs” as was our theme during our first Toastmasters Leadership Institute (TLI) and Club Officer Training. I think we all can agree that the COVID-19 pandemic has had a major impact on many of the Clubs throughout our District. Unfortunately, over the course of last year, we lost many Clubs, lost even more members, and effectively saw a decrease in overall activity as we moved from in-person to mostly virtual meetings. While some clubs are moving back to in-person, while others are staying virtual, and some are even experimenting with hybrid, the 2021-2022 Toastmasters years is one where we have an opportunity to focus on the fundamentals of *building better clubs*.

What are these fundamentals you may ask? Well, I believe what Toastmasters has provided to us in the Distinguished Club Program is a perfect example of these basic focuses a Club can have to be successful. Now, am I saying every Club should reach Distinguished this year?! NO!! I know that may be very difficult for some Clubs to accomplish during these unusual times. However, as all Clubs are capable of having a Club Success Plan, which will help as a guide to *building better clubs*, everyone has the opportunity to do their part in lifting their own Club(s), their Area, their Division, and overall the District to a better place.

Educational Goals

Do you have a personal goal for yourself on how many speeches and/or Levels you want to pass off during the year? Do you know where others in your Club stand in passing off their speeches/projects/levels? Does someone need to do an HPL or a DTM project where you could help and also pass something off? Could you volunteer in a District committee and use that as a Level 4 Level 5 project? When it comes to Pathways, there are a multitude of possibilities in how members can contribute to their Clubs and their own personal development. I’m a firm believer that everyone should be able to give at least one speech a month, which means that every member could at least earn a Triple Crown (passing of 3 levels during a Toastmasters year). Imagine how strong a Club would be, as far as educational goals go, and imagine how engaged and active all the members would be!! Whether you’re a Club officer or not, please make sure your Club has a Club Success Plan, as everyone can do their part! Don’t forget, speech contests are also a GREAT opportunity to see the progress that you have made with your speeches, by putting your skills to the test!

New Members

There are a few efforts, from a District perspective, that we’re looking at in efforts to help strengthen new members and possibly bring additional new members into our Clubs. From a District-wide new member orientation, to locally-based publicity on public transportation (i.e. the UTA system throughout Utah), to a District membership to Canva (ability to custom make PR-related materials), we’re continually looking for new ways the District can support membership building efforts! What membership building efforts does your Club have?! Does your Club have a social media (Facebook, LinkedIn, Instagram, etc.) site where interested people can interact with active members? As we’ve moved in a more virtual world, has your Club been able to adjust their PR efforts to still make your Club visible within the community? Within the first two months of the 2021-2022 Toastmasters year, the District has welcomed 38 new members, with one Club in particular, leading the way with FOUR and many more right behind them with three each! It IS possible to still welcome to members to your Club in our current environments. I believe we’ve all joined Toastmasters for a reason, so how can we continue to spread that reason and that opportunity with others around us? It may take a little more creativity, but I know it’s something that we all can do! Could you even possibly help bring a new Club into the District? Member leads are some of the most effective ways for the District to continue to grow.

Training

Do you know if all of your Club officers were trained during the Summer? Do you know who your Area and Division Directors are? Did you know that the District is looking at implementing the idea of “Leadership Labs”, where Club officers and members can join a monthly webinar (of sorts) to develop skills and gain resources that’ll make them more productive, not only in Toastmasters, but possibly in their personal and professional lives? We are always looking for opportunities to give members a reason to be and/or stay engaged in Toastmasters, whether their brand new or have been in Toastmasters for years. We want to ensure everyone is getting value out of the money they pay to be part of this great organization.

Membership Dues

For fear of being repetitive, I’ll simply just say: PAY YOUR DUES! I’ve found particular success in working with Club members, who are able, to pay their whole years’ worth of membership dues at the beginning of the Toastmasters year. When the Club doesn’t have to worry about who is going to stay or leave, because dues have already been paid, there are so many other things they can focus on...which in turn gives them an advantage when working towards becoming a Distinguished club or just *building a stronger and better club*, in general.

These are truly the basic fundamentals of each Club. As a Club focuses on these fundamentals, everything else will begin to fall into place. I view this Toastmasters year as an opportunity to “get back to the basics” and continue to reach out in support and help of each other. As we do so, District 15 will continue to be an amazing place to network, grow, and make lasting memories for yourself and others!

Club Growth Director “State of the District”

Sarra Idehen, MS5

What does the Club Growth Director do? According to the Club Growth Director’s Handbook, “the Club Growth Director and her team are responsible for all aspects of club growth, club building, and club-retention efforts within the District”...and these efforts have “a direct impact on the member experience and the success of the District.” Ok, then, who is the “team”? We are the team...every Division Director, Area Director, Club Officer and even every member of every club are part of the team that has an impact on club growth, club-building, club-retention and the member experience. The CGD may plot the course, but it takes the team to reach the goal.

Looking Forward to 2021-2022

This year my personal mantra for the CGD position is Teamwork, Leadership, Communication. We will work together as a team, develop and use our leadership skills and our communication skills to make sure we all are on the same page and on track.

I envision our main focus is to:

- (1) Strengthen struggling clubs by focusing on clubs success plans, officer training, Pathways adoption, and Pathways levels completions. Also focusing on promoting Open Houses and TI membership building campaigns and other member-building campaigns to increase membership and member/club retention.
- (2) Stabilize existing clubs by determining the needs of the clubs to help them be successful, shoring up the club coach program with coach training -- using the club success plan, Moments of Truth, and other resources to help clubs thrive.
- (3) Building new clubs by promoting a leads generation program using the Toastmasters Club Building Communications Guide, offering incentives for leads generation, and training for mentors and sponsors. Developing relationships with corporations and community organizations near existing clubs to strengthen the Areas.
- (4) Revitalize existing corporate clubs by recognizing current corporate sponsors, reminding them of the benefits of TI, and finding out how we can make things better.
- (5) Continue to promote our incentives programs as well as offer new incentives that focus on membership building and member self-development. Last year we installed a District 15 Bingo program which we will continue and expand upon this year. The Bingo program encourages members to be engaged in their clubs, their communities, and in their own self-development.
- (6) Perk up our community-focused programs -- offer incentives for clubs and coordinators who present Youth Leadership and Speechcraft programs. Also encourage clubs’ participation with Rotary. I believe that appreciation and recognition are very important, especially in a volunteer organization such as Toastmasters International. We will continue our current recognition/awards programs, as well as institute non-monetary recognition such as certificates of appreciation; listings on District social media or press releases, and ‘thank-you’ notes. Such recognition may be for:
 - (1) Pathways levels/Path completions, (2) Improving leadership skills through participation on committees, (3) Teamwork in presenting Youth Leadership and Speechcraft programs; (4) Teams and individuals for coordinating and participating in Speech Contests, (5) Individual leadership in personal self-development; (6) Recognizing sponsors that make our corporate clubs possible; and (7) recognizing leaders and members of clubs for outstanding commitment or service.

We will also continue our District Dollars program which awardees and clubs may be able to redeem for Toastmasters products or redeem for reimbursement for club supplies (cameras for hybrid meetings, microphones for hybrid meetings, Facebook ads, or Toastmasters gift certificates). This list is not exclusive.

I would like to be “more present” in the “lives” of the clubs. I am open to your ideas and suggestions that would help us strengthen and stabilize our clubs after the “ravages” of Covid 19 on our club and member retention. No need to rehash all the lost clubs and lost members. Let’s see how we can do something to make things better.

District 15 Past District Governors/Directors

2020-21 Annette Krause, DTM
2019-20 Kris Provant, DTM
2018-19 Lori Welter, DTM, Select Distinguished
2017-18 Donna Oswald, DTM
2016-17 Lori Welter, DTM
2015-16 Steve Piet, DTM
2014-15 Ellie Thomson, DTM
2013-14 Lloyd Alexander, ACS, ALB
2012-13 Annette Krause, DTM
2011-12 Emmy Jones, DTM
2010-11 Peggy Carr, DTM
2009-10 Dave Manning, DTM
2008-09 James Jackson, DTM Distinguished
2007-08 Michael Rusnack, DTM Select Distinguished
2006-07 Susan M Baer, DTM Distinguished
2005-06 Jerry Allen, DTM Distinguished
2004-05 Sandy Koch, DTM
2003-04 Shirley Howard, ACS
2002-03 Victor Hernandez, DTM Distinguished
Rose Johnson-Tsosie, DTM
2001-02 Duane L Evans, DTM Distinguished
2000-01 Sue Potter, DTM * Distinguished
1999-00 Victor Hernandez, DTM Distinguished
1998-99 Emma L Smith, DTM * President's
Distinguished
1997-98 Richard Carr, ATM
1996-97 Michael Taylor, ATM
1995-96 Nancy Mackey, DTM
1994-95 Billie Jones, DTM Distinguished
1993-94 John Howard, DTM * Distinguished
1992-93 Lew Newren, DTM
1991-92 Judith Price, DTM
1990-91 Michelle Wood, DTM Distinguished
1989-90 Lawrence Geisler, DTM Select Distinguished
1988-89 Michelle (Keller) Morrison, DTM
1987-88 Fran Duffield, DTM
1986-87 Dan Gomez, DTM Distinguished
1985-86 Julia Ward, DTM * Distinguished
1984-85 Ruth Bergreen, DTM
1983-84 Robert Keller, DTM *
1982-83 Louie Peterson, DTM Select Distinguished
1981-82 George Miller, DTM
1980-81 Ken Anderson, ATM
1979-80 Art Scott, DTM Distinguished
1978-79 Joan Haynes, DTM Distinguished
1977-78 Bernie Sabato, ATM Distinguished

1976-77 Sid Smith, DTM Distinguished
1975-76 Neil DePue, ATM
1974-75 Rulon Wood, DTM President's Distinguished
1973-74 Marvin Kline, DTM *
1972-73 Warren Reeves, DTM *
1971-72 Addison Barry, ATM
1970-71 Richard Meyer, ATM * Distinguished
1969-70 Conrad Peterson, ATM *
1968-69 Royal Slotten
1967-68 Wayne Stout
1966-67 Royal Mursener, DTM
1965-66 C James Barber
1964-65 Gail Miller
1963-64 Charles Spencer *
1962-63 Robert Walker *
1962-63 Allen Manning *
1961-62 C S Bosquest *
1960-61 William Kerr *
1959-60 Donald Durrel *
1958-59 W W Lord *
1957-58 G W Carson *
1956-57 Daniel Edwards *
1955-56 Richard Keim *
1954-55 Clarence Harder *
1953-54 Wayne Chapman *
1952-53 Laren Neher *
1951-52 Bert Larson *
1950-51 D J Bothne *
1949-50 David Tate *
1948-49 Merwin Hembolt *
1947-48 H Fred Garrett *
1946-47 Kenneth Robb *
1945-46 Earl Olson *

Past District Governors who have moved into District 15

Donald Walton, DTM
Sue Monroe, DTM

Past International Directors

1995-97 John Howard, DTM *
1980-82 Marvin Kline, DTM *
1978-80 Sid Smith, DTM
1974-76 Warren Reeves, DTM *
1971-73 Conrad Peterson, DTM *
* Deceased

Announcements

(Subject to change)

- District Conference Update
- Fall Speech Contest
- District Bingo Card
- District Fall Awards event
- Club Coach Program
- Don't forget to pay your membership dues.