



District 37 Toastmasters is pleased to bring you the new edition of **D37 Connections**, a monthly email that highlights what's happening in the District along with up-to-date information and ideas that will help you be successful.

**Special Annual Conference Edition!**  
**WORKING TOGETHER TO MAKE A DIFFERENCE**

**Upcoming District 37 Dates**

- 5/1 – Beat the Clock membership incentive begins. Five members by June 30.
- 5/3 – Conference opens at Raleigh Crabtree Marriott. Through May 5.
- 6/1 – Summer TLI Season begins. Through 8/31.
- 6/30 – End of Toastmasters Year

See event details and the complete District [Calendar](#).

Want to submit an event request for the calendar? Click [Event Submission Form](#).

This is a perfect time to add your Open House to the growing list of District 37 events.

Finance Manager Jim Carmody asks you to remember that **reimbursement requests** in Concur must be received by Sunday 11:59pm for processing the upcoming week.

**Conference Links and Information**

- Visit the [official D37 Conference web page](#)
- Download the [official conference flyer](#) and [Frequently Asked Questions](#)
- [Make a reservation](#) at the Raleigh Crabtree Marriott and see their [hotel video](#)
- [See the official video](#) for Keynote speaker Steve Gilliland and [download his Sunday session agenda](#)
- Review the education presentation sessions on [Friday](#) and [Saturday](#)
- [See our conference invitation video](#) and [other D37 conference videos](#)

**WHERE AND WHEN** - The Annual District Conference will be held Friday, May 3<sup>rd</sup> through Sunday, May 5<sup>th</sup> 2019 at the Raleigh Crabtree Marriott at 4500 Marriott Drive, Raleigh NC 27612.

Our theme this year is “Working Together to Make a Difference.” The keynote speaker will be [Steve Gilliland](#).

For more information contact conference co-chairs Kim Braschwitz (919) 240-8296 or or Kavita Gupta (919) 410-7716. See our [Conference Web Page](#) for up to date information.

Friday is Star Wars night at the conference.

Don't forget to bring your club's banner for the Parade of Banners on Saturday morning!

**District Elections will be Held on Saturday, May 4<sup>th</sup> at the District Council Meeting**  
**Official Nominations for District Elective Offices Were Released March 26<sup>th</sup>.**

District Director - Elmer Hill

Program Quality Director (East) - Ramona Baylor

Program Quality Director (West) - No nominee

Club Growth Director (East) - Michael Beach and Karlene Phillips

Club Growth Director (West) - Tim Edwards

Division A Director - No nominee

Division B Director - No nominee

Division C Director - Melissa Steadman

Division D Director - No nominee

Division E Director - No nominee

Division F Director - No nominee

Division G Director - Winston Sanford

Division H Director – No nominee

Division I Director - No nominee

Division J Director - Michael Thorn

Division K Director - Cecil Dharmasri

Other candidates may still run from the floor. For more information on that and campaign rules see our [Nominations Page](#). This page also has information for anyone seeking appointment as an Area Director or for one of the Districtwide positions.

As a reminder, All D37 District Leaders, Club Presidents and Club VPEs will need to attend the District Council meeting on Saturday, May 4th to cast their votes. If you are unable to attend, we need your club represented at the District Council Meeting. Take a moment to fill out the attached form to designate your proxy. The designated proxy will need to bring the signed document with them and present the completed proxy to the D37 Credentials Chair. It is important that we have the signed proxy to meet the quorum requirement to vote on old/new business, realignment and District Officer elections.

Download a [proxy form](#) and [procedures](#).

**Monthly Zoom Conversations Continue in May**

Have a burning club question or challenge? This year the District offers opportunities for District and club leaders to collaborate in Zoom conferences. There are three types, all held Sunday evenings 8:00pm to 8:30pm and a once-a-month Pathways Base Camp discussion every 2<sup>nd</sup> Sunday 7:00-7:45pm. These are a wonderful opportunity to ask questions and find solutions for your club challenges.

See event details including [access instructions](#) in the complete District [Calendar](#).

- May 12th , 7pm (2<sup>nd</sup> Sunday) – For [Club Base Camp Managers](#) to discuss challenges with Pathways Base Camp and club Pathways issues.
- May 12th, 8pm (2<sup>nd</sup> Sunday) – For [Area Directors](#), to discuss challenges of Area Council meetings and ways to make them more effective.

- May 19th (3rd Sunday) – For [Trio and Division Directors](#) so that we can stay engaged to promote communication throughout District 37.
- May 26th (4<sup>th</sup> Sunday) – For [Club VPPRs especially](#) to speak with the District P/R team about challenges promoting clubs.

## **There are a Number of Benefits Available for You and Your Club**

### **District 37 Pathways Resource Page**

The District 37 Public Relations team has created a [Pathways Resource Page](#) on the District Website that provides video tutorials, guidelines for Toastmasters and Base Camp Managers, and insights on the Pathways Learning Experience. We're adding content every month so check the page regularly. Do you have challenges or questions about Pathways we can address on the resource page? Contact us! We need your ideas for resources to add!

### **Toastmasters District 37 Club Marketing Discussion Group on Facebook**

We opened a new resource for Club officers (especially VPPRs) to post questions, pick up information and share ideas to help their club's marketing and public relations. [Find us and Join the Group](#) on Facebook.

### **Pathways Orientation Program**

To help VPEs provide a positive initial experience to your new Toastmasters, District 37 under Rich Lemert and his team has developed a model Pathways Orientation program to use in your club. You can use it in conjunction with your existing orientation process to introduce new members to Pathways and guide them through their first project - the Ice Breaker. Begin by familiarizing yourself with the "QuickStart Guide" and other resources now available on [Pathways Resource Page](#).

### **Meetup Access for Clubs**

District 37 now offers a **free** Meetup Access Program allowing clubs to post events to a shared Meetup group page centered in their nearest metropolitan area. We created seven regional hubs to serve clubs across North Carolina. This saves clubs \$179.88 per year in subscription fees. Meetups have proven invaluable in getting the word out about Toastmasters and attracting visitors. [Read more information and find instructions to set up your club.](#)

### **How Do You Write a Strong Meetup Event Description?**

Your event description on a D37 Meetup Hub is like any advertisement. To be successful you need to provide the reader with a What, When, Where and especially a **Why**. Be sure to catch the eye of a reader with a strong appeal focused on what's in it for them. How can you help them grow? Improve? Succeed? Follow that up with the essentials of where and when your club meets and how to obtain more information. Also, don't let your message grow stale and neglected. Be sure to periodically refresh the Meetup event with new words and ideas.

[Meetup Discusses Good Event Design](#)

### **Beat the Clock Toastmasters Incentive**

From May 1, 2019 to June 30, 2019 clubs can earn a special "Beat the Clock" ribbon to display on their club's banner as well as a special discount code for 10-percent off their next club order. To win, add five new, dual or reinstated members to your roster between May 1 and June 30. See [Incentives](#) for all of the details

### **Renewed! Club Guest Packets Incentive**

The District 37 Leadership Team is happy to provide your club with Toastmasters Guest Packets (Item 387) and a Guest Log Book (Item 84) at no charge to your club. To receive Guest Packets at no charge,

email a copy, a picture or scan of each page of the Guest Book as it is completed. Each completed page must be legible with name, address, phone number and email address for the four (4) guests. Please include in your request: Club Name, VPM Name, and best mailing address for Guest Packets to be sent to. [Read full details](#)

### **Take Advantage of District 37's Social Media Communities!**

District 37's [Facebook page](#) is a wonderful place to share your club's activities, ideas for fellow Toastmasters, videos, and more. It is public-facing so that inquirers can see what Toastmasters can do for them. Become a member and post content today! We are especially interested in the energy and activity at the clubs so please share what your club is doing. Please share:

- Club meetings special events
- Shout-outs of member accomplishments
- Information other Toastmasters can use to grow and improve

Here are some [tips for using Facebook](#) for your club (courtesy of District 44)

The PR Team has been recording and posting **videos** to our District 37 [Youtube Channel](#). These include David and Remy's two-minute tips for Pathways, Club Web Sites, and more, and Voices of Millennial Toastmasters. Would you like to share videos? Contact us!

Newest videos! [Meetup Shoutout](#) and [Forgotten Evaluation Form](#)

### **Join the District Public Relations Committee in 2019!**

We are always looking for additional energetic and talented Toastmasters to join our District 37 team. There's plenty to do that can take advantage of your talents and interests and which can help you grow as a Toastmaster. We're also willing to look at specific needs that can drive a High Performance Leadership project. Some of the areas we can use more help include:

- Web site management (using Word Press)
- Social media (Yapp, LinkedIn)
- Videos
- Press releases
- Story writing from interviews
- Graphic design

[Contact Public Relations Manager](#) David Lindquist with interest or questions. (919) 594-7608.

### **Club Success Tip for May**

This is the time to make your first investment in a successful 2019-2020 Toastmasters year by electing and training the new club officer team. In May, you should do the following:

1. Elect new officers, ideally at your first meeting in the month.
2. Update the officer list at Toastmasters International (at Club Central)
3. Verify and update as needed your club's contact information at TI and on your web site
4. Plan to attend the next TLI training in your area. All seven officers should participate.
5. Begin a seamless transition. Each officer should meet with and talk through the job with their elected successor and prepare to be a mentor to that person. Be especially certain that your new Base Camp Manager is trained in Pathways.
6. Update any bank account signature cards and other financial filings.
7. Provide all administrative passwords to your elected successor (web site, social media, etc.)
8. Provide each officer with a Club Leader Handbook, an officer pin, etc.

### **What Else You Might Want to Know this Month...**

**District Reformation**

We've also added a page with information about [District Reformation](#) in 2020 (that is, the subdivision of District 37 into two separate Districts.) District 37, after July 1, 2020, will cover all clubs west of the north-south line that is the border between Guilford (Greensboro) and Alamance (Burlington) counties. The new District 117 will cover all clubs to the east of that line.

**Articles of Interest**

We have placed various articles, including past D37 Connections and topical pieces by District Director Bill Marlow and others to our web site at the [Articles of Interest](#) page.

**Other Useful Links:**

- An exceptional breakdown of the [Pathways Learning Experience](#) by District 4 in California
- Free Toast Host 2.0 [Support site](#)

**Please check out our website at [d37toastmasters.org](http://d37toastmasters.org)**

Suggestions and comments are welcome! [Contact Public Relations Manager](#) David Lindquist. (919) 594-7608.