



State of the District Report

Sarra Idehen, DTM – April 2024

I began this year excited by the expectation that our District would be Distinguished in 2023-2024. Most of the time we think of being Distinguished as meeting education, membership, and administrative goals in the DCP...and rightly so. But distinguished also means notable, or illustrious or memorable. At this moment in time, I cannot say that we have met all the criteria to be Distinguished regarding the DCP goals. However, when I look at the exemplary service of our members, and the tireless effort expended toward District goals, I say we are indeed distinguished, notable, illustrious, and memorable.

We have members like Maria Cervantes (8) and Annette Krause (19) who although they are past Director Directors, continue to give time and energy to support the district. Annette is great at speech contest procedures and lends her expertise as judge or in other roles to ensure contests go smoothly. Maria is awesome! She lends her expertise to help with anything Zoom-related as well as elections, credentials, or any district administrative process.

I must mention our long-time members who are serving as Division or Area Directors (*numbers in parenthesis denote years as a Toastmaster*): Richard and Peggy Carr (35/44), David Garbrecht (23), Al Kunz (22), Deborah Whitman (21), Pamela Lattin (16), Meg White (16), Tammy McMorrow (13), and Christine Groberg (11). Often serving repeatedly as club officers and/or district leaders throughout their years as Toastmasters.

We have leaders, without as many Toastmasters years under their belt, who also accepted the challenge to serve. I appreciate them for stepping up and saying, "count me in": Madeline Armendariz Odeh (6), Greg Alvord (6), Jaysee Jimenez (6), Janine Donald (5), Deborah Crutchfield (5), Bryan Dowdy (5), and Steven Schofield (4). I also appreciate the work and support provided by Trevor Nelson (6) and Emily Lamoreaux (1) who were unable to continue their service as Public Relations Manager and Administration Manager respectively.

I cannot overlook leaders who have worked many hours in their various roles to meet the needs of the District: Kandi Kutkas (9), Sameer Deshmukh (8), Vy Nguyen (10) Michael Hachigian (12) and George Kleeb (13). And our Finance and Audit Team: Jimmy Bell (7), Courtney Carlovsky (8) Melanie Palmer (9) and newest on the team, Lisa Johnson (16) who help us with the finances.

I believe these examples of longevity and service attest to our district's being not only "distinguished", but notable and memorable, and even illustrious.

This year has brought success and challenges. Success helps us face the challenges with expectation, and the challenges help us appreciate and plan for the successes.

Successes

- Within the last 15 months we have added approximately 165 new members to our existing clubs. These are members who have “original Toastmasters start dates” in 2023/2024 per membership list as of 4/1/24). That’s an average of 9 new members a month.
- Our Program Quality Director, Kandi Kutkas, spearheaded a new incentive program in which ten clubs achieved 5 DCP goals by December 30, 2023, and three of those clubs (Jack C High Club, Olympic Orators Club, and Lone Peak Toastmasters) won the drawing for \$75, \$50, and \$25 District Dollar respectively. Six clubs had 7 of 7 club officers trained and of the six, Pioneer Club won the drawing for a set of club officer pins.
- Kandi also worked alongside our Education Chair, Michael Hachigian, Division and Area Directors and volunteer training presenters to conduct excellent 1st and 2nd round club officer training and make-up training.
- Fantastic Awards Ceremony last October recognizing those achieving education awards; plaques or trophies awarded to those recognized for outstanding service.
- Excellent work visiting clubs and submitting area reports by Area Directors during the first reporting period. Completion rate 93% overall.
- New Clubs on the Horizon! Thanks to the hard work of our Club Growth Director, Sameer Deshmukh, we are on the cusp of chartering three new clubs.
- Club coaches for clubs: Sameer and our Retention Chair, George Kleeb, are making headway in assigning clubs coaches to eligible clubs and more coaches are on the way. If you know of anyone wanting to be a club coach, please reach out to Sameer at cgd@district15speaks.org.

Challenges

- Reaching the goal of consistently having 75-80% of club officers trained.
- Maintaining club membership in our existing clubs at 12 or more members.
- Finding the right mix for communication so that our members receive timely information.
- Members’ progression through Pathways education levels and goals.
- Maintaining and surpassing a base of 60+ paid clubs in the district
- Keeping the fun in being a Toastmaster.

So where do we stand right now?

District 15 Performance		
-5.56% Growth	-21.21% Growth	0% of Clubs
Paid Clubs	Payments	Distinguished Clubs
Base: 54	Base: 1,768	Base: 54
To Date: 51	To Date: 1,393	To Date: 0
Goals	Goals	Goals
Distinguished: 54	Distinguished: 1,786	Distinguished: 22
Select Distinguished: 55	Select Distinguished: 1,822	Select Distinguished: 25
President's Distinguished: 56	President's Distinguished: 1,857	President's Distinguished: 27
Smedley Distinguished: 57	Smedley Distinguished: 1,910	Smedley Distinguished: 30

We have a base of 54 clubs and 51 paid clubs. This means that we are three clubs down from the number we had on 7/1/2024. To be Distinguished, the district needs: 4 more paid club(s), 402 more paid memberships, and 22 distinguished club(s). This is indicated above by the negative (-) percentage numbers above the columns. Although this chart does not show any Distinguished clubs in District Performance, the Club Status tab indicates that 11 clubs have met the Distinguished club criteria, and the “Almost Distinguished Report” shows that 13 more clubs lack a DCP goal or the required members to achieve Distinguished. You can check these stats at <https://dashboards.toastmasters.org/District.aspx?id=15&hideclub=1> by clicking on District Performance and Club Status tab.

We've all had a reason for joining Toastmasters. We all had a reason "why". If you can't remember why you became a Toastmaster, take some time to rediscover why. Toastmasters has a lot to offer - camaraderie, relationships, exploration beyond your comfort zone, supporting others in their journey toward self-improvement and professional development, opportunities to be the best that you can be, and of course weekly meetings to hone your craft of public speaking. What is your Why?

A Big Shout Out to the 165+ new members. Welcome! You are here - at the right place, at the right time. Hope you have an incredible experience for many years to come.

The District Conference in Twin Falls, Idaho is right around the corner. The theme is "Do Great Things". Please make plans to join us. It's going to be Great!

All the best,

Sarra Idehen, DTM
District Director