



District 33 Reformation

Submitted by

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District 33 Director

Approval requested from
Daniel Rex, CEO Toastmasters International
and
**Toastmasters International Board of
Directors and Executive Committee**

March 2017

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I. Introduction

A. Executive Summary

District 33 is excited to announce the approval of a D33 Reformation Request. The proposal was approved November 5, 2016, by both the District 33 Executive Committee (DEC) and the District 33 Council.

Proposal Summary: District 33 ***APPROVED*** a reformation request along state lines of California and Nevada (Southern) of the current District 33 boundaries.

Justification: District 33 has 209 clubs, as of the November 3, 2016 daily District Performance Report update. District 33 has 10 divisions with 46 areas serving more than 3,500 members. The proposal is to reform District 33 into two districts with the alignment shown below. The benefits to club members and district leaders are improved accessibility, quicker response to club leads, more efficient club and district operations.

California District 33

Divisions – 6 Areas – 30 Clubs – 146* Members – 2,361*
Divisions A, B, E, F, G, J.

Southern Nevada District 115

Divisions – 4 Areas – 16 Clubs – 77* Members – 1,198*
Divisions C, D, H, K

* The number of clubs and members fluctuates daily with suspended, low (ineligible <8 members), and active clubs. Prospective clubs are not included in the above totals.

Review: Discussions with the 2015-2016 and 2016-2017 District 33 Leaders support a YES to District 33 Reformation. District 33 approved the official YES vote for District 33 Reformation on November 5, 2016.

In summary, the members of District 33 approved this request in a positive and supportive environment within which our clubs operate. We request approval from the Toastmasters International Board of Directors, and Daniel Rex, CEO, Toastmasters International.

B. District 33 History

District 33 was created in July 1, 1973, from a reformation of Districts 12 and 27. During the 1974-1975 DCP year, District 33 achieved President's Distinguished status. Beginning with the 1976-1977 DCP year, District 33 began a record setting, 16 years in a row, of Distinguished, Select Distinguished or President's Distinguished District status. Since the inception of Toastmasters Excellence in Education award, District 33 has always achieved the Excellence in Education award. With over 40 years of Excellence in Education awards, District 33 has produced more Accredited Speakers than any other District, globally. This year, District 33 is proud of the appointment of a second Region Advisor. The Region Advisor role began with the 2010-2011 International reformation of our organization to the current 14 regions.

The Territory of District 33 consists of the counties in California of: Stanislaus, Tulare, Tuolumne, Mariposa, Merced, Madera, Fresno, Kings, San Luis Obispo, Kern, Inyo, Santa Barbara, Ventura, and that portion of Los Angeles County lying north and east of a line drawn from Jensen Canyon easterly through Warm Springs Mountain to Jupiter Mountain, then south-easterly to Mount Gleason and easterly to the San Bernardino County Line, and that portion of San Bernardino County lying north of the 35th parallel. District 33 also includes Clark and Lincoln Counties in Nevada, and those parts of Mineral, Esmeralda and Nye Counties of Nevada lying south of US Highway 6, excluding cities intersected by US Highway 6 and excluding Mesquite, Nevada. District 33 is known as the Golden Sage District, the name being a derivative of the two state flowers - the Golden Poppy and the Silver Sage.

The reformed California and Southern Nevada districts will have active past leaders and eager new leaders. The District 33 California clubs have Club #5 in Santa Barbara CA as the oldest surviving club. Therefore, California will retain the current District number of 33. The newly reformed Southern Nevada District is requesting the District number of 115 to be reserved for the reformed Southern Nevada district. The reasoning for the reserved district number of 115 is that Interstate I-15 is a major interstate connecting the western United States to Canada. I-15 begins near the

Mexico–US border in San Diego County and stretches north to Alberta, Canada. I-15 is major interstate going through Southern Nevada.

District 33 reformation committee understands the proposed boundaries appear to be “loop-sided” with California clubs around 150 and Southern Nevada clubs around 77. These boundaries are necessary due to the large acreage of uninhabited federal lands, the Sierra Nevada mountain ranges, and US Interstate highway system. In 1973, Southern Nevada population was approximately 319,000 residents. In 2016, Southern Nevada population grew to over 2,300,000 residents, a seven hundred percent increase. Additionally, driving from Henderson/Las Vegas, Nevada to Ventura/Santa Barbara California, a District 33 Toastmaster member may drive through Districts 3, 12, 52, and Founders, depending on highway conditions. Also, central valley and central coastal California has had similar population increases in excess of 500 percent from 1973 to 2016.

The reformed California and Southern Nevada Districts will reduce the need for extended travel demands and will lead to increased participation at the club, area, division, and district activities. Many Southern Nevada companies support their employees through corporate sponsored clubs. These companies recognize the benefit of hosting Toastmasters club on-site and provide financial support for local training and development. The majority of Las Vegas employers discourage out-of-state event attendance and expenditures. The Southern Nevada workforce is employed 24 hours a day, 7 days a week, and 365/366 days a year. This includes all levels of management and support personnel. The reformed California and Southern Nevada Districts anticipate an increase in members advancing to District leader positions. Many Distinguished Toastmasters have expressed interest in advancing to the District Trio positions without extended travel demands. The reformed California and Southern Nevada Districts expect increased attendance at the District Spring Conference and the Toastmasters Leadership Institute.

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II. Overview of Reformation Process

A. Reformation Committee Members:

A group of Southern Nevada leaders came together in August 2015 to strategize and create a formal structure for expanding current and chartering new Toastmasters clubs in the Southern Nevada/Las Vegas Valley area. The group created a tag line as "*Southern Nevada Champions dedicated to building a Championship Southern Nevada District.*" The Southern Nevada Champions is synonymous with Toastmasters International verbiage of "Reformation Committee".

Reformation (Southern Nevada Champions) TRIO / Board:

Kay Collis, DTM PRA PDG	Achieved Distinguished District status 2008-2009
D. George Lund, DTM PDG	Achieved Distinguished District status 1998-1999
Sherrie Parker, DTM PDG	Achieved Distinguished District status 2009-2010

Reformation Committee (Southern Nevada Champions)

Permanent members (listed in alphabetical order)

Lydia Boyd, DTM PID	Carol Campbell, DTM
Lorrie Dunford, DTM	Steve Goldstein, DTM
Leon Lato, DTM	Rosemary Lato, DTM
Ken Richardson, DTM	Lauren Scheer, DTM
Michele Shafe, DTM	

Ex-Official District Leaders (listed in alphabetical order)

NOTE: This group of committee members are invited to participate during their term as current Division Directors and/or higher District officers (DD, PQD, CGD, Administration Manager, Finance Manager, and/or Public Relations Manager). Their participation is limited to the year of their District Service in their respective roles. From January through June, all announced District Officers and Division Directors (C, D, H, K) are invited to listen and learn. At the end of their year of District service, each member can choose permanent or supporting status on the Southern Nevada Champions' team.

Jesse Oakley III, DTM PDG	RA 2016-2017
Guy Dawson, DTM	Program Quality Director 2016-2017, and Club Growth Director 2015-2016
Phil Bateman, ACS, ALB	District Finance Manager 2016-2017
Carol Burgeson, CC CL	Division C Director 2016-2017
Linda Ulrich, DTM PDG (Founders District)	Division D Director 2016-2017
Barbara Westhoff, DTM	Division H Director 2016-2017
Michael Morrow, ACS ALB	Division K Director 2016-2017

Supporting members, who served during their District Term or have limited availability:
Gene Dunford DTM, Mark Hunter DTM, Stany Larsen DTM, and Donna Rogers DTM

Contact Information for the Reformation Committee (Southern Nevada Champions) Board is:

Kay Collis, DTM PRA PDG Cell: 702-612-8138 Email: kcollis@marykay.com	D. George Lund, DTM PDG Cell: 702-682-2803 Email: georgelund@msn.com	Sherrie Parker, DTM PDG Cell: 702-372-6773 Email: sparkerflute@hotmail.com
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II. Overview of Reformation Process *(continued)*

B. Background Efforts and Strategies

The Southern Nevada Champions team held their first meeting on August 1, 2015. Ten Southern Nevada Toastmasters discussed the reformation effort for a reformed Southern Nevada District. Each member was asked to participate based on their unique toastmaster skills and expertise in both their professional and Toastmasters involvement. Items discussed at the initial meeting were: reviewed current/past reformation proposals; analyzed maps of Southern Nevada clubs meeting locations for targeted expansion efforts; streamlined sales call strategy to increase bookings for Kick-off / Demonstration meetings; organized efficient training for completion of the charter paperwork forms; reviewed current club performance paying attention to the Distinguished Club Program goals; increase club and member renewals; scrutinized Toastmasters Leadership Institute training modules; offered suggestions for selecting teachers for the semi-annual Toastmaster Leadership Institute; and discussed how to optimize the reformation efforts with the daily demands of club leaders, club members, and district leaders.

Southern Nevada Champions (aka: Reformation Committee) meets regularly and adjusts their meeting schedule to maximize new club efforts and retention of existing clubs. The meeting schedule is flexible and adjusts for current demands of current District leaders, reviewing progress on new club leads, and assistance in completing new club chartering paperwork.

District 33 appoints an Operations Committee Chairman annually. The Operations Chairman is a Past District Governor and their term is January 1 to December 31 crossing over two terms of District Governors/Directors. The District 33 Operations Committee chairman reviews club and area alignments for compliance with Protocol 7.0, section 1.0 club assignments. Over the last 4 years, the Southern Nevada Divisions C, D and H had areas that grew too large and were no longer compliant with Toastmasters protocol. The 2014-2015 Division Governors met and devised a realignment adding new areas. These realignments were discussed and approved at the January 2015 Southern Nevada Toastmasters Leadership Institute by the Southern Nevada club members and club officers. The additional areas in

Divisions C, D and H were approved by the District 33 District Executive Committee and the District Council at the spring 2015 conference. With the tremendous growth in Southern Nevada, one year later, the Southern Nevada Champions suggested another balancing of areas and divisions. Division C had six areas and Division D and H had five areas each. It was time for a fourth division. Southern Nevada's recommended alignment was four divisions with four areas. This new realignment was approved at the January 2016 Southern Nevada Toastmaster Leadership Institute. The realignment to four divisions, each with four areas, was forwarded to the District 33 Executive and District Councils for approval at the Spring 2016 Conference. The Southern Nevada realignment passed unanimously at the Spring 2016 conference in May 2016.

District 33 current and past leaders have reviewed the policy and protocol 7.0 section 4 regarding reformation during their strategic planning sessions for the last five years. Increasing club strength and chartering new clubs continues to be a top priority for District 33.

C. Reformation Proposed Timelines and Deliverables

District 33 requests a two year timeline for Reformation to ensure adequate training of District Trio Leaders in regard to current Toastmasters' policy, protocol, rules, regulations, and the anticipated launch of the new Educational Program referred to as Pathways. The Status/Deliverables column represents desired goals. Actual club count will vary depending on reformation progress.

Timeline	Tasks	Status/Deliverables
<i>2016 Completed Tasks</i>		
November 2016	District 33 approval by District Executive Committee (DEC) & District Council.	1. Date approved - November 5, 2016. Passed by both committees. The 2-year timeline accepted by District 33. 2. District Paid Club Count: 219 CA current club count – 146 So. NV current club count – 73

2017 Action Plan		
January/February 2017	District 33 submits Reformation Request to Toastmasters International Board and CEO Daniel Rex.	<ol style="list-style-type: none"> 1. CEO and TI Board approval requested. 2. Please reserve District number 115 for a reformed Southern Nevada District.
May/June 2017	<ol style="list-style-type: none"> 1. District Elections: one District Director, one Program Quality Director, and two Club Growth Directors (CA and So. NV). 2. Publish D33 Reformation Report for Spring 2017 D33 Conference and June Toastmasters Leadership Institute for club members. 	<ol style="list-style-type: none"> 1. CA projected club count – 150+ 2. So. NV projected club count – 79+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs district wide. 4. Club alignment as needed.
July 1, 2017 - December 2017	<ol style="list-style-type: none"> 1. District leaders trained: one District Director, one Program Quality Director, and two Club Growth Directors) operate in their respective states. (Following the TI recommendation of leader progression through each position of the District Trio positions). 2. Progress report at District Fall Conference and mid-year Toastmasters Leadership Institute for club members 	<ol style="list-style-type: none"> 1. CA projected club count – 150+ 2. So. NV projected club count – 87+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs districtwide.
2018 Action Plan		
January/February 2018	Progress Report to Toastmasters International Board and CEO Daniel Rex.	<ol style="list-style-type: none"> 1. CA projected club count – 155+ 2. So. NV projected club count – 88+
May/June 2018	<ol style="list-style-type: none"> 1. District Elections: one District Director, two Program Quality Directors and two Club Growth Directors (CA and So. NV). (following the TI recommendation of leader progression through each position of the district Trio) 2. Update D33 Reformation Report for Spring 2018 D33 Conference and June Toastmasters Leadership Institute for club members. 	<ol style="list-style-type: none"> 1. CA projected club count – 155+ 2. So. NV projected club count – 93+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs district wide. 4. Club alignments for future growth and anticipated reformation in 2019
July 1, 2018 – December 2018	<ol style="list-style-type: none"> 1. District Leaders trained: one District Director, two Program Quality Directors, and two Club Growth Directors who operate in their respective states. 	<ol style="list-style-type: none"> 1. Projected CA club Count – 160+ 2. Projected NV club count – 96+ 3. Continuous prospecting/chartering new clubs and retention of existing clubs district wide.

	2. Progress report for mid-year Toastmasters Leadership Institute for club members.	
2019 Action Plan		
January/February 2019	Progress Report to Toastmasters International Board and CEO Daniel Rex.	1. CA projected club count – 160+ 2. So. NV projected club count – 96+ with 4+ clubs in process of chartering
May/June 2019	1. District Elections: two District Directors, two Program Quality Directors, and two Club Growth Directors (CA and So. NV). 2. Finalize D33 Reformation Report for Spring 2019 D33 Conference and June Toastmasters Leadership Institute to club members.	1. CA projected club count – 160+ 2. So. NV projected club count – 100+ 3. Begin process of separating financial monies for July 1, 2019 Reformation. 4. Final Club alignment for two districts.
July 1, 2019	Reformation Complete Districts 33 and District 115 are official.	Begin operations as two separate Districts serving their respective club members.

District 33 leaders and reformation committee believe it is in the best interest of District 33 for the Club Growth Director, Program Quality Director, and District Director to receive their specific training for their elected position (trainings held at the International convention and mid-year training) to strengthen their Toastmasters leadership development.

District 33 graciously requests the approval of a 2 year reformation plan.

* The 2017 District 33 Elections would include two Club Growth Directors, one from California and one from Southern Nevada. There would be one Program Quality Director and one District Director.

* The 2018 District 33 Elections would include two Club Growth Directors and two Program Quality Directors in their respective states (one for California and one for southern Nevada. There would be one District Director.

* The 2019 District 33 Elections would complete the reformation. District 33 (California) would have one Club Growth Director, one Program Quality Director and one District Director. District 115 (Southern Nevada) would have one Club Growth Director, one Program Quality Director, and one District Director.

District 33 can financially support a two year reformation for increased District Trio training. We believe the leaders will be better equipped to meet the member's needs.

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III. Reformation Strategies

A. Proposed Boundaries

The next four pages are maps of District 33 and proposed reformations.

Map 1 is **Existing DISTRICT 33**

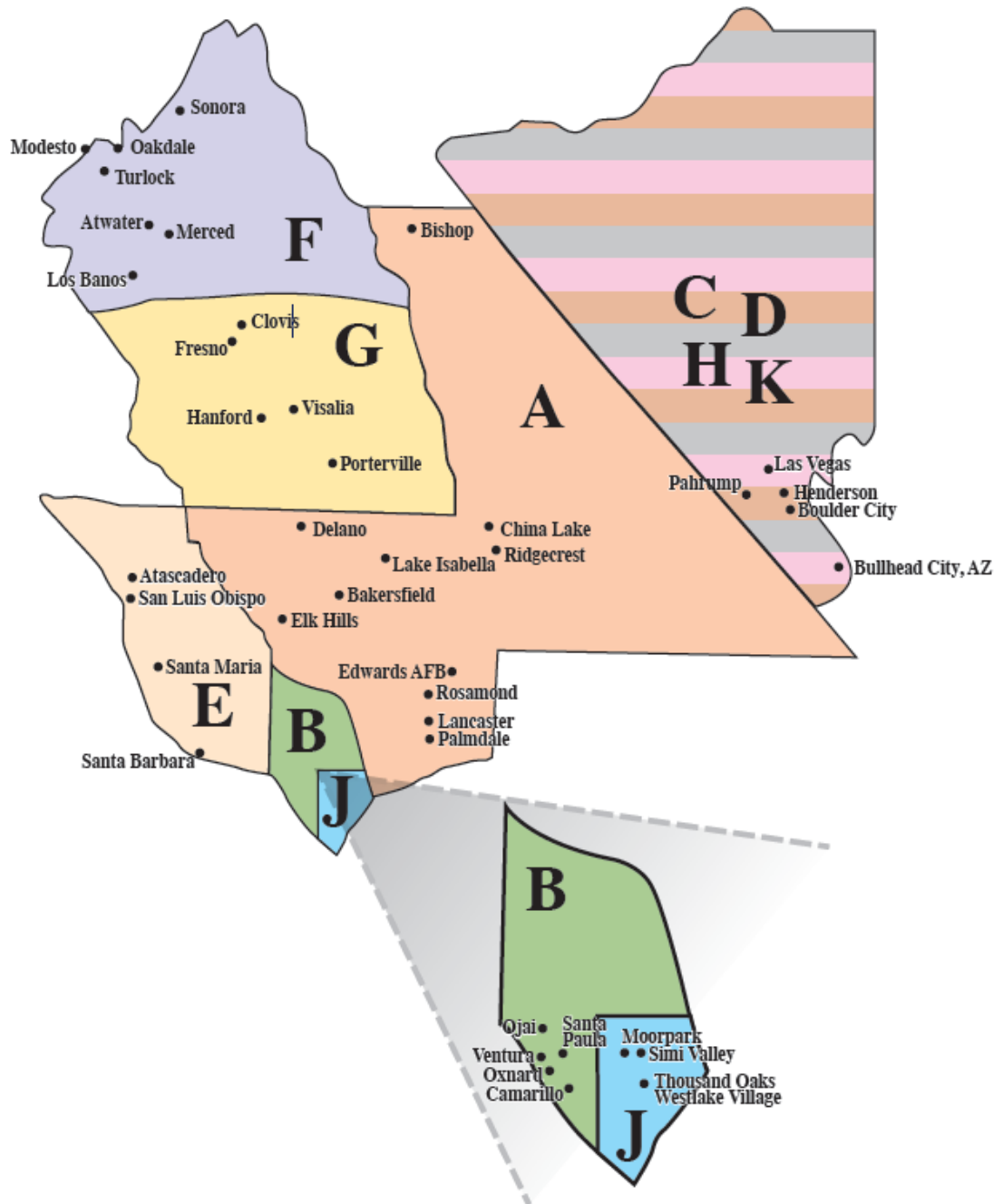
Map 2 is **DISTRICT 33 - Proposed Reformation**

Map 3 is **Reformed DISTRICT 33**

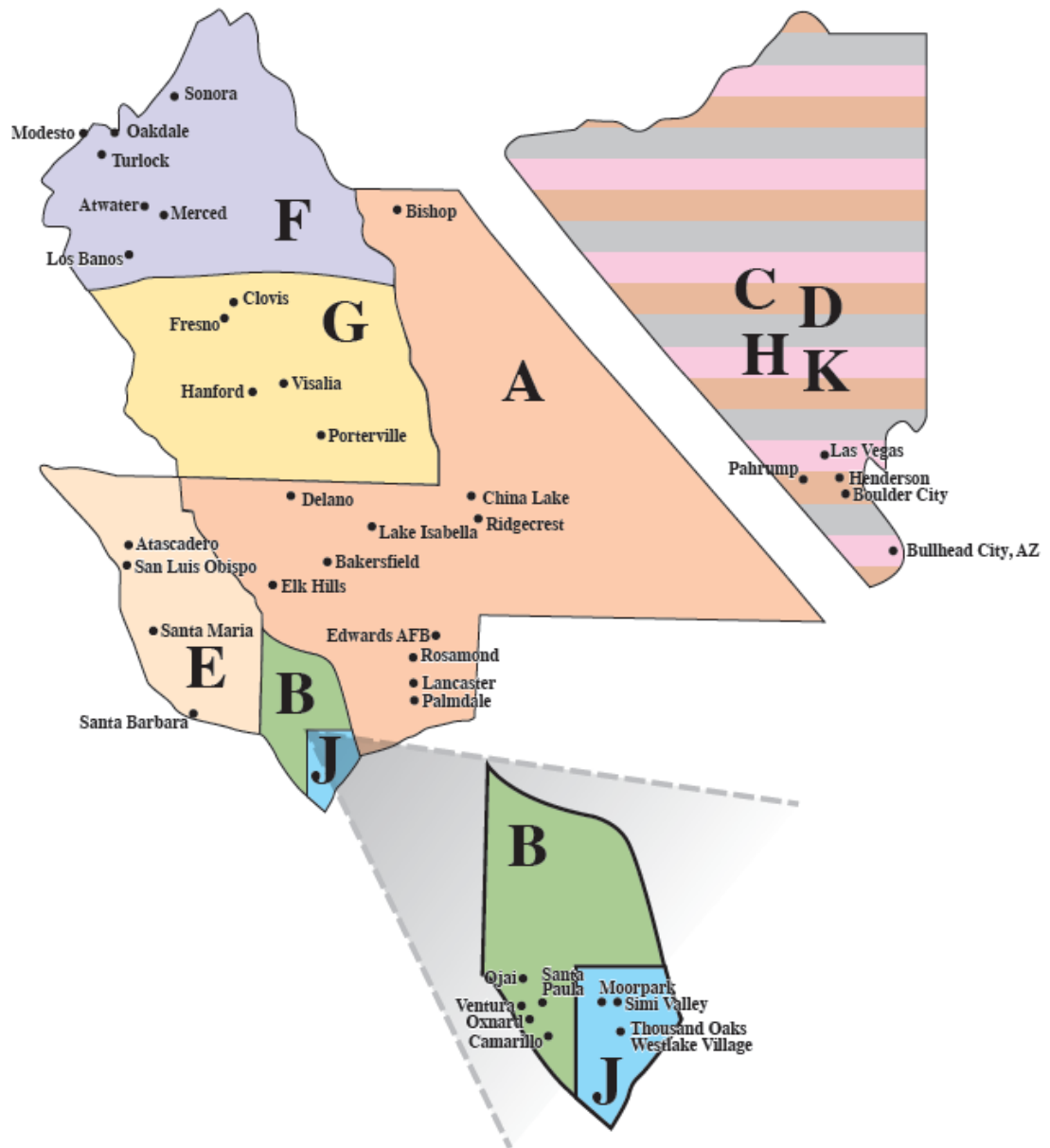
Map 4 is **Reformed Southern Nevada District (115)**

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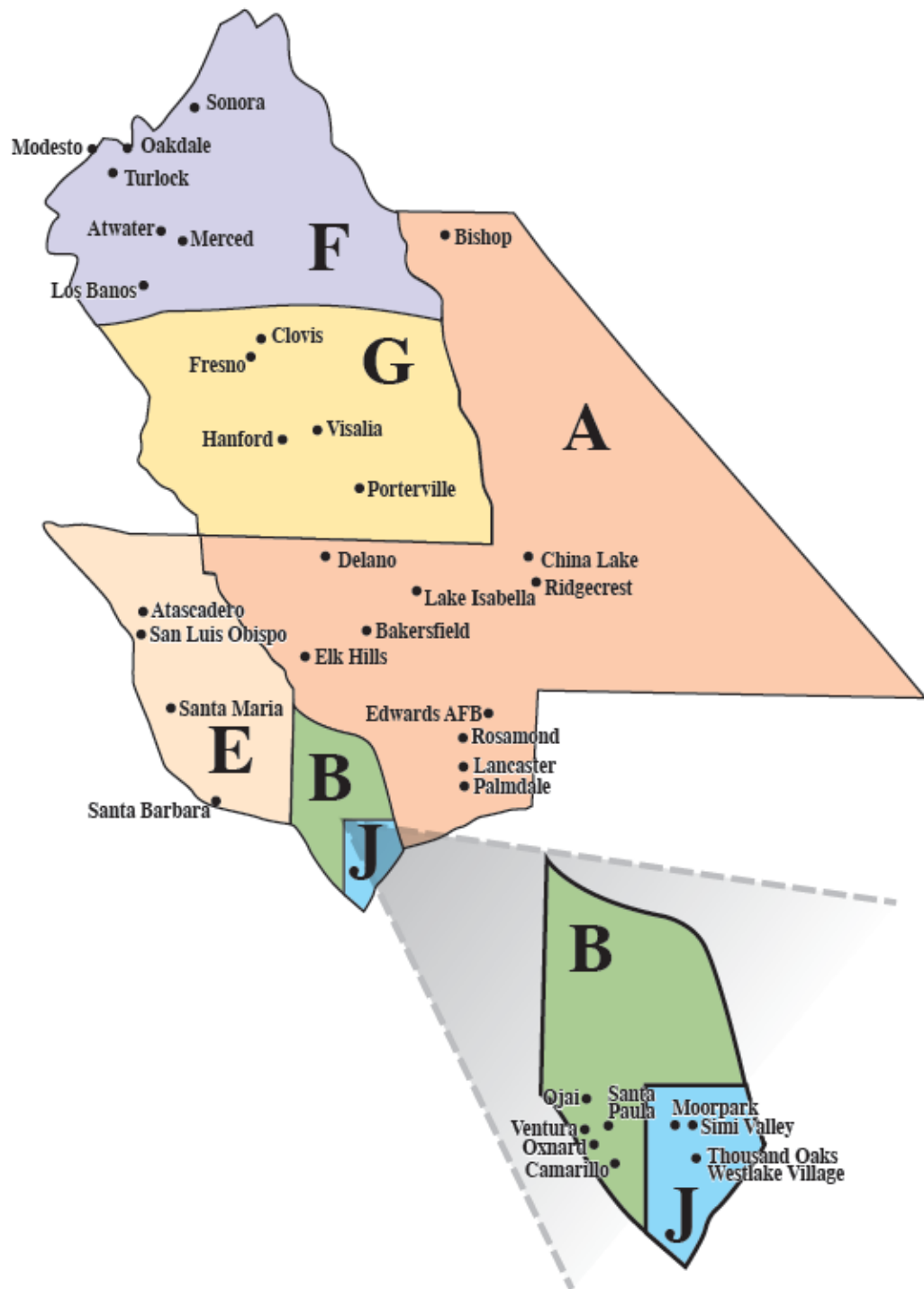
Existing District 33



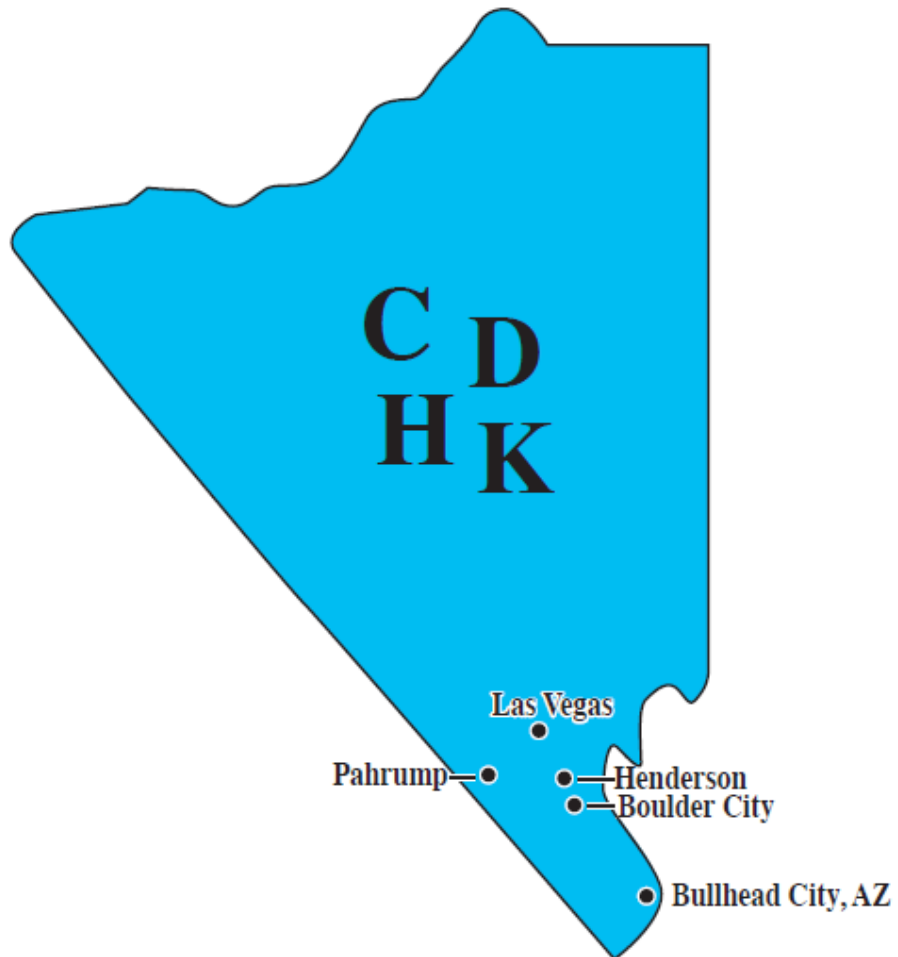
District 33 - Proposed Reformation



Reformed District 33



Reformed Southern Nevada District (115)



III. Reformation Strategies *(continued)*

B. Club Demographic Data – Current and Proposed

The first club in Southern Nevada was club #2628 Windjammers Toastmasters chartered on August 1, 1958. In 1965, a second club was chartered, Starmasters Toastmasters. In 1977, a third club was chartered; I'll Drink to That Toastmasters. In 1978, two clubs were chartered, High Noon Lectern and Bachelors and Bachelorettes club. In 1979, two more clubs were chartered, Early Risers Toastmasters and Business Masters. In 1982, 1983, and 1986 each year had one club per year. In 1987, two clubs were chartered. In 1988, one club was chartered, Valley Voices and Vices. In 1989, two clubs were chartered. Beginning in 1990 through 2008, basically one club per year was chartered. In 2009, chartering multiple clubs each year began occurring. Here is the chart for the last 7 years:

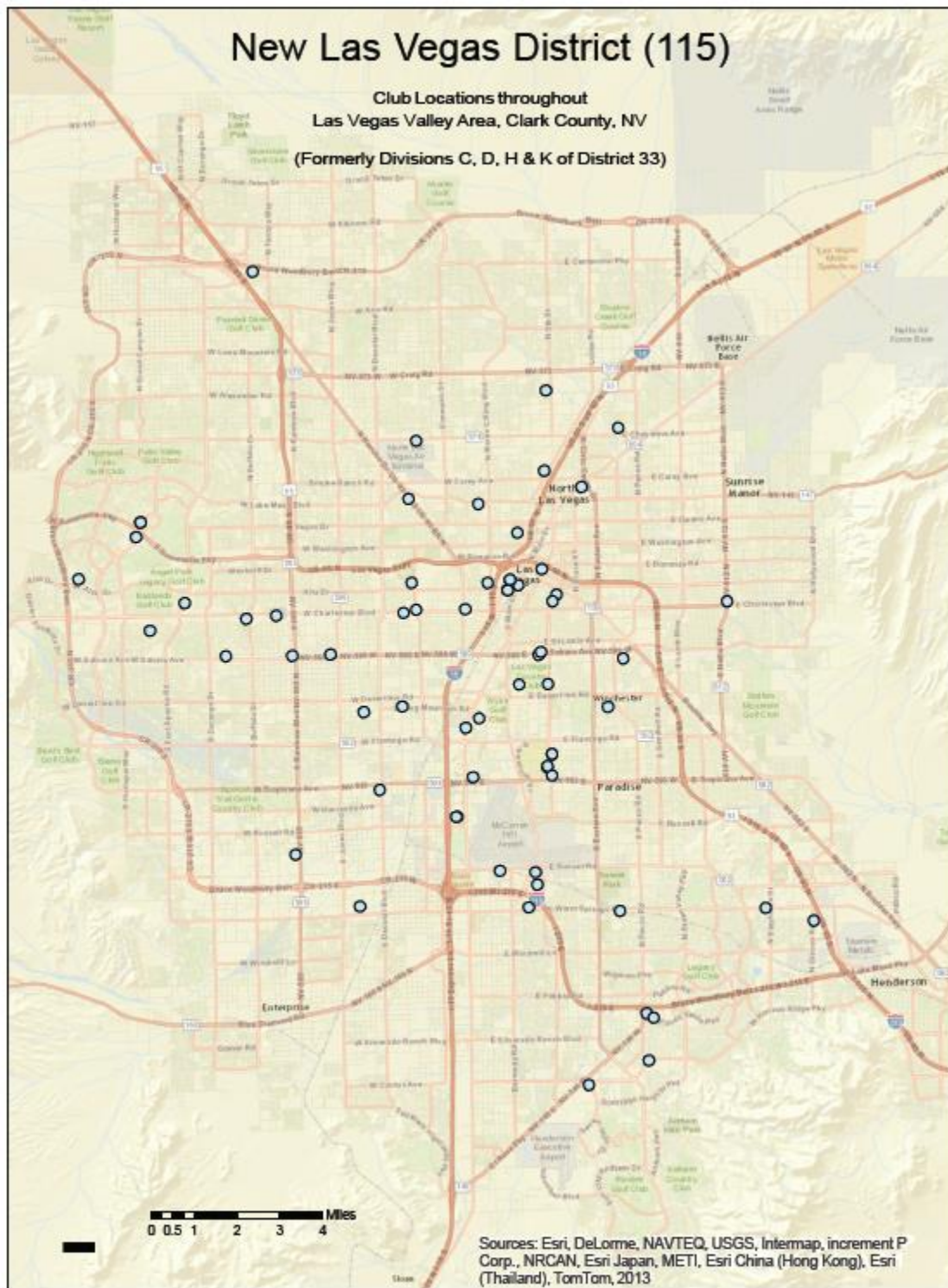
2009	4 new clubs chartered
2011	5 new clubs chartered
2012	3 new clubs chartered
2013	3 new clubs chartered
2014	5 new clubs chartered
2015	5 new clubs chartered
2016	9 new clubs chartered

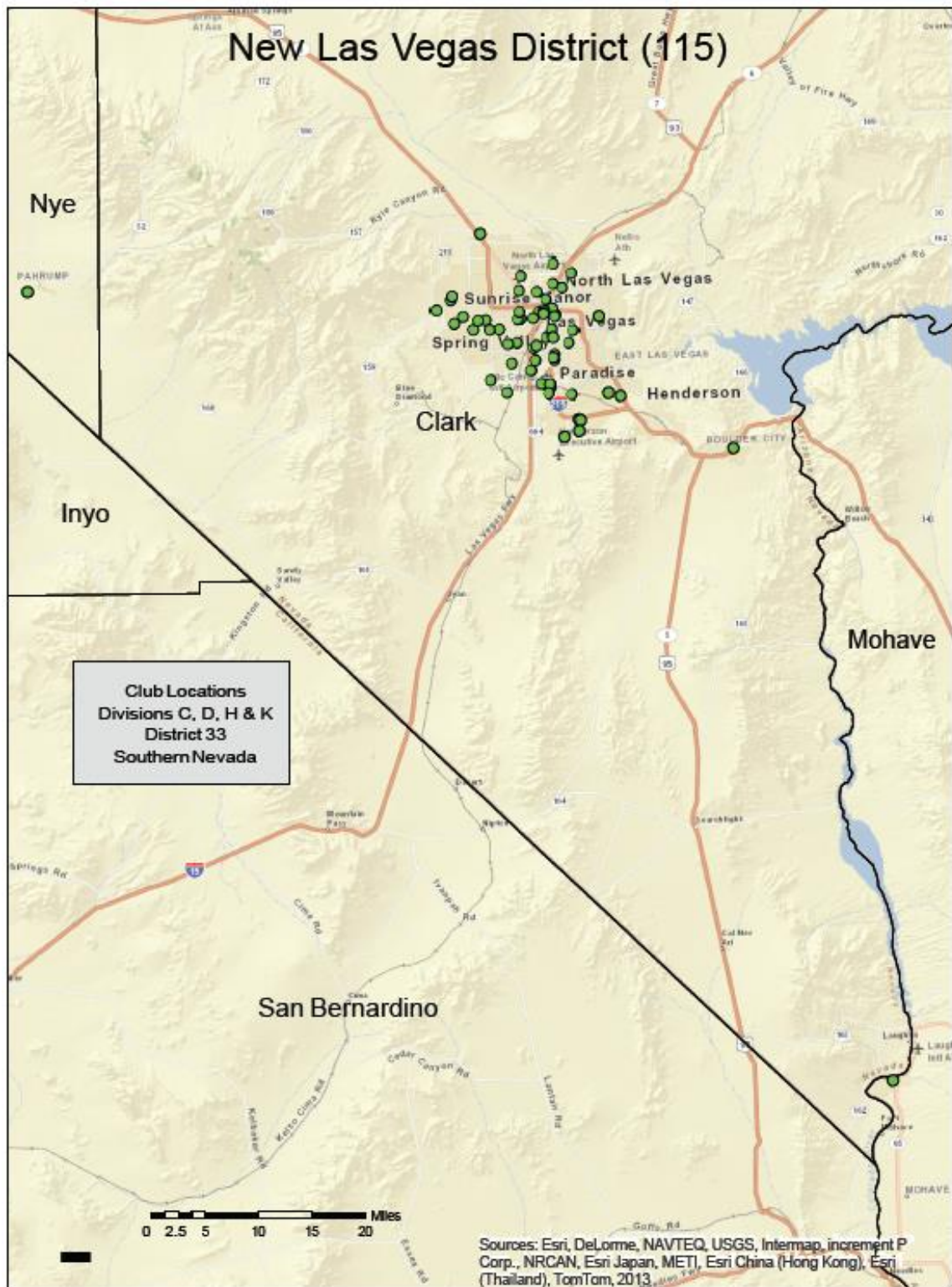
As of December 2016, three prospective clubs are meeting. All three prospective clubs have elected club officers, chosen a club name, set club meeting dates, times, and locations. They are in the process of securing the required new/dual Toastmasters members. All three prospective clubs are expected to charter in February 2017.

January 2017, the Champions have additional introductory meetings scheduled and expect chartering more new clubs during March to May 2017. In January 2017, the prospecting team will begin contacting each employer with over 500 employees. The past performance of the prospecting team anticipates a continuous flow of new club kick-off meetings throughout the reformation efforts.

The next two maps plot the meeting location of current clubs in Southern Nevada.

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III. Reformation Strategies *(continued)*

C. Member Demographic Data – Current and Proposed

The Southern Nevada Toastmasters are focused on achieving their educational completions. Southern Nevada Toastmaster Leadership Institute routinely has 25 percent of the attendees as first timers. District 33 has an early bird incentive that requires clubs to have met goal number seven of adding four new members by October 31 each year to earn a gift certificate to the Toastmasters International supply catalog. The early bird incentive began with the 2007 Fall Conference and is extremely successful.

Consistently attracting new members in all clubs has tremendous growth benefits. The growth benefits are individual accomplishments and leads for future clubs. The statistics for length of experience further support the dedication to the Toastmasters program. Southern Nevada members with less than five years of experience are 907 with 183 from July 1, 2016. Members with five to ten years of longevity are 132. Members with ten to fifteen years of experience account for 89 members. Members with more than fifteen years of experience are 70 members. The educational award accomplishments from December 2016, membership list reflect the dedication to completing educational awards.

Memberships	1,198		
CC	192	Members with Multiple Designations	
CL	125	ACB, ALB	23
ACB	71	ACB, CL	27
ACS	45	ACG, ALB	9
ACG	17	ACG, CL	8
ALB	72	CC, ALB	26
ALS	2	ATM, AS	1
DTM	81	ATM, CL	1
AS	3	ATMB, CL	3
PID	1	ATMS, CL	1
RA	1	ATMG, CL	2
past RA	1	ATMS, CL, AS	1
PDG	8	ATMS, CL	1
ATM	4	CTM, CL	2
ATMB	7	DTM, AS	1
ATMS	3		
ATMG	3		

D. District and Club Distinguished Club Program Teamwork

District 33 has a strong, diverse membership. All clubs in California and Southern Nevada adhere to the Toastmasters educational programs, participate in membership contests, and are focused on member and club achievement in the Distinguished Club Program. District 33 unity was evident in the 2011 and the 2015 International Conventions held in Las Vegas, Nevada. Sherrie Parker, DTM PDG was the 2011 International Convention Chairman. The husband and wife team of Jesse Oakley, III, DTM PDG RA 2015-2016, and Dana Wall-Oakley, DTM co-chaired the 2015 International Convention. The 2011 and 2015 International Convention Chairmen and volunteers demonstrated outstanding leadership and increased member engagement during the 2011 and 2015 International conventions.

In District 33, the Toastmasters Leadership Institute (Club Officer Training) is held twice a year. The Toastmasters Leadership Institute is organized and conducted basically at the Division level. Southern Nevada Divisions of C, D, H and K have always held community-wide training. This combined leadership training has built a strong community of Toastmaster leaders. Mentoring and coaching sessions are taught regularly. New Toastmasters, attending their first Toastmasters Leadership Institute, meet local DTMs with multiple years of experience and experience a positive and supportive environment. Through this experience, many new Toastmasters members state they will be lifelong members dedicated to the Toastmasters programs that empower individuals to become more effective communicators and leaders.

Southern Nevada clubs exceed the minimum standards for club officer training, averaging 95 percent of their clubs with 100 percent officers trained. When clubs achieve 100% officers trained, the club earns a pink club banner ribbon that reads "100% Officers Trained". District officers are encouraged to reference club banner ribbons during their official visits as a sign of support from the District to the club. Southern Nevada Toastmaster leaders offer a community-wide makeup club officer training session normally in the evening within two weeks of the initial training. The Area Director and Division Directors know exactly which club officers have received training and which club officers have not received training to

complete the goal of 100% club officer trained in the Distinguished Club Program. Area and Division Directors are strongly encouraged to conduct these last few club officer trainings in a one-on-one session. When District Officers reach out to every club officer to ensure the club officer have received the necessary training to perform their duties, members and clubs are strengthened.

During District officer visits and club officer training, several Toastmaster modules are routinely suggested as tools to expand membership and build stronger leaders. Some of the most popular training modules are:

- 1) The Moments of Truth module discuss the standards necessary to create positive impressions about club service and provide a club evaluation exercise,
- 2) Youth Leadership Workshop is a flexible workshop focused on the youth and developing their communication and leadership skills while attending school,
- 3) Speechcraft is recommended for reaching out to the community to share the fundamentals of public speaking to non-Toastmaster individuals, and
- 4) Open Houses host guests and are held one to four times a year per club.

District 33 appoints an Operations Committee Chairperson for a term of January 1 through December 31. With a calendar year term, each Chairperson provides consistency to club and District leaders. The appointment of the District 33 Operations Committee Chairperson is required to be a past District Governor/Director. The goal of the Operations Committee is to assist the incoming District Director with club alignments for their term. In 2000, Southern Nevada began operating with two divisions (Divisions C and D) operating with ten areas. In 2010, Southern Nevada grew and realigned into three divisions (Divisions C, D, and H) operating with 12 Areas. In 2016, Southern Nevada grew again into four Divisions (Divisions C, D, H, and K) operating with 16 areas. Club alignments into areas and divisions that allow for the demands of District leadership are a guiding force. For example, some areas have no club meetings in the evening for an Area Director who cannot attend evening meetings due to career, family or personal reasons. The club alignment provides flexibility

and is extremely important in a diverse community. The strength of Southern Nevada club alignment and growth is the overlapping boundaries of all clubs, areas, and divisions. This overlapping of boundaries creates a large family and supportive group of members. The driving force of Southern Nevada Toastmaster clubs is to meet the needs of a diverse population. The Southern Nevada convention and tourism industry must be open 24 hours a day, seven days a week, and 365/366 days a year.

Another example of teamwork is how the Toastmasters community, the residents of Southern Nevada, and the business community join forces to keep Las Vegas, the number one destination for tourism. The growth in Southern Nevada clubs is attributed to a business community that is highly interactive with technology, visionary, and growth oriented. Teamwork involves excellent customer service. Distinguished Toastmaster Kay Collis has served as the Customer Service Chairperson twice and has been a committee member for more than ten years. The Customer Service Excellence Program is a valley-wide recognition program for all residents. All Toastmaster club officers are recognized each year for their dedication to the Toastmaster program. More examples of teamwork are: many clubs have active websites, periodically utilize Meet-up social media announcements, participate in joint meetings, and challenge other clubs in membership recruitment. This friendly competition is evident in many clubs challenging other clubs for Distinguished Club Program goal completion, new members, retention of existing members, and how many consecutive years clubs achieve Distinguished, Select Distinguished, or President's Distinguished status. The sponsoring clubs routinely challenge their new offspring clubs to achieve Distinguished or better status in their first eligible year in the Distinguished Club Program.

III. Reformation Strategies *(continued)*

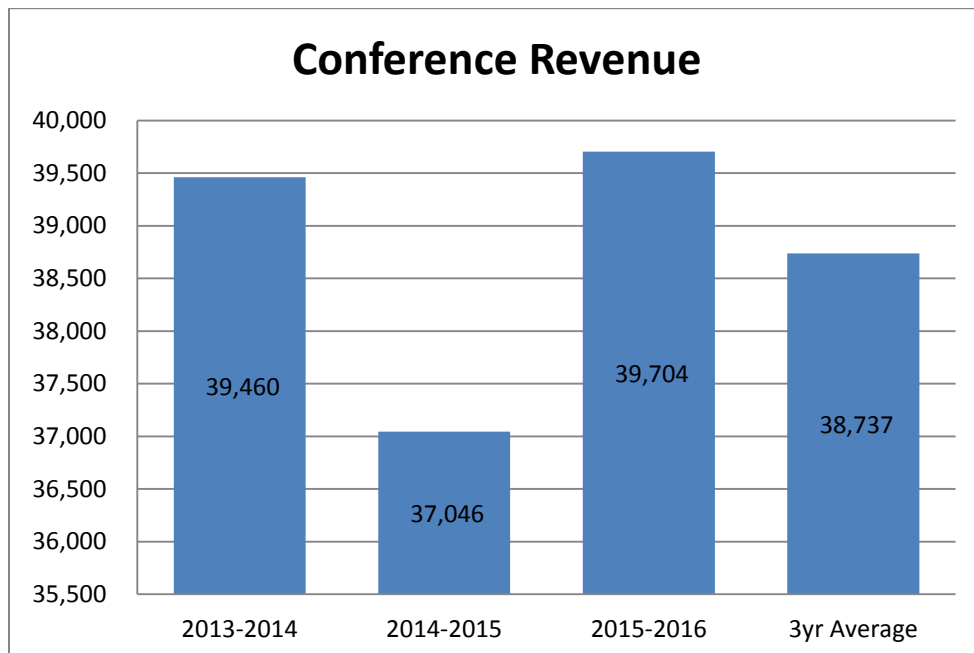
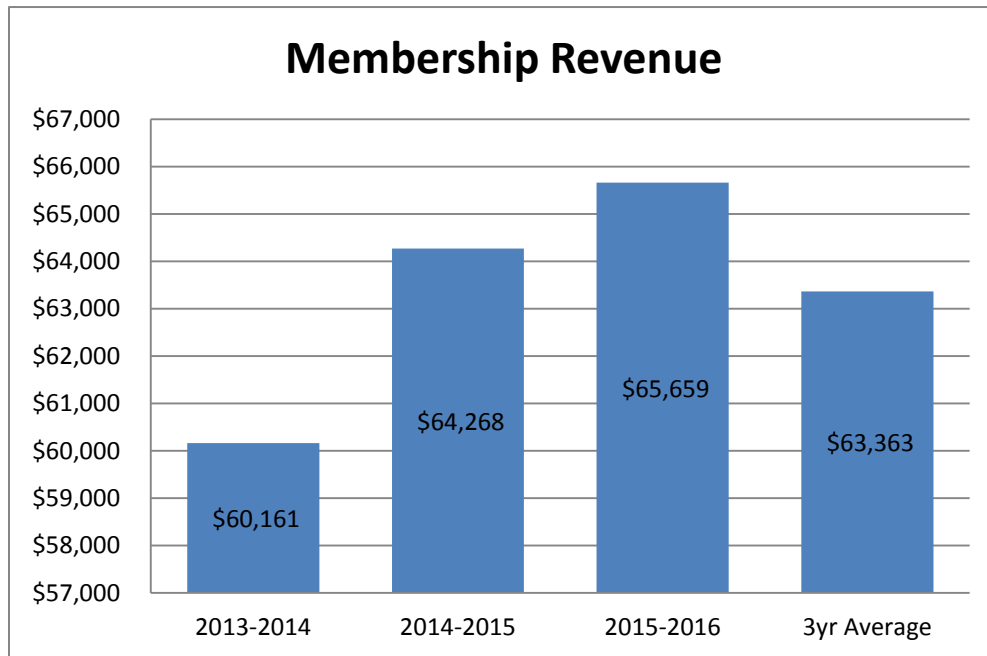
E. Financial Analysis

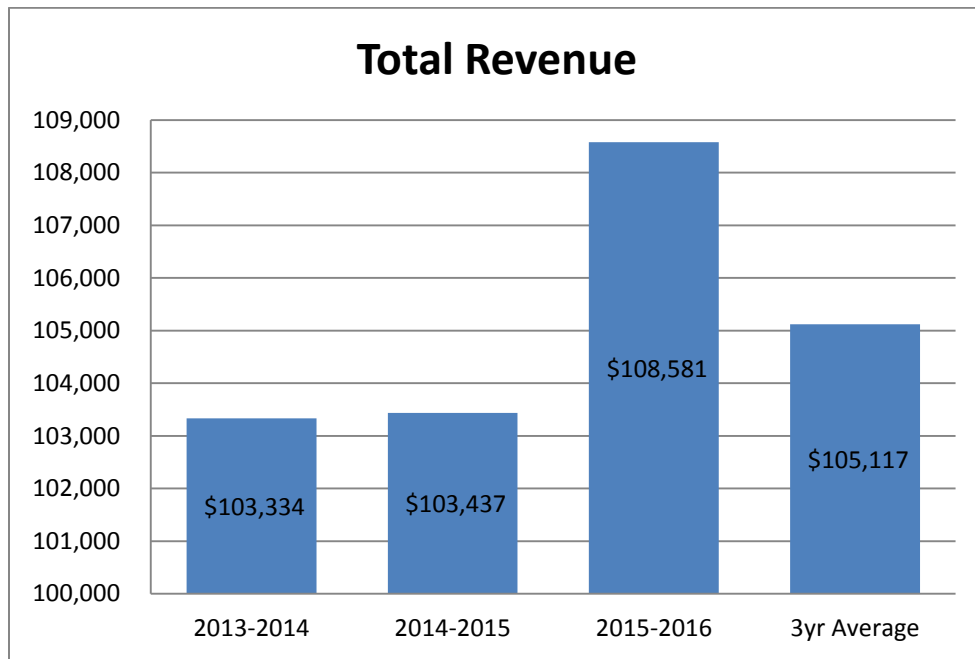
Attention has been spent in analyzing and reviewing the financial sustainability after the reformation. The following financials show that sustainability is possible for both Districts.

District Revenue - actuals				
	2013-2014	2014-2015	2015-2016	3yr Average
Membership	\$ 60,161	\$ 64,268	\$ 65,659	\$ 63,363
Conference	39,460	37,046	39,704	38,737
Other Revenue	3,713	2,123	3,218	3,018
Total District Revenue	\$ 103,334	\$ 103,437	\$ 108,581	\$ 105,117

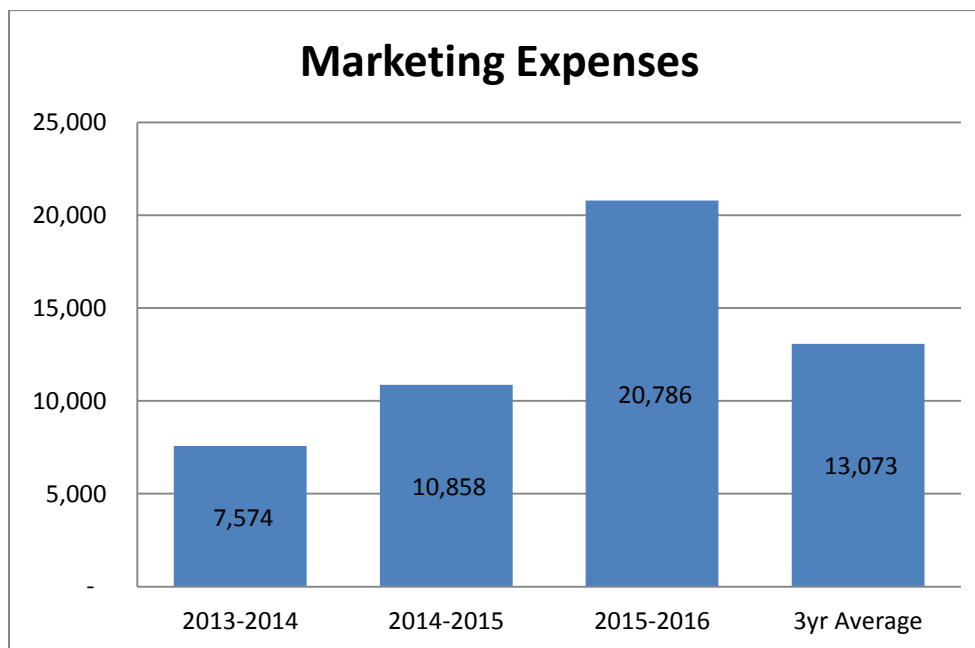
District Expenses - actuals				
	2013-2014	2014-2015	2015-2016	3yr Average
Conference	\$ 39,079	\$ 51,338	\$ 56,549	\$ 48,989
TLI Expenses	622	2,129	3,246	1,999
Marketing	7,574	10,858	20,786	13,073
Communications & PR	616	310	861	596
Education & Training	10,604	7,064	6,968	8,212
Speech Contests	688	1,600	995	1,094
Administration	556	1,112	728	799
Travel	12,277	16,370	15,991	14,879
Other Expense	-	413	73	162
Total District Expenses	\$ 72,016	\$ 91,194	\$ 106,197	\$ 89,802
Total Net Income	\$ 31,318	\$ 12,243	\$ 2,384	\$ 15,315

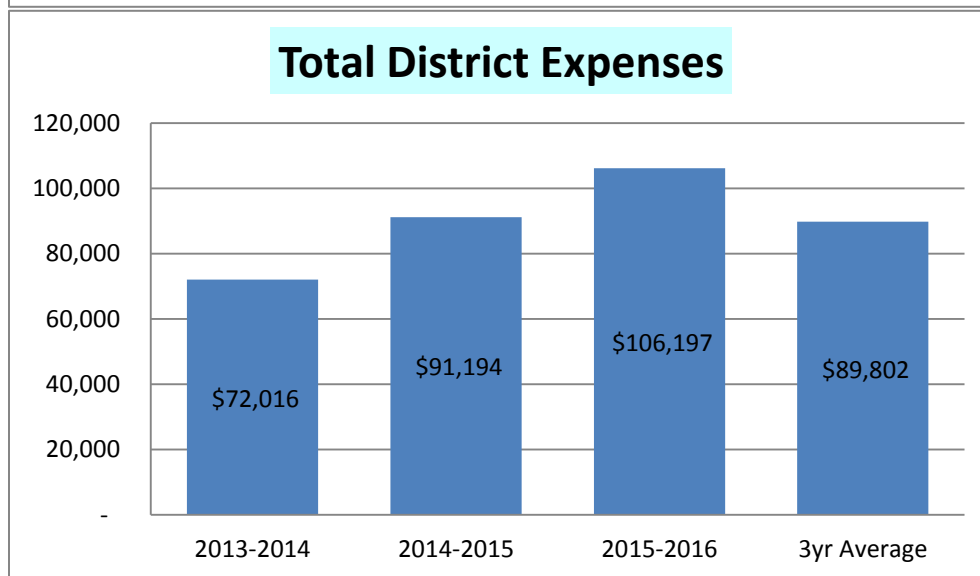
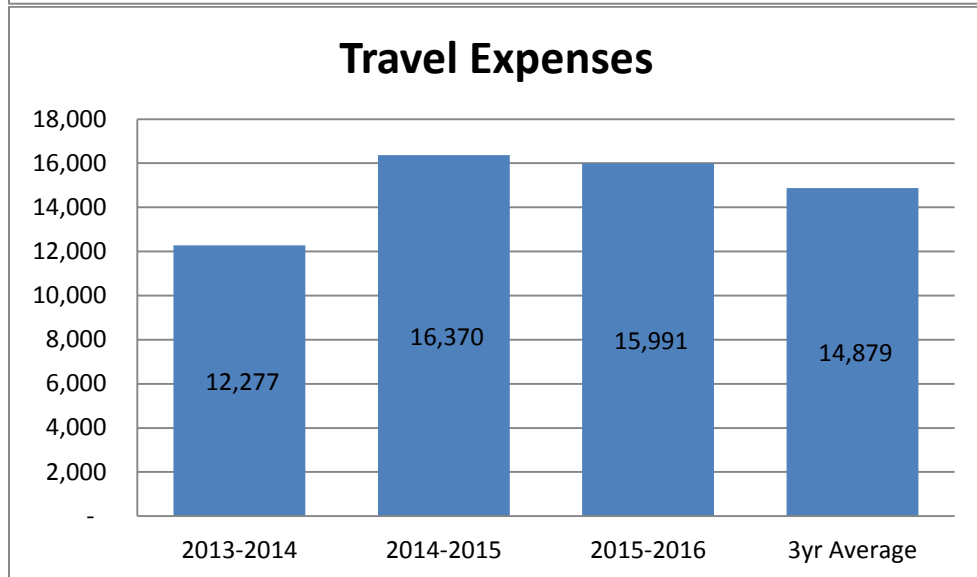
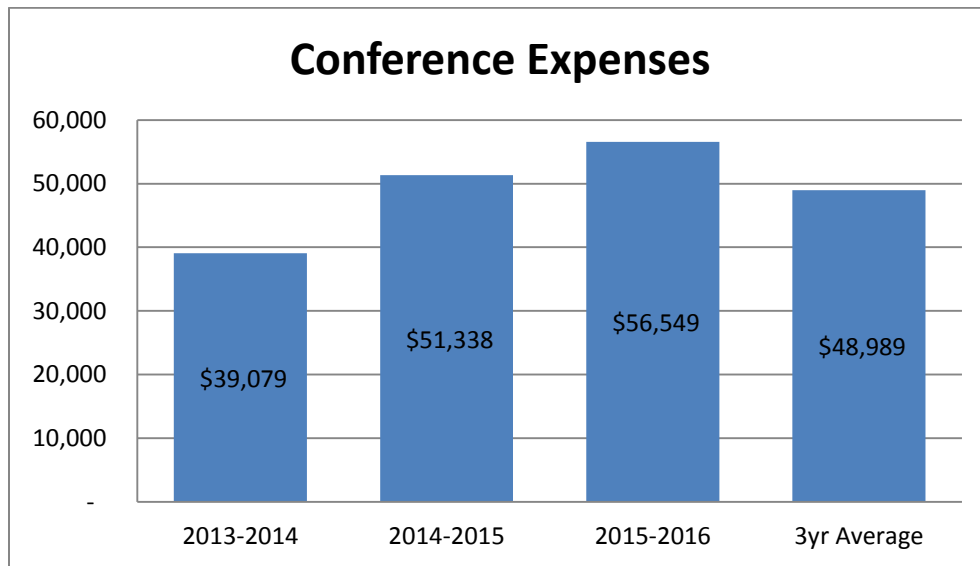
Actual Revenue graphs:





Actual Expense Graphs:





Below is an estimated 3-year revenue/expense forecast for the reformed California District 33 and reformed Southern Nevada District 115, based on average inflation rate.

(http://inflationdata.com/inflation/inflation_rate.asp).

Based on membership the forecast the above actual numbers are split as follows:

Total current membership	3,559	100%
California membership	2,361	66%
Nevada membership	1,198	34%

Reformed District 33 - California					
3-year Inflation Rate of 1.69%					
District Revenue	3yr Average	66% Portion	2016-2017	2017-2018	2018-2019
Membership	\$ 63,363	\$ 41,819	\$ 42,526	\$ 43,245	\$ 43,976
Conference	38,737	25,566	25,998	26,438	26,884
Other Revenue	3,018	1,992	2,026	2,060	2,095
Total District Revenue	\$ 105,117	\$ 69,377	\$ 70,550	\$ 71,742	\$ 79,197

Reformed District 33 - California					
3-year Inflation Rate of 1.69%					
District Expenses	3yr Average	66% Portion	2016-2017	2017-2018	2018-2019
Conference	\$ 48,989	\$ 32,333	\$ 32,879	\$ 33,435	\$ 34,000
TLI Expenses	1,999	1,319	1,342	1,364	1,387
Marketing	13,073	8,628	8,774	8,922	9,073
Communications & PR	596	393	400	407	413
Education & Training	8,212	5,420	5,512	5,605	5,699
Speech Contests	1,094	722	734	747	760
Administration	799	527	536	545	554
Travel	14,879	9,820	9,986	10,155	10,327
Other Expense	162	107	109	111	112
Total District Expenses	\$ 89,802	\$ 59,270	\$ 60,271	\$ 61,290	\$ 67,658
Total Net Income	\$ 15,315	\$ 10,108	\$ 10,279	\$ 10,452	\$ 11,539

Reformed District 115 – Southern Nevada					
3-year Inflation Rate of 1.69%					
District Revenue	3yr Average	34% Portion	2016- 2017	2017- 2018	2018- 2019
Membership	\$ 63,363	\$ 21,543	\$ 21,907	\$ 22,278	\$ 22,654
Conference	38,737	13,170	13,393	13,619	13,850
Other Revenue	3,018	1,026	1,043	1,061	1,079
Total District Revenue	\$ 105,117	\$ 35,740	\$ 36,344	\$ 36,958	\$ 53,540

Reformed District 115– Southern Nevada					
3-year Inflation Rate of 1.69%					
District Expenses	3yr Average	34% Portion	2016- 2017	2017- 2018	2018- 2019
Conference	\$ 48,989	\$ 16,656	\$ 16,938	\$ 17,224	\$ 17,515
TLI Expenses	1,999	680	691	703	715
Marketing	13,073	4,445	4,520	4,596	4,674
Communications & PR	596	203	206	209	213
Education & Training	8,212	2,792	2,839	2,887	2,936
Speech Contests	1,094	372	378	385	391
Administration	799	272	276	281	286
Travel	14,879	5,059	5,144	5,231	5,320
Other Expense	162	55	56	57	58
Total District Expenses	\$ 89,802	\$ 30,533	\$ 31,049	\$ 1,574	\$ 45,739
Total Net Income	\$ 15,315	\$ 5,207	\$ 5,295	\$ 5,385	\$ 7,800

III. Reformation Strategies *(continued)*

F. Member Empowerment Strategies – DCP and Pathways

District 33 has more than 40 years of achieving the Excellence in Education award in the Distinguished District program. All members throughout the district routinely hear a mantra started by Past District Governor, Distinguished Toastmaster Jim Riley “Toastmaster friends don’t let Toastmaster friends give “NON” manual speeches.” Adherence to the Toastmasters’ educational program is of the utmost importance in all District 33 clubs. Most Distinguished Toastmasters take an active role in mentoring and coaching new club and district leaders. Another phrase popular in Southern Nevada is “your next step is” as members serve as club officers and/or complete their Competent Communicator award. The concept of “shadowing” your next role in Toastmasters is popular in Southern Nevada. As of the end of December 2016, more than 75% of the Division and Area Directors for the next term of 2017-2018 in Southern Nevada Divisions have completed their District Leader Nomination Form. As soon as a leader agrees to advance to the next highest role, the advancing member is automatically included in the Division Council meetings as an observer to learn policies, protocol and success strategies. This “shadowing” concept has produced more confident and better trained Area and Division Directors in Southern Nevada.

District 33 has an active new member mentoring program with incentives. Each year the District Trio adjusts incentives to better serve new members in all clubs. Clubs are allowed freedom to explore different techniques that work best for their club. Some clubs have a special monthly meeting just for new members. By rotating between current officers, bonds are built faster with the new members. For retention efforts, the VP Membership utilizes experienced Toastmaster members (CC or past club presidents) to contact non-renewing members who have completed at least five speeches. The experienced member explains the importance for renewing to earn a Competent Communicator Award. This one on one communication has increased retention in many clubs. Teamwork is quoted as a member benefit in this process.

Another empowerment strategy utilized in District 33 is the review of every Area Director report submitted. The District 33 Program Quality Director is the primary contact for reviewing and sending comments back to the Area Director and the club president with copies to the District Director, Club Growth Director and appropriate Division Director. By consistently including all levels of leadership, current leaders understand their efforts are appreciated. Club presidents routinely mention that they feel like the District is listening to member needs. By empowering all members at all levels of their leadership development, clubs and district are strengthened.

District 33 and the Southern Nevada Reformation Committee have worked diligently to include club members during every stage of the pre-reformation process. In the past five years of growth in Southern Nevada, District Leaders and club members have joined efforts to strive for a successful completion of this reformation by July 1, 2019. During the Fall 2016 Conference, the unanimous approval of this Reformation proposal by the 2016-2017 District Executive committee (DEC) serves as a testament that District 33 is ready to begin and complete all tasks necessary for this reformation request.

IV. Implementation Strategies

A. New Club Leads Development and Tracking

Las Vegas, Nevada, is the world's largest convention and tourism destination. Therefore, cultural differences must be embraced and taught in every aspect of communication and leadership training. The service industry benefits greatly from Toastmaster programs. More than 60 percent of Las Vegas residents work in the service industry. Currently Las Vegas's population exceeds 2.2 million residents who interact with more than 42.3 million tourists. Historical charts for population growth and tourism attendance are included on the following page.

Southern Nevada has a robust county, city, state, and federal employment base. Currently there are approximately nine clubs associated with public sector agencies. There are other public sector agencies open to the possibility of hosting a Toastmaster club. Another interesting fact about Southern Nevada is there are more churches per capita in Las Vegas Nevada than any other city in the United States.

Las Vegas Global Economic Alliance (LVGEA) mission is to attract and retain businesses in Southern Nevada. In 2015, the LVGEA assisted 34 companies, which immediately created 3,400 jobs. The projected three to five year buildout for those companies is 25,000 jobs in fields including renewable energy, software development and health care.

The University of Nevada at Las Vegas (UNLV) recently expanded the Boyd School of Law. In 2016, UNLV expanded to include a Medical School. Clark County Commissioners, Las Vegas City council and North Las Vegas City council along with UNLV collaborated on strategies to nurture world class medical research and patient care in Southern Nevada. The Veterans Administration Hospital in North Las Vegas has held kick-off meetings and is currently determining the most effective way to incorporate multiple clubs at their multiple facilities in Southern Nevada.

The Drone industry is another industry experiencing growth at Nellis Air Force Base, Creech Air Force Base and the private sector. Henderson built a technology park catering to the drone industry. Distinguished Toastmasters

have presented several options for Nellis Air Force base to host several Toastmaster clubs.

For the last five years, the annual Las Vegas Business Expo hosted by the Las Vegas Metro Chamber of Commerce has introduced many new members to existing clubs and strong leads for new clubs. The Southern Nevada toastmaster members, club officers, and district leaders rotate staffing a Toastmasters booth to distribute information to attendees. The business expo has more than 150 Chamber business booth exhibitors during this five hour business expo. Foot traffic exceeds 2,000 community business professionals and/or employees every year for the last 5 years.

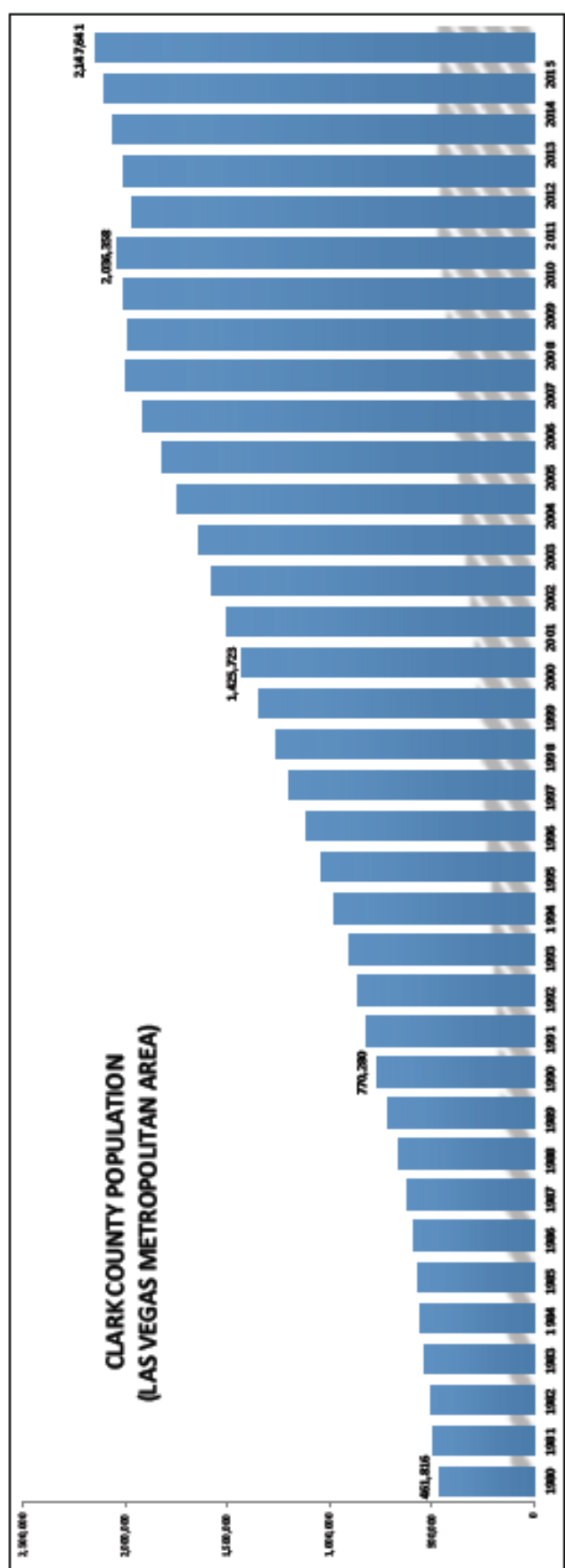
The Southern Nevada Champions (reformation committee) use various "lists" of industry specific companies. Companies with over 200 employees are contacted for their interest level. Professional organizations with a membership base over 500 are contacted for their interest. Current members and local district leaders ascertain the expansion of community based clubs as the needs or interest arise.

As prospective corporate leads are identified, a Distinguished Toastmaster initiates contact and discusses the benefits of a Toastmasters program for their organization. When the contact is receptive, a corporate visit is scheduled to discuss the Toastmaster Program and benefits with the appropriate designated person (i.e., lead contact, Human Resources personnel, etc.). Several Southern Nevada Champions have been trained in corporate visit procedures.

During the corporate visit, a Toastmasters black presentation folder is provided with Toastmaster information on benefits, program format, and marketing materials to create interest in forming a corporate Toastmaster club. Additional discussion includes the costs associated with completing the Application to Charter, a suggested timeframe for completing the paperwork associated with a new club charter, support from local Toastmaster members, individual membership requirements and costs, and election of club officers. The next step is to choose a date for a kick-off / demonstration meeting.

CLARK COUNTY (LAS VEGAS METROPOLITAN) POPULATION TRENDS: 1980 - 2015
as of March 2016

City/Municipality	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Unincorporated Clark County	219,316	367,810	587,324	616,462	678,569	708,823	753,278	781,871	828,406	877,233	861,545	864,569	891,305	851,389	888,314	914,563	929,669	953,845
City of Las Vegas	164,674	268,330	483,448	506,111	520,946	535,395	559,824	576,571	591,536	603,093	595,087	607,876	626,866	586,396	594,294	626,792	619,419	628,711
Henderson	24,363	69,350	198,091	399,335	212,855	220,236	234,320	248,730	256,350	265,790	272,063	275,134	276,428	267,088	269,343	278,047	284,968	291,432
North Las Vegas	42,719	50,010	124,586	129,398	137,691	147,877	168,081	182,359	202,520	215,026	216,672	221,008	224,940	227,155	224,008	229,334	233,806	238,342
Mesquite	914	1,960	35,605	12,134	13,278	14,079	16,180	36,600	38,082	19,194	19,939	21,259	21,342	19,199	16,900	17,758	18,525	19,299
Boulder City	9,590	12,760	35,519	14,839	14,968	15,125	15,342	35,367	35,790	16,206	16,840	16,511	35,886	15,502	35,901	15,850	35,862	16,011
CLARK COUNTY (Las Vegas Metro Area)	461,816	770,280	1,425,723	1,464,279	1,578,332	1,641,529	1,747,815	1,835,700	1,912,654	1,994,542	1,984,145	2,004,347	2,036,358	1,946,630	2,008,614	2,062,235	2,102,288	2,147,641
Year-Over-Year Population Increase	—	61,330	82,183	72,556	80,033	63,197	101,496	68,675	96,954	83,888	(10,397)	20,002	30,011	(69,728)	42,024	53,599	36,085	45,402
Year-Over-Year Percent Increase	—	8.7%	6.1%	5.1%	5.3%	4.0%	6.4%	3.9%	5.3%	4.4%	-0.5%	1.0%	1.5%	-3.4%	2.1%	2.7%	1.9%	2.2%
Average new residents per month	—	5,128	6,849	6,046	6,671	5,266	8,791	5,723	8,080	6,991	(866)	1,684	2,501	(5,811)	3,502	4,467	3,332	3,784



SOURCE: U.S. Census Bureau; Nevada State Demographer; Clark County Comprehensive Planning

NOTE: Non-residents are as of July 1.

Historical Las Vegas Visitor Statistics

(1970-2015)

UPDATED 03/2016

Year	Visitor Volume	Convention		Room Inventory	Occupancy Percentage			LVCA Room Tax Collections *	En/Displaced Air Passengers	Auto Traffic (I-15 at NVCA Border)	Clark County Gaming Revenue *
		Delegates	# Held		Hotel	Motel	Total				
1970	6,787,650	269,129	296	25,430	70.0%	65.0%	68.0%	\$3,751,265	4,086,973	1,687,445	\$369,286,977
1971	7,361,783	312,347	320	26,044	82.5%	72.0%	78.3%	4,241,630	4,102,285	1,763,432	399,410,972
1972	7,954,748	290,794	385	26,619	86.5%	73.2%	81.2%	4,770,716	4,608,764	1,814,133	476,126,720
1973	8,474,727	357,248	305	29,198	88.3%	78.5%	84.4%	5,556,312	5,397,017	1,888,949	588,221,779
1974	8,664,751	311,908	339	32,826	86.0%	68.7%	78.7%	6,559,315	5,944,433	1,773,806	684,714,502
1975	9,151,427	349,787	393	35,190	84.2%	72.8%	79.5%	7,616,661	6,500,806	1,893,378	770,336,695
1976	9,769,354	367,322	325	36,245	85.9%	76.0%	82.0%	8,890,463	7,685,817	2,051,464	845,975,652
1977	10,137,021	417,090	352	39,350	85.3%	74.2%	80.8%	10,383,259	7,964,687	2,147,793	1,015,463,342
1978	11,178,111	607,318	421	42,620	86.9%	74.8%	82.0%	13,113,511	9,110,842	2,303,767	1,236,235,456
1979	11,696,073	637,862	356	45,035	86.8%	71.7%	80.9%	15,847,040	10,574,127	2,064,874	1,423,620,102
1980	11,941,524	656,024	449	45,815	82.8%	68.3%	77.2%	18,231,548	10,302,106	2,185,829	1,617,194,799
1981	11,820,788	719,988	515	49,614	80.5%	67.6%	75.7%	18,179,761	9,469,727	2,369,850	1,676,148,606
1982	11,633,728	809,779	518	50,270	76.1%	59.3%	70.3%	19,070,664	9,438,648	2,381,705	1,751,421,394
1983	12,348,270	943,611	453	52,529	77.4%	63.3%	72.6%	21,731,353	10,312,842	2,465,848	1,887,451,717
1984	12,843,433	1,050,916	499	54,129	78.1%	61.7%	72.5%	23,921,313	10,141,809	2,518,718	2,008,155,460
1985	14,194,189	1,072,629	480	53,067	84.7%	70.1%	79.8%	26,966,881	10,924,047	2,596,633	2,256,762,736
1986	15,196,284	1,519,421	564	56,494	86.3%	70.9%	81.4%	30,587,141 r	12,428,748	2,679,180	2,431,237,168
1987	16,216,102	1,677,716	556	58,474	87.0%	74.0%	83.4%	34,443,765 r	15,582,302	2,908,674	2,789,336,000
1988	17,199,808	1,702,158	681	61,394	89.3%	73.7%	85.1%	38,175,535 r	16,231,199	3,003,247	3,136,901,000
1989	18,129,684	1,508,842	711	67,391	89.8%	72.5%	85.2%	40,528,245 r	17,106,948	3,444,577	3,430,851,000
1990	20,954,420	1,742,194	1,011	73,730	89.1%	69.8%	84.7%	49,493,569 r	19,089,684	3,751,181	4,104,001,000
1991	21,315,116	1,794,444	1,655	76,879	85.2%	62.6%	80.3%	49,396,226 r	20,171,969 r	3,757,233	4,152,407,000
1992	21,886,865	1,969,435	2,199	76,523	88.8%	66.1%	83.9%	52,259,477 r	20,912,585	3,824,286	4,381,710,000
1993	23,522,593	2,439,734	2,443	86,053	92.6%	69.7%	87.6%	56,125,234 r	22,492,156	3,943,857	4,727,424,000
1994	28,214,362	2,684,171	2,662	88,560	92.6%	73.2%	89.0%	76,876,787 r	26,850,486	4,201,310	5,430,651,000
1995	29,002,122	2,924,879	2,826	90,046	91.4%	72.4%	88.0%	82,135,745 r	28,027,239	4,276,658	5,717,567,000
1996	29,636,361	3,305,507	3,827	99,072	93.4%	75.7%	90.4%	91,565,876 r	30,459,965	4,552,183	5,783,735,000
1997	30,464,635	3,519,424	3,749	105,347	90.3%	68.8%	86.4%	98,186,440 r	30,315,094 r	4,948,355	6,152,415,000
1998	30,605,128	3,301,705	3,999	109,365	90.3%	67.3%	85.8%	100,468,931 r	30,227,287	5,072,233	6,346,958,000
1999	33,809,134	3,772,726	3,847	120,294	92.1%	68.6%	88.0%	118,299,856	33,715,129 r	5,705,929	7,210,700,000 r
2000	35,849,691	3,853,363	3,722	124,270	92.5%	71.9%	89.1%	130,550,852 r	36,865,866	5,951,009	7,671,252,000 r
2001	35,017,317	5,014,240	20,346 a	126,610	88.9%	63.8%	84.7%	129,053,244	35,179,960 r	5,967,112	7,636,547,000 r
2002	35,071,504	5,105,450	23,031	126,787	88.8%	60.2%	84.0%	127,102,165	35,009,011	37,868 b	7,630,562,000 r
2003	35,540,126	5,657,796	24,643	130,482	89.6%	60.5%	85.0%	138,941,106	36,265,932	38,074	7,830,856,000 r
2004	37,388,781	5,734,864	22,286	131,503	92.0%	68.7%	88.6%	164,821,755	41,441,531 r	38,799	8,711,426,000 r
2005	38,566,717	6,166,194	22,154	133,186	91.8%	72.0%	89.2%	193,136,789	44,267,370 r	39,649	9,717,322,000 r
2006	38,914,889	6,307,961	23,825	132,605	93.2%	65.2%	89.7%	207,289,931	46,304,376 r	40,383	10,630,387,000 r
2007	39,196,761	6,209,253	23,847	132,947	94.0%	64.5%	90.4%	219,713,911	47,729,527 r	39,808	10,868,454,000 r
2008	37,481,552	5,899,725	22,454	140,529	89.8%	57.8%	86.0%	207,117,817	44,074,642 r	37,686	9,796,749,000 r
2009	36,351,469	4,492,275	19,394	148,941	85.3%	50.1%	81.5%	153,150,310	40,469,012 r	39,199	8,838,261,000 r
2010	37,335,436	4,473,134	18,004	148,935	83.5%	52.0%	80.4%	163,809,985	39,757,369	40,213	8,908,574,000 r
2011	38,928,708	4,865,272	19,029	150,161	86.9%	56.0%	83.8%	194,329,584	41,481,204 r	40,344	9,222,677,000 r
2012	39,727,022	4,944,014	21,615	150,481	87.4%	58.0%	84.4%	200,384,250	41,667,596	41,706 r	9,399,845,000 r
2013	39,668,221	5,107,416	22,027	150,593	87.1%	59.8%	84.3%	210,138,974	41,857,059	42,485	9,674,404,000 r
2014	41,126,512	5,194,580	22,111 r	150,544	89.1%	65.0%	86.8%	232,443,537	42,885,350 r	42,318	9,553,864,000 r
2015	42,312,216	5,891,151	21,306	149,213	89.8%	68.3%	87.7%	254,438,208	45,389,074	44,419	9,616,463,000

Compiled by the Las Vegas Convention and Visitors Authority (LVCA)

* Gaming revenue figures prior to 1984 reflect taxable gaming revenues; 1984 to current reflect gross gaming revenues.

a = Convention counts are now based on an updated methodology that reflects significant growth in the small meetings market in Las Vegas. All unreviewed convention data published prior to 2001 are based on an alternate methodology.

b = So. California Auto Traffic counts are now reported by NV Dept of Transportation at I-15 at NVCA Border and represent avg. daily auto counts. All data published prior to 2002 is data from Yermo Station inspection and reflects annual est. sales of vehicles.

Source: Las Vegas Convention and Visitors Authority; McCarran International Airport; Nevada Gaming Control Board; NV Dept of Transportation; CA Dept of Agriculture, Yermo



IV. Implementation Strategies *(continued)*

B. Kick-off meeting to Completed Charter Packet Process

The Southern Nevada Champions team schedules the demonstration / kickoff meeting date, time and location. The Southern Nevada Champions Team (Reformation committee) assists with providing members and soliciting local Toastmasters to be participants in fulfilling the meeting roles for the kickoff meeting. Periodically, club officers from the sponsoring club, Area Director, or Division Directors will provide support and answer questions from the attendees. Club sponsors and mentors are recruited and the current club sponsor is recruited.

Prior to the actual kickoff meeting, we prepare and print programs with the meeting agenda and other Toastmaster information included on the program. Each attendee receives a Toastmasters black presentation folder with marketing brochures, the Toastmaster magazine, a charter member membership application and a club officer description form.

At the kickoff meeting, the benefits of becoming a Toastmaster charter member are explained. New Club sponsors and mentors are introduced and their roles explained. Experienced Toastmasters are strategically placed throughout the audience to answer questions regarding Toastmasters. Membership costs are explained. The Club Officer responsibilities are explained and charter members are recruited to serve as new club officers. The Toastmaster leaders discuss meeting schedules (time, day, location) for ongoing club meetings. The date for the next meeting is announced. The next meeting agenda is basically set to elect club officers, choose a club name, and decide meeting day of week, time of day, and location.

At the second meeting, the dues paying new charter members choose the time, day and location that achieve maximum membership. A club name is discussed and when possible, voted on by members who have completed their Charter member application. The next meeting is announced and new club charter members begin volunteering for meeting roles. Charter membership applications and payments are collected by a new club sponsor or mentor. Then at the beginning of each subsequent meeting, the

count of current paid members is announced and how many more members are needed to finalize the chartering paperwork.

When the forms, one through six, are completed and approved by the new club, then the packet is sent overnight courier/mail to the New Clubs department at Toastmasters International. Normally, the application of organize is posted on the Prospective Clubs report. During the next three to 10 business days, a designated club sponsor is assigned to “daily” monitor the reports online and contacts the new clubs department as necessary for successful completion of the chartering forms.

C. First Year Support of New Clubs

The Southern Nevada Champions reviewed the last seven years of new clubs chartered in Southern Nevada to determine the factors and/or activities that help new clubs achieve Distinguished status in their first or second year of eligibility. We also looked carefully at circumstances that might have handicapped the new clubs.

The research showed these successful activities. When new clubs begin the chartering process, both club sponsors and club mentors are encouraged to support the new club and their members throughout the first year of the new club. The sponsoring club and their club officers are encouraged to offer support to the new club. Other successful activities are joint club meetings, friendly challenges in recruiting the most new members, joint club executive committee (Board) meetings, social activities, DTMs from the sponsoring clubs encourage the first club president to step up to Area Director role so they can be the first DTM of their new club, joint holiday or anniversary party between clubs, sponsoring club assists with the new club contests, processing membership renewals for the first renewal cycle that may or may not be prorated, encourage club officers to attend Southern Nevada Toastmasters Leadership Institute to meet other Toastmasters members, and attend the annual Division Directors Roast hosted by Bon Appetit Toastmasters club in May each year.

In Southern Nevada, we suggest sponsors and mentors rotate attendance for the first year of the newly chartered club. Please see the following checklists used in Southern Nevada.

CLUB MENTORING CHECKLIST

(AS OF APRIL 2016)

RESPONSIBILITIES		YES	NO
Participate in club demo meeting			
Realize your six-month commitment to the club			
Commit to share your Toastmaster knowledge and experience			
Be Supportive - tell the club what they are doing well			
Be Supportive - offer suggestions for improvement			
Use good judgment in feedback			
Questions to Pose			
Why do you clap when approaching and leaving front of the room?			
Timing rules for Topics, Speakers, Evaluators			
Toastmaster protocol			
Theme meetings			
Resources available from Toastmasters International website, etc.			
The Better Speakers Series			
The Successful Club Series			
The Leadership Excellence Series			
Setting up club website - using FreeToast Host - contact Gene Dunford for assistance			
Voting members into the club			
Officer Responsibilities			
President - preside at club meetings/executive committee meetings			
VP Ed - club meeting agenda/roles, keeping track			
VP PR - setting up/maintaining club website			
VP Mbr - guestbook, guest packets, etc.			
Other Club questions to share - Club determines its own rules within Toastmaster guidelines			
Can an Evaluator require a member to repeat a manual project if member didn't meet all the speech objectives? No, the Evaluator can suggest improvements.			
Can VP Education refuse to sign a member's speech completion record if he/she believes they didn't meet the speech objectives? No, it is up to Evaluator to provide feedback on objectives.			
Can a speaker have more time for a manual speech than specified in speech objectives? For new clubs, no. Members need to learn the time constraints for speeches. Longer speeches are available in Advanced Manuals.			
If member's speech went overtime does he/she still get credit or get votes for best speaker? Yes, they still get credit. Club would decide whether they want to still vote.			

District 33 Reformation Request

If club votes for best topics, speaker and/or evaluator, can a guest also vote? It is the Club's decision.

Emphasizing club dues and officer list submitted on time

Dues submitted by Oct 1 and April 1

Club Officer lists submitted by June 1 for annual officers

Club officer lists submitted by June 1 and December 1 for semi-annual officers

Assist club in determining any club dues

Assist club in determining if they want club bank account

Suggestions for opening non-profit bank account - US Bank, Nevada State Bank, etc..

Ongoing Membership Building

Guest Packets - include application, Toastmaster magazine, club information, etc.

Teach club to recognize club member accomplishments

Reminders to set up club speech contests - Fall & Spring

Teach club about Distinguished Club Program - goals, etc.

Teach club about Speech & Leadership Awards/Designations

Mentors lead by example - be prepared to fill in

CLUB SPONSORING CHECKLIST

(AS OF APRIL 2016)

RESPONSIBILITIES

\$125.00 charter application fee

Ensure charter fee sent to Toastmasters International

Participate/conduct in demo meeting

Help club to select location and meeting times

Coordinate the next meeting agenda using new members

Elect club officers

Assist club in adopting a club name

Collect member dues

Distribute Charter Member Kits

Support the club mentors

Preparing and reviewing club charter paperwork with experienced Toastmasters for accuracy and better guarantee of TI accepting the paperwork

Overnight the club charter paperwork to Toastmasters International

Provide feedback and support for additional meetings

YES	NO

IV. Implementation Strategies *(continued)*

D. Existing Clubs – Strengthening Club Legacy

Toastmaster Clubs in Southern Nevada have a strong legacy of providing continued support to new clubs as well as new and existing club members. It is the goal of the reformed district to continue this legacy of strong, vibrant clubs. This is accomplished by training and carefully assigning club mentors and club coaches. Experienced mentors volunteer to help new and continuing members with their Toastmasters goals and support a club legacy of success.

The training at Toastmaster Leadership Institute emphasizes participation in the Distinguished Club Program to support club and individual growth. The Mentor training is offered during the Toastmaster Leadership Institute for the last five years. The mentor training has high attendance. Experienced Toastmasters use the mentoring resources provided by Toastmasters International to supplement the training. The club mentors have their own mentors and local support to continue to provide resources. The new club's sponsoring club(s) also provides resources, materials and experienced members who visit and assist the mentor and club. The personal observations, experience and knowledge of Distinguished Toastmasters provide guidance and encouragement to new club members. The reformation committee urges both new club sponsors and mentors to continue supporting the new club until their one year anniversary as a club. Training and assigning club coaches to clubs with 12 or less members is a priority. Clubs are encouraged to use the "Moments of Truth" module every year.

Clubs in Southern Nevada have implemented mentoring programs to provide guidance and support to new club members. New members select their mentor with the assistance of the club Vice President of Education. The mentors provide helpful information about the Toastmaster program, the club and its members. The new member mentors encourage the new member to sign up for meeting roles immediately and provide guidance to the new member to effectively perform all meeting roles to the best of their ability.

During the Toastmaster Leadership Institutes (TLI), each trainer for each Club officer position clarifies responsibilities, best practices, and the importance of team work for the club officer team. Emphasis is placed on understanding and implementing the Distinguished Club Program. Building strong, vibrant clubs with healthy membership growth and retention will continue to be a priority. For instance, an interactive workshop dealing exclusively with attracting new members and retaining existing members was conducted at the Southern Nevada Toastmasters Leadership Institute held on January 21, 2017.

E. Member Engagement, Training, and Community Outreach

Divisions C, D, H and K hold monthly division council meetings with their Area Directors, division chief judge, and invited guest speakers. The Division Director chooses a date, time and location for maximum participation by their team. When a member voices interest in serving for the next term of area or division director role, the candidate is immediately included in meetings and upcoming activities.

Area Directors in Southern Nevada are encouraged to hold quarterly area council meetings and to visit their clubs more often than the two minimum visits required to complete an Area Director Visit report. Many clubs pay for their club members to attend Area contests, so area contest attendance is much higher than division or district contests. All Area and Division directors have access to area and division contest budget training module taught during the 2008-2009 year which is refreshed each year.

Many clubs have club specific recognition in addition to the Toastmasters International and District 33 incentive programs. Some of the club specific recognition include ordering name badges when members submit educational completions helping the club to achieve Distinguished club awards; membership pins are awarded upon completing an Icebreaker speech; ribbons and certificates are awarded for Best Table Topics Speaker, Best Speaker, and Best Evaluator; posting of photos on club websites; Hall of Fame recognition; carrying of club banner in the District banner parade; outgoing president gifts; club officer lapel pins; club officer name badges; and recognition for presentations outside of a Toastmasters setting. Many

members routinely appear on local television talk shows, local radio shows, and are contributing editors to publications.

In December 2016, the Boys and Girls Clubs of Southern Nevada Chief Administration Officer approached a Southern Nevada Champion and requested assistance in training teenage students in communication and leadership skill developments. The Boys and Girls clubs of Southern Nevada award a Youth of the Year scholarship. The students must give multiple oral presentations as they progress through the national competition. The Chief Administration Officer is a Distinguished Toastmaster who wants more involvement between the Boys and Girls clubs and Toastmasters youth leadership program in Southern Nevada. The Southern Nevada Youth of the Year for 2016 was one of the participants in the December 2016 youth leadership training conducted.

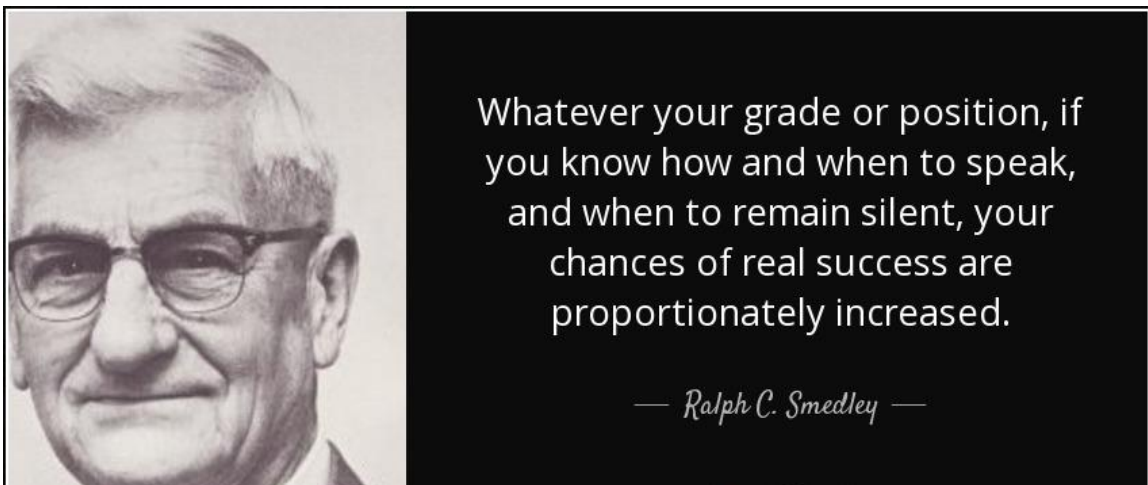
Southern Nevada has two gavel clubs. One is located at Foothills High School. This gavel club has more than 14 years of successful high school student development. Many students continue their Toastmasters development upon entering the workforce or higher education at University of Nevada at Las Vegas. The other gavel club is a women's prison.

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V. Member, Club, and District Growth after Reformation

The current members of District 33 are excited about the opportunities and growth occurring in California and Southern Nevada communities. Both the California and Southern Nevada toastmaster members are dedicated to ensuring a successful reformation, that years into the future, everyone involved will be proud of their integrity, commitment to excellence, service to current and future members and most importantly, outstanding respect demonstrated in their communication and leadership efforts.

Dr. Ralph Smedley quote of “We learn best in moments of enjoyment” is a quote that is used in Southern Nevada kick-off meetings. The mission statement of a Toastmasters club is frequently repeated throughout the chartering process. Copies of the toastmaster promise are distributed often in club meetings. Southern Nevada Champions (Reformation Committee) have pledged their unwavering support in keeping Dr. Smedley’s dream of effective communication and leadership a reality every day in every club.



The above quote will be added to the Southern Nevada prospecting scripts and introductory materials. Our goal of contacting 20 prospects for new club leads per month will result in 10 introductory meetings monthly, which in turn will result in an average of 2 new clubs per month. This activity will accomplish the goal of over 100 clubs in Southern Nevada by July 1, 2019.

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VI. Frequently Asked Questions - D33 Reformation

FREQUENTLY ASKED QUESTIONS

1. When will the reformation process start?

The reformation process will begin upon approval by the Toastmasters International Board of Directors and CEO Daniel Rex. If it is approved in February/March 2017, the process will begin at the May 2017 District Conference with the election of two Club Growth Directors - one for California and one for Southern Nevada.

2. How long will it take?

The Reformation Committee has requested a two year time line. The reformation will be completed on July 1, 2019.

3. Why is the reformation necessary?

District 33 has 209 clubs as of the November 3, 2016, daily District Performance Report update. District 33 has 10 divisions with 46 areas serving over 3,500 members. The proposal is to reform District 33 into two Districts along the California and Nevada state line. The benefits to club members and district leadership will be improved accessibility and quicker response in every aspect of the Toastmaster program with improved focus on service to the members.

4. How will the reformation impact individual clubs or members?

For members and their clubs, the benefits are extremely helpful. District leadership will be more localized and will be able to focus on quality service and promptness. A larger number of candidates will be available for District Leadership without the excessive time and personal expense which are required before the reformation. Members will find it easier to attend District events and conferences. This means more resources and training are available to a greater number of members which will also elevate club quality.

5. What impact will there be on district conferences and contests?

Beginning July 1, 2018, Toastmasters International is revising requirements for districts regarding the number of district conferences from two per year to one conference each spring. The two reformed districts will each determine which contest or contests, in addition to the International Speech Contest, they will offer each year. Because each district will be smaller, contests will be shorter and more time will be available for educational sessions, business and trainings. The expense of attending a District Conference will be reduced with the elimination of overnight accommodations incurred because of the ten to 15 hour drive time across state line and mountain ranges. By reducing the drive time and hotel expenses, both districts anticipate an increase in attendance at their Spring Conferences.

6. Will the existing divisions be renamed?

This will be determined by Toastmasters International policies and procedures. As the Reformation Committee learns more, it will be updated in future reports.