

Date: September 27, 2009

To: Region VIII Lt. Governors Marketing

From: Pam, International Director

Subject: LGM Peer Group Conference Call - **Meeting Minutes**

Date: Tuesday, September 22, 2009

Time: 8:00 pm – 9:00 pm ET

Conference Calling Instructions: Toll Free Access Number: (800) 406-9170 - Conference ID: 9641402321
Control features: *6 to mute your line / *7 to un-mute your line.

Focus: Planning: **October Membership Renewal**
Lessons Learned: **Chartering New Clubs**

Facilitator / Timer: Sal
Scribe: Pam

Meeting highlights per agenda items

1. Roll Call / Opening & Welcoming Remarks - Sal

District	LGET	Attending?
D 14	Kene Iloenyosi	Yes
37	Bryan Walsh	No
47	Pamela Rolle	Yes
58	Subbi Mathur	Yes
66	Michele Roach	Yes
68	Bella Desplas	No*
77	Sharon Johnson	Yes
84	Jim Miller	Yes

* Jeff Harris - D68 attended for Bella Desplas
ID - Sal Asad (facilitator)
ID - Pam Christopher (Scribe)

Sal welcomed the group to our conference call. He asked if there were any suggested changes to the agenda, and there were none.

2. Inspirational Opening Message - Kene Iloenyosi

An inspirational message was prepared by Kene saying that teamwork “makes the dream work.” He told us to ask ourselves: “How good are we at building teams?” Everyone was encouraged to persuade the team for their part in the district.

3. Board News Update - Sal / Pam

WHQ is working on updating the current procedures and policies and eliminating any References to Regional conferencing and contest wording from all sections.

The Board and Executive Committee are considering new committee structure to augment or replace current committee structure.

4. Region Calendar & ID Conference Visits Q &A -All

Sal explained Gary's request for ONE district conference visit per ID per District. He encouraged Districts to take advantage of additional visits by IDs at their DEC, TLI or corporate visits. He mentioned that Districts 37, 47 and 77 already requested and were granted additional visits by an ID at their DEC and TLI meetings.

Lamanda is working to combine a DEC meeting with some marketing visits and will submit that proposal when she has it all organized.

Sal reminded everyone to take advantage of the corporate visits when IDs are visiting their districts. He also reminded all that they may have the ID present an appreciation plaque if ordered ahead of time. (Allow three weeks for this, so order early.)

5. Planning Focus Discussion: October Membership Renewal - All

How are plans coming along for October Membership Renewal?

D66 Subbie explained their district membership incentive. Renewed clubs receive a Lance Miller CD. She sent an email reminder to all clubs, also reminding them of the Smedley Award Program. Area/Division Governors were copied on this.

D14 Kene told everyone about the first incentive – Rush Incentive. If clubs renew by the 10th, they are entered into a drawing for a free night at the upcoming conference to give to a club member. Second incentive is the Close Out Incentive. Clubs having 80% or more renewed membership will be recognized at the upcoming conference. The Area and Division Govs. with the most renewed clubs will also be recognized at the upcoming conference. They have also established a Dues Renewal Team to work with clubs teaching them how to use Pay Pal. So far, 5 clubs have implemented this. In the end, the Trio goes into Pestering Mode. Unpaid clubs will receive a telephone call.

Sharon asked how the percentage was determined for the Close Out, and Kene said he refers to the Distinguished Performance Report.

D77 Sharon explained a contest for clubs who have paid their dues by Sept. 7. For these clubs, the President and the Treasurer will receive priority seating at the upcoming conference Saturday luncheon. Their Sept. 15th campaign was not as successful, so she was happy to learn about the Pay Pal idea and plans to talk to her leaders about that.

D47 Pamela explained a program for their Area/Division Governors. This began in July with their More Members Program. If they recruit 6 members between July and Sept. 25th, they receive a free set of manuals. The clubs that do this will also receive the Smedley award ribbon for their banners. Several times a week, a renewal update is sent to Area and Division Govs. One problem

from calling clubs came when and AG became upset. The AG did not like a district leader calling one of their clubs.

This led to a great discussing on how to handle problems like this in the district.

D66 Michele reported that one incentive they are using is a 10% off the next club order from WHQ store for all clubs that achieve the Smedley award this year. They also have changes that were implemented as of July 1st.

D84 Jim explained their use of the typical incentives. Their district is still working to obtain a membership chairperson. AGs are sending emails to remind clubs about renewals. The district is busy marketing TMs in the general Broadcast media. They also have a central telephone number for district information as well as an email address. Their focus is on bringing in more people to their clubs.

D68 Jeff Harris was sitting in for Bella who could not attend the meeting. He had nothing specific/different to add.

6. Lessons Learned Discussion: Chartering New Clubs - All

What went well? What went wrong?

What can we do better next round?

D47 It has been a tough year in trying to charter new clubs. Everyone on the team is still learning. They are spending major time on the charter paperwork. However, they expect this to get easier as everyone learns how to do it. AGs and DivGs sometimes have difficulty understanding how to do a Kick Off meeting, as well as how to start a new club.

D58 They are working hard to stay on top of every lead that comes to their district. Once they receive the info from WHQ, they follow up immediately. They had a workshop on how to handle new club leads and Kick Off Meetings. They now have a list of people who are willing to help with Kick Off meetings and use that regularly.

D84 They never use the word "demo" meeting as they want to create a positive atmosphere when starting a new club. They always use the term "Kick Off." They use ½ of the meeting for demonstration and the other ½ for collecting dues, electing officers, Q & A, etc.

D77 They asked for teams, coaches, etc. for their new clubs effort. There was only one positive response. They need some ideas. Subbie related their experience of using clubs in the same physical area to help a new club effort. D77 will continue to look for more people to help.

D14 This district created a Club Extension Chair and is a separate role created by the DG. They also made it the responsibility of the AGs to charter new clubs. They did this from the beginning of the year. Since AGs need new clubs to achieve their highest goals, they put the responsibility there at the first DEC meeting. They also log into the district portal on the TI website to locate club leads from last year that are not posted now. They even use a team of 3-4 people for Kick Off meetings. PID Mary Williams is doing a workshop on how to have a one person Kick Off.

7. Open Forum: What is on your mind? Q & A - All

Lots of discussion took place during the previous items. Attendees were reminded to stay beyond the normal conference call if you want to talk about more issues.

8. Region / District News Update / Announcements / Remarks - I Ds.

The following news update and announcements were made by Sal:

Deadlines for September 30:

- a. Area and Division Governor Training Report (85%) to WHQ
- b. District Success Plan Matrix to WHQ (Full plan to I Ds)
- c. District Budget
- d. Club Officer training Report
- e. Membership Building Contest – Smedley Awards- end.
- f. Triple membership points for chartering as many clubs in July, August and September

Midyear training

- Budget impact – No reimbursement for travel this year from WHQ. Reimbursement starts with the new TM 2010-1011.
- WHQ will have a representative at the mid-year training. They are covering his / her expenses.
- Plan your budget based on last year's expenses.
- Send suggestions for topics by end of October at the latest. The sooner the better for planning.
- D68 is the host. Venue most likely will be in New Orleans.

District Dash-Board Performance Report

Region and Individual District Report was sent to the District's Trio today. It will be posted on the website and will be updated weekly / monthly as appropriate.

It's a very comprehensive report that includes YTD performance standing, YTD projection analysis, variances, DDP point computation and what-if-analysis capability.

I strongly suggest each district to schedule 20-30 minute conference call with Sal and Pam during a conference call among the District Trio or on an individual District basis to go over the report and answer questions on how to use it (this is optional but strongly recommended). Although this report will be covered in details during mid-year training, you should be familiar with it sooner. It goes hand-in-hand with your district success plan.

ID Visits

District should take advantage of a second visit by their I D to events other than District Conferences. Please plan for Corporate / Marketing visits for your I D. Also plan on ordering corporate plaques for your corporate appreciation visits . Prepare for presentation / General session / workshop / keynote speech during your I D visit.

9. Inspirational Closing Message – Michelle Roach, LGM D66

Michele gave an inspirational closing about remembering at the end of the day that all of this is about the MEMBER! Keep the membership at the top of your list. THEY are the most important!

10. Closing Remarks - IDs

Next LGM conference call is scheduled for November 17, 2009 from 8:00 – 9:00 pm. Eastern Time. Pam will facilitate this call.

Please Clean out Prospective Club list on the TI site. Let WHQ know of the clubs that are no longer viable.

Pam and Sal thanked the attendees for all the work they are doing and taking the time to attend this call.

The conference call was adjourned at 9:15 pm.

End of Minutes

Note: Conference call line will stay open for an additional 30 minutes. Conference attendees who wish to stay on to continue further discussions and / or to have a one-on-one discussion are welcome to stay on for the next 30 minutes.

Distribution List

District	LGM	TM Designation	E-mail Address
14	Kene Iloenyosi	DTM	kene@neatworksinc.com
37	Bryan Walsh	DTM	d37ltgovofmarketing@gmail.com, bryan.walsh@lashgroup.com
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58	Subbi Mathur	DTM	mathurs@musc.edu
66	Michele Roach	DTM	michele.c.roach@altria.com
68	Bella Desplas	ACS	bella68tm@gmail.com, cbdesplas@yahoo.com
77	Sharon Johnson	ACS	sharonkj@aol.com, sharon.johnson.ctr@eglin.af.mil
84	Jim Miller	DTM	jim@toastmastersd84.org

Meeting Ground Rules (applies to all calls)

- 1- Official time of calls will be limited to one hour from 8:00 pm – 9:00 pm EST (7:00 pm – 8:00 pm CST). However the conference Call will open 15 minutes early (@ 7:45 pm EST) and stay open 30 minutes late (9:30 pm EST) Attendees who wish to join earlier or stay later for informal discussion are welcome to take advantage of this extra time.
- 2- Two District Governors will be assigned to give an opening and closing Inspirational messages. Each DG is encouraged to come prepared to deliver such a message in case the original assignees are not present.
- 3- Each speaker should limit comments to two minutes at a time and relinquish the floor to the next speaker before speaking again.
- 4- An attendee desiring to add a topic to the agenda should send an e-mail to the leading I D at least 3 days prior to the call.
- 5- If an attendee from a district can't make the call, he / she may request from one of the other two TRI Os to attend in his / her stead or send information to be shared to the lead I D.
- 6- Not every District's attendee is obligated or required to speak. Whoever has any contribution is welcome to share information.
- 7- The Lead I D will lead the group discussion; the other I D will be scribe of notes which should be distributed within three days after the call.
- 8- A district's attendee who has any reference material to share should send such material to the Lead I D prior to the conference for distribution ahead of the call.
- 9- Conference calls WILL NOT be used to review performance stats. Each District should be familiar with its performance status prior to the call.
- 10- Unless informed otherwise, the same conference call id and password will be used for all calls.