

The Split of District 37

An Analysis and Proposal

Last Update: 2/20/2018

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1) Executive Summary

District 37 currently encompassing the entire geographic territory of the State of North Carolina. This is a proposal to split the district geographically into two new districts which will be referred to as "West" and "East" for the purposes of this document.

Contained herein is the rationale for the split, proposed geographical boundaries of the new districts, growth trends of the current district, implementation plan, and succession plan.

2) Has this been approved by the district council? (Include vote summary)

Current District Director Glenda Teams-Edwards, DTM announced at the District Executive Committee (DEC) meeting held on September 16, 2017 that Toastmasters International (TI) had decided that District 37 had grown to the point of needing to split. After some discussion and explanation the DEC voted in favor of forming a committee to explore the district's options for splitting. The voting results were: 53 yes, 0 no, and 1 abstain. Consequently, the motion was approved. It was announced at the District Council meeting held on October 21, 2017 that the committee was being formed.

3) Background and Rationale

District 37 currently encompasses all the clubs within the borders of the State of North Carolina. The district has grown in recent years to 226 clubs with over 4,400 members. This along with the geography and infrastructure of the state has made the management of the district challenging.

4) Reasons why the reformation is in the best interests of the members, the clubs, the districts, and Toastmasters International

a) Benefits

District 37 has become difficult to administer with ten divisions, 226 clubs, and over 4,400 members. Splitting the district will allow the Trio of each of the new districts to better focus on club and members services. The two resulting districts would allow the division directors and area directors to better serve their clubs and members.

District events such as district conferences, DEC meetings, etc. are currently restricted to the more central portion of the state (not further west than Charlotte, not further east than Raleigh) due to travel concerns. This split would allow the resulting districts to diversify into locations such as Hickory, Boone, and Asheville in the West and Greenville, Jacksonville, and Wilmington in the East.

b) If any, what challenges does it solve

One of District 37's biggest challenges has been geographic in nature. The two most distant clubs, Franklin Community Toastmasters Club of Franklin and River City Toastmasters of Elizabeth City are 476 miles apart which is a little over a seven- hour drive. This makes visits from district officers to the outlying areas in the mountains and on the coast of the state difficult. Splitting the district into east and west districts will reduce the travel burden of the district officers and will make the clubs in the mountains and on the coast less isolated from the major metropolitan areas in the central portion of the state.

Another of District 37 challenges is the number of clubs, areas and divisions for one district council and district officers to manage. Splitting the district would allow more personal contact with the members.

5) Map of proposed boundaries demonstrating that the reformed districts will have no fewer than 100 clubs each

After analysis of geography and population densities of North Carolina's 100 counties as well as club distribution it is proposed that District 37 be split along a north/south border to create the two new districts. It is suggested that the line be drawn so that Rockingham, Guilford, Randolph, Montgomery, and Richmond counties would be on the west side of the line, while Caswell, Alamance, Chatham, Moore, Hoke, and Scotland counties would be on the east side. See below:

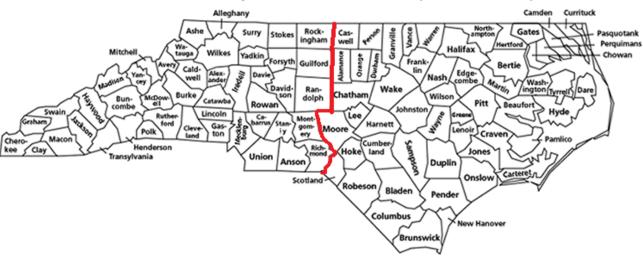
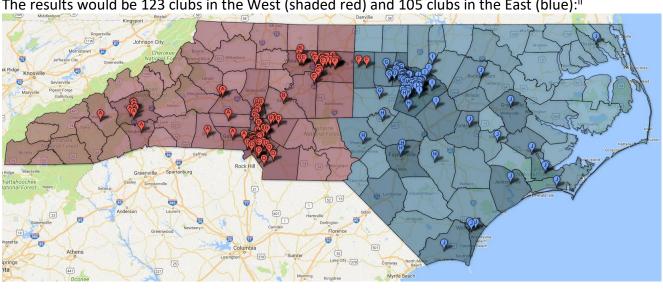


Figure 1: Illustration of Proposed Boundary

Figure 2: Map of All Current District 37 Clubs



The results would be 123 clubs in the West (shaded red) and 105 clubs in the East (blue):

This boundary also closely follows the current division break-down of the district. Divisions A, B, C, D, E, and F (each red mark is a club in those divisions) would be in the West while Divisions G, H, I, and J (blue markers) would be in the East. The only exceptions would be the Burlington and Expressive Leaders clubs which are currently aligned in Division F, but are in Alamance County (indicated by the red "F" markers in the north-west portion of the blue region). They would need to be realigned into a division in the East District. ii Therefore less than 1% of current clubs would need to be realigned to create the split.

6) Number of clubs, club strength, growth trends, growth potential, population, education, languages spoken, and geographic influences for both districts

a) Current Number of Clubs:

Figure 3: Current Number of Clubs per County (East)

| | Current Divisions | | | | | |
|-------------|--------------------------|----|----|----|----|---------|
| COUNTY: | F* | G | Н | ı | J | TOTALS: |
| ALAMANCE | 2 | 0 | 0 | 0 | 0 | 2 |
| BRUNSWICK | 0 | 0 | 0 | 0 | 1 | 1 |
| CARTERET | 0 | 0 | 0 | 0 | 1 | 1 |
| CHATHAM | 0 | 1 | 0 | 0 | 0 | 1 |
| CRAVEN | 0 | 0 | 0 | 0 | 3 | 3 |
| CUMBERLAND | 0 | 0 | 2 | 0 | 0 | 2 |
| DURHAM | 0 | 24 | 3 | 0 | 0 | 27 |
| EDGECOMBE | 0 | 0 | 0 | 0 | 1 | 1 |
| FRANKLIN | 0 | 0 | 0 | 1 | 0 | 1 |
| JOHNSTON | 0 | 0 | 0 | 1 | 0 | 1 |
| LEE | 0 | 0 | 1 | 0 | 0 | 1 |
| LENOIR | 0 | 0 | 0 | 0 | 1 | 1 |
| MOORE | 0 | 0 | 1 | 0 | 0 | 1 |
| NEW HANOVER | 0 | 0 | 0 | 0 | 3 | 3 |
| ONSLOW | 0 | 0 | 0 | 0 | 1 | 1 |
| ORANGE | 0 | 1 | 0 | 0 | 0 | 1 |
| PASQUOTANK | 0 | 0 | 0 | 0 | 1 | 1 |
| PITT | 0 | 0 | 0 | 0 | 1 | 1 |
| SAMPSON | 0 | 0 | 1 | 0 | 0 | 1 |
| WAKE | 0 | 1 | 24 | 27 | 0 | 52 |
| WAYNE | 0 | 0 | 0 | 0 | 2 | 2 |
| TOTALS: | 2 | 27 | 32 | 29 | 15 | 105 |

^{*} These Division F clubs would need to be realigned into an East District division.

Figure 4: Current Number of Clubs per County (West)

| | | Current Divisions | | | | | |
|-------------|-------|--------------------------|----|----|----|----|---------|
| COUNTY: | Α | В | С | D | E | F* | TOTALS: |
| BUNCOMBE | 6 | 0 | 0 | 0 | 0 | 0 | 6 |
| CABARRUS | 0 | 4 | 0 | 0 | 0 | 0 | 4 |
| CATAWBA | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| CLEVELAND | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| DAVIDSON | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| FORSYTH | 0 | 0 | 0 | 0 | 14 | 0 | 14 |
| GASTON | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| GUILFORD | 0 | 0 | 0 | 0 | 6 | 15 | 21 |
| HAYWOOD | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| HENDERSON | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| IREDELL | 0 | 4 | 0 | 0 | 0 | 0 | 4 |
| LINCOLN | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| MACON | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| MECKLENBURG | 0 | 16 | 21 | 21 | 0 | 0 | 58 |
| ROWAN | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| UNION | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
| WATAUGA | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| TOTALS | 6: 16 | 25 | 21 | 25 | 21 | 15 | 123 |

^{*} Two clubs currently in Division F in Alamance County will need to be realigned into the East District and are listed in Figure 3 above.

Note there are 33 counties in the East and 30 in the West that currently have zero clubs. (See Figure 2)

b) Historical Distinguished Club Program Performance

(Compiled from Dashboard downloads and cross-referencing club directories with county information)

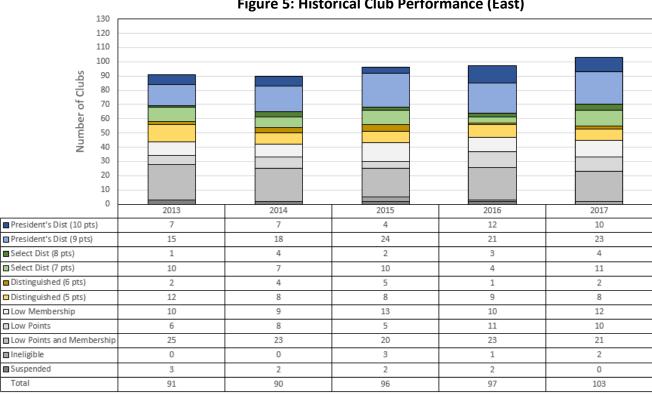


Figure 5: Historical Club Performance (East)

Figure 6: Historical Club Performance (West)

| 130 120 110 100 90 90 80 40 70 | | | | | |
|---|---|--|--|--|--|
| 90 80 70 60 50 40 30 20 | 2013 | 2014 | 2015 | 2016 | 2017 |
| | | 2014 | 2013 | 2010 | 2017 |
| President's Dist (10 pts) | 14 | 9 | 15 | 7 | 7 |
| President's Dist (10 pts) President's Dist (9 pts) | | | 15 23 | 7 28 | |
| | 14 | 9 | | | 7 |
| ■ President's Dist (9 pts) | 14 22 | 9 20 | 23 | 28 | 7 29 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) | 14 22 3 | 9 20 6 | 23 2 | 28 4 | 7 29 2 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) ■ Select Dist (7 pts) | 14 22 3 5 | 9 20 6 8 | 23 2 13 | 28 4 8 | 7 29 2 11 |
| President's Dist (9 pts) Select Dist (8 pts) Select Dist (7 pts) Distinguished (6 pts) | 14 22 3 5 | 9 20 6 8 6 | 23 2 13 4 | 28 4 8 4 | 7 29 2 11 3 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) ■ Select Dist (7 pts) ■ Distinguished (6 pts) ■ Distinguished (5 pts) | 14 22 3 5 3 | 9 20 6 8 6 9 | 23 2 13 4 3 | 28 4 8 4 2 | 7 29 2 11 3 6 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) ■ Select Dist (7 pts) ■ Distinguished (6 pts) ■ Distinguished (5 pts) ■ Low Membership | 14 22 3 5 3 11 24 | 9 20 6 8 6 9 27 | 23 2 13 4 3 | 28 4 8 4 2 20 | 7 29 2 11 3 6 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) ■ Select Dist (7 pts) ■ Distinguished (6 pts) ■ Distinguished (5 pts) ■ Low Membership ■ Low Points ■ Low Points and Membership ■ Ineligible | 14 22 3 5 3 11 24 | 9 20 6 8 6 9 27 | 23 2 13 4 3 19 | 28 4 8 4 2 20 13 | 7 29 2 11 3 6 25 |
| ■ President's Dist (9 pts) ■ Select Dist (8 pts) ■ Select Dist (7 pts) ■ Distinguished (6 pts) ■ Distinguished (5 pts) ■ Low Membership ■ Low Points ■ Low Points and Membership | 14 22 3 5 3 11 24 11 23 | 9 20 6 8 6 9 27 8 23 | 23 2 13 4 3 19 4 25 | 28 4 8 4 2 20 13 21 | 7 29 2 11 3 6 25 11 |

c) Number of Payments

Payments Charter Members ■ New Members ■ Total Renewals Total Payments

Figure 7: Total Payments East District Years Ending 2012-2017

Source: Toastmasters Dashboards 2012-2017iii

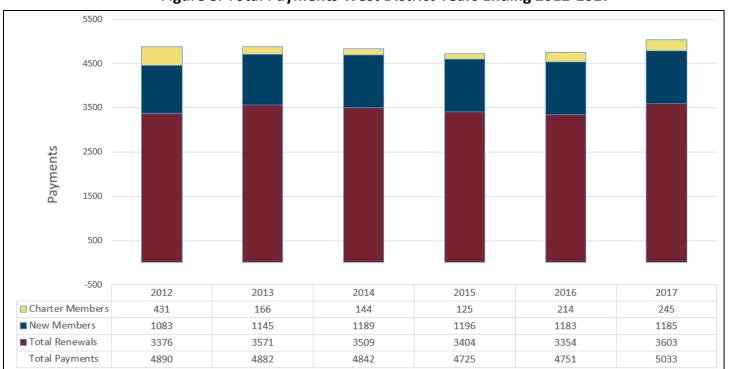


Figure 8: Total Payments West District Years Ending 2012-2017

Source: Toastmasters Dashboards 2012-2017ⁱⁱⁱ

d) Population

Figure 9: Population Change by District, 2010-2016

| | Total Population | | Population Change | | Components of Change | | | |
|----------|------------------|-----------|-------------------|---------|----------------------|---------|----------|-----------|
| | | | | | | | Natural | Net |
| District | April 2010 | July 2016 | Numeric | Percent | Births | Deaths | Increase | Migration |
| East | 4,654,289 | 4,968,413 | 314,124 | 6.75% | 389,169 | 246,795 | 142,374 | 171,750 |
| West | 4,881,399 | 5,187,529 | 306,130 | 6.27% | 363,865 | 283,533 | 80,332 | 225,798 |

Source: North Carolina Office of State Budget and Managementiv

While the projected population growth 2010-2035 for the entire state averages-out to about 6% per year, the distributions will not be even across all counties:

Population Loss
0 - 10%
10 - 25%
25 - 50%
50% or more

Figure 10: Projected Populations Growth 2010-2035

Source: North Carolina Demographic Trends through 2035 using NC Office of Budget and Management Datavi

This distribution will presumably allow for expansion of the Toastmasters program, especially in the counties in the East District that are west of the Triangle (Counties: Alamance, Orange, Chatham, Moore) area and the counties in the far-western portion of the state. It can be presumed that the significant growth projected in the Charlotte, Triangle, and Wilmington areas will continue to support and grow the already vibrant Toastmasters communities in those regions.

While the above map concentrates on population where people live, they frequently live in one county, while their place of work is in another. With the significant number of corporate clubs currently in District 37, it is important to take this into consideration. See figure 11 on next page.

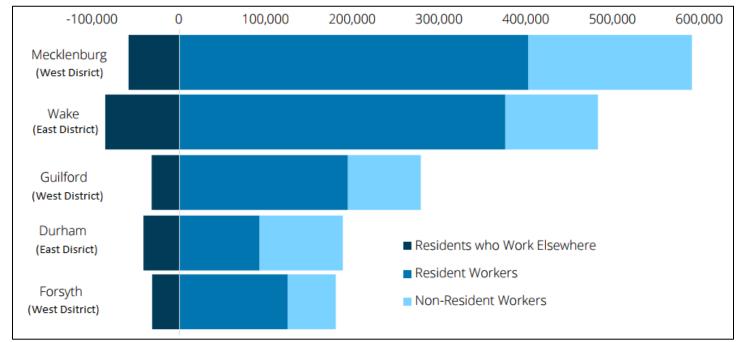


Figure 11: More than 40% of North Carolina's Workers Work in These Five Counties:

Source: US Census Bureau, 2009-2013 5-Year American Community Survey vi

e) Education

The Statewide averages are about 57.6% have a high school degree and/or some college while 27.3% have a bachelor's degree or higher. About 15% do not have a high school degree. vii

f) Languages Spoken:

English is the most common language at 90.3%. The most common non-English language spoken in the home in North Carolina is Spanish at 7.3%, French .29%, Chinese .26%, German .26%, Telugu .07%, Kru, Ibo and Yoruba .07%, Portuguese .07%, Tamil .05%, Mandarin .05%. Viii

7) Implementation strategy

a) Figure 12 Timeline with specific actions/communications to membership of the district

| Timeline | Action | Status |
|-------------|--|-----------|
| 2017 | | |
| October | D37 DEC approves initial plan for District Reformation | Complete |
| 2018 | | |
| January | Board of Directors approves initial plan | Complete |
| February | D37 Reformation committee formed | Complete |
| February 28 | Submit Reformation Analysis & Proposal to Board of Directors | On Target |
| March | Board Director review and approval during March Board meeting | |
| May | Spring Conference Business Meeting – vote on Reform Plan and proceed with nomination and election of (2) Club Growth Directors | |
| 2019 | | |
| May | Spring Conference Business Meeting – Election of Super Trio: 1 District Director, (2) Program Quality Directors (2) Club Growth Directors | |
| 2020 | | |
| May | Spring Conference Business Meeting – Election of (2) District Trios: (2) District Directors, (2) Program Quality Directors (2) Club Growth Directors | |
| July | District Reformation - District X begins serving their members - District 37 continues serving their members | |

b) Supplemental actions and communications

- Establish a transition team
- Establish a communication plan to ensure adequate communication across all district leaders
- Engage the past District Governor / Director Committee to support / mentor leaders in both Districts. Purpose is to carry on the legacy as deemed appropriate.
- Begin an inventory analysis of physical assets needed by both districts and begin purchasing equipment as needed and spreading costs over the next two years
- Set up new District website and social media accounts
- Following approval of the Reformation plan by the Board of Directors, nominate and elect two Club Growth Directors representing the two districts at the next District election cycle.

c) Reason for two year plan

- A two year plan to reform the District allows time to put the right processes, teams and communications in place to do the job well and in a professional and controlled manner. A one year plan will likely cause us to take short cuts which will have adverse impacts on our members today and the two districts one year later.
- The two year leadership succession plan as outlined in our proposal (starting with the election of two Club Growth Directors in 2018) will provide the best opportunity for both district leadership teams to build the leadership experience in an equally and consistent manner. The one year plan likely will end up with one District Director without the critical club growth leadership experience. I am happy that we have potential Club Growth Director candidates from both the East and West in 2018. If our plan is approved, we will have Program Quality Director candidates from the East and West in 2019.
- We do not lack the resources to implement a one year plan if forced to do so by TI. Far from it. It
 obviously could be done without any additional resources from TI. However, to do so will create a
 sense of chaos that will have major impacts on our members. Some impacts we already know. Some
 we don't.

8) Marketing plan projecting growth and identifying key market opportunities for both district

Key market opportunities to the west include 23 cities. Charlotte (in the west) has been enjoying healthy growth over the last couple of years and is projected to enjoy even greater growth through 2035, with an estimated job growth of over 34%, Winston-Salem & Greensboro, known as the Triad (in the west) is anticipating a 10% job growth rate during that same time period, and Asheville (in the west) is expected to enjoy a 5% job growth rate. To the east, there are 19 cities for that same time period. The Triangle (Durham, Chapel Hill, & Raleigh) is expected to have a 34% job growth rate and Wilmington a 7% job growth rate in that same period. Key markets are corporate clubs (including, but not limited to finance, startups, clothing, high tech, and biotech), professional sports facilities, educational facilities, and community clubs. These key markets are abundant for both sides.

a) Points to consider and talk about:

- 1. Cities that have a population that would allow for new clubs: 19 Cities in the East and 23 Cities in the West (See Appendix, page 14)
- 2. Businesses to approach (See Appendix, pages 15 and 16)
- 3. Other Organizations to approach (See Appendix, page 16)

9) Succession plan identifying qualified future leaders in both districts

a) Recruitment, Identify future leaders

Keep an eye out for future leadership talent already working within the district. The succession plan should include a process for emergency situations that may require the naming of an interim director or replace a director with little notice. By identifying which members would do well in an executive role, we are able to start grooming those members to take on more responsibility in the District, better preparing them for future leadership opportunities.

b) Decide who is doing what

A key element is identifying early on those for future leadership. Assessments to evaluate leadership capabilities both internally and externally are essential. Encourage them to consider taking on responsibilities such as, Public Relations Manager, Administrative Manager, Finance Manager, Area Director, and Division Director. Other responsibilities could be, Realignment Chair, Parliamentarian, Logistics Manager, Registration Chair, Education Manager, and Ethics Chair. Continue to encourage them to take on another responsibility to keep the member learning what it is to run a District.

c) Career planning

To enable the member to understand their leadership options and set development goals, evaluate the responsibilities of the current position. In the succession process, it's important for leadership, the board and past district officers to evaluate the current responsibilities and decide a strategic plan. Use performance management to monitor and make course corrections in developing leaders. This will make a tremendous difference when transitioning leadership, by ensuring the next individual can focus on leading rather that spinning their wheels trying to accomplish unrelated duties they inherited. By identifying gaps before transitioning, the district can save a lot of time and energy trying to segregate duties after the fact or trying to find a candidate who meets the qualifications.

d) Developed a roadmap

Be prepared to revisit the plan. To ensure the District is well equipped, the leadership team must be committed to keeping the District's succession plan as up-to-date as possible. Revisit the plan on a regular basis to ensure that all the bases are still covered and make updated where needed.

10) Financial projections demonstrating the anticipated income and expense for both districts (Figure 13)

| | PROJECTION TOTAL | PROJECTION WEST | PROJECTION EAST | |
|------------------------|---------------------|--------------------|--------------------|--|
| | WITHOUT SPLIT | DISTRICT | DISTRICT | EXPLANATION |
| MEMBER PAYMENTS | 9480 | 5033 | 4447 | |
| REVENUE: | | | | |
| MEMBER REVENUE | 95020 | 50447 | 44573 | SPLIT BETWEEN ALLOCATED MEMBER PAYMENTS |
| CONFERENCE REVENUE | 26500 | 13250 | 13250 | SPLIT EVENLY WITH ONLY SPRING CONFERENCE |
| DISTRICT STORE | 2200 | 1100 | 1100 | DISTRICT STORE SPLIT EVENLY |
| TOTAL REVENUE | 123720 | 64797 | 58923 | |
| EXPENSES: | | | | |
| CONFERENCE EXPENSES | 26250 | 13125 | 13125 | SPLIT EVENLY WITH A \$250 PROFIT EACH |
| TLI EXPENSES | 5000 | 2655 | 2345 | 2 TLIS PER YEAR WITH EACH HAVING 5 DIVISIONS. \$200 BUDGET EACH FOR FOOD AND \$40 FOR PRINTING |
| SPEECH CONTESTS | 7000 | 3500 | 3500 | ONLY SPRING CONTESTS WITH \$100 BUDGET FOR DIVISIONS AND \$50 FOR EACH AREA CONTEST |
| MARKETING | 16950 | 8999 | 7951 | INCLUDES OPEN HOUSE INCENTIVES ALONG WITH INCENTIVES FOR MEMBERSHIP GROWTH AND NEW CLUB BANNERS |
| EDUCATION & TRAINING | 14100 | 7486 | 6614 | INCLUDES COST OF DEC MEETING WITH FOOD ALONG WITH BADGES AND INCENTIVES |
| COMMNICATION & PR | 900 | 450 | 450 | INCLUDES WEBSITE PAYMENTS/ E BLAST CAPABILITIES. BOTH DISTRICTS WOULD NEED THEM |
| ADMINISTRATION | 2500 | 1250 | 1250 | INCLUDES \$184 A MONTH STORAGE FEE AND PO BOX WHICH EACH DISTRICT WOULD NEED. |
| TRAVEL | 44450 | 23599 | 20851 | ALLOCATED AMONG MEMBER PAYMENTS |
| DISTRICT STORE EXP | 1800 | 900 | 900 | SPLIT EVENLY |
| TOTAL EXPENSES | 118950 | 61964 | 56986 | |
| PROFIT/(LOSS) | 4770 | 2833 | 1937 | |

11) Committee Chair and Members documents

- District Director Glenda Teams Edwards, DTM
- Program Quality Director Bill Marlow, DTM
- Club Growth Director Elmer Hill, DTM
- Division A Wayne Grubaugh, DTM
- Division B Joyce Preston, DTM
- Division C Eric Cable, DTM
- Division D Dawn Webb, ACB, ALS
- Division E Victor Canipe, CC, ALB
- Division F Angel Guerrero, DTM
- Division G Sharon Hill, DTM, PDG, PID
- Division H David Lindquist, DTM
- Division I Sandy Campbell, DTM
- Division J Nadine Sullivan, DTM

Appendix

1. Larger Municipalities with Zero Clubs

| Name | County | Population | Clubs | West/East |
|-------------------------|--------------------|------------|-------------|-----------|
| Carrboro | ORANGE | 20,533 | Zero | East |
| Dunn | HARNETT | 9,647 | Zero | East |
| Elon | ALAMANCE | 10,532 | Zero | East |
| Garner | WAKE | 28,999 | Zero | East |
| Graham | ALAMANCE | 14,812 | Zero | East |
| Henderson | VANCE | 14,935 | Zero | East |
| Holly Springs | WAKE | 31,230 | Zero | East |
| Hope Mills | CUMBERLAND | 16,523 | Zero | East |
| Laurinburg | SCOTLAND | 15,671 | Zero | East |
| Leland | BRUNSWICK | 17,956 | Zero | East |
| Lumberton | ROBESON | 21,463 | Zero | East |
| Mebane | ALAMANCE, ORANGE | 12,857 | Zero | East |
| Roanoke Rapids | HALIFAX | 15,101 | Zero | East |
| Smithfield | JOHNSTON | 11,238 | Zero | East |
| Southern Pines | MOORE | 13,754 | Zero | East |
| Spring Lake | CUMBERLAND | 11,811 | Zero | East |
| Tarboro | EDGECOMBE | 10,857 | Zero | East |
| Washington | BEAUFORT | 9,561 | Zero | East |
| Wilson | WILSON | 49,400 | Zero | East |
| Albemarle | STANLY | 16,121 | Zero | West |
| Archdale | RANDOLPH, GUILFORD | 12,102 | Zero | West |
| Asheboro | RANDOLPH | 25,931 | Zero | West |
| Clemmons | FORSYTH | 19,605 | Zero | West |
| Eden | ROCKINGHAM | 15,279 | Zero | West |
| Harrisburg | CABARRUS | 16,176 | Zero | West |
| Indian Trail | UNION | 38,177 | Zero | West |
| Kings Mountain | CLEVELAND, GASTON | 10,719 | Zero | West |
| Lenoir | CALDWELL | 17,875 | Zero | West |
| Lewisville | FORSYTH | 13,120 | Zero | West |
| Lexington | DAVIDSON | 18,532 | Zero | West |
| Mint Hill | MECKLENBURG, UNION | 26,749 | Zero | West |
| Mount Airy | SURRY | 10,319 | Zero | West |
| Mount Holly | GASTON | 15,041 | Zero | West |
| Newton | CATAWBA | 13,027 | Zero | West |
| Reidsville | ROCKINGHAM | 14,152 | Zero | West |
| Stallings | UNION, MECKLENBURG | 15,796 | Zero | West |
| Statesville | IREDELL | 25,712 | had 2 clubs | West |
| Summerfield | GUILFORD | 11,388 | Zero | West |
| Weddington | UNION, MECKLENBURG | 10,509 | Zero | West |
| Brevard | TRANSYLVANIA | 8,002 | had a club | West |
| Forest City | RUTHERFORD | 7,402 | had a club | West |
| Wilkesboro/N Wilkesboro | WILKES | 8,238 | had a club | West |

2. Companies Headquartered in North Carolina that do not have clubs

Companies with Headquarters in Western North Carolina

Asheville Corporate Headquarters

- Avadim Technologies
- The Biltmore Company
- Earth Fare
- Ingles

Charlotte Corporate Headquarters

- American City Business Journals
- American Spirit Media
- Babcock & Wilcox
- Bojangles' Famous Chicken 'n Biscuits
- Boxman Studios
- Brighthouse Financial (Owner MetLife)
- Carlisle Companies
- Carolina Foods
- Chip Ganassi Racing
- Chiquita Brands International
- Coca-Cola Bottling Co. Consolidated
- Compass Group
- Consolidated Theatres
- Crescent Communities
- Crowder Construction Company
- Curtiss-Wright
- Diversey, Inc.
- Dixon Hughes Goodman
- ESPNU
- FairPoint Communications
- Family Dollar
- Ginn Racing
- Goodrich Corporation
- Harris Teeter
- HDG International Group
- Hendrick Motorsports
- Herzog–Jackson Motorsports
- Jeld-Wen
- Joe Gibbs Racing
- JR Motorsports
- LendingTree
- Little Diversified Architectural Consulting
- National Gypsum
- Neathawk Dubuque & Packett
- Red Ventures
- Scientigo
- SEC Network

- National Gypsum
- Neathawk Dubuque & Packett
- North Carolina Research Campus
- Nucor
- Ppc Racing

Red Ventures

- Scientigo
- SEC Network
- Sonic Automotive
- Speedway Motorsports
- SPX Corporation
- WORX
- Wyndham Capital Mortgage

Winston-Salem Corporate Headquarters

- BB&T
- Champion (sportswear)
- InterAct
- Lowes Foods
- National General Insurance
- Novant Health
- R. J. Reynolds Tobacco Company
- Reynolds American
- Truliant Federal Credit Union
- TW Garner Food Company
- Womble Bond Dickinson

Greensboro Corporate Headquarters

- Biscuitville
- Burlington Industries
- Columbia Forest Products
- DaimlerChrysler Commercial Buses North Carolina
- The Fresh Market
- Gilbarco Veeder-Root
- Kayser-Roth
- Koury Corporation
- Mack Trucks
- Market America
- Qorvo
- Replacements, Ltd.
- RF Micro Devices
- TIMCO
- Varrow
- VF Corporation
- Wrangler (jeans)

Companies with Headquarters in Eastern North Carolina

Cary Corporate Headquarters

- Epic Games
- Global Knowledge Training
- Lord Corporation

Durham Corporate Headquarters

- American Journal Experts
- Burt's Bees
- Carolina Academic Press
- Carolina Wren Press
- Cree Inc.
- IQVIA
- Liggett Group
- McKinney (advertising agency)
- Nello L. Teer Company
- North Carolina Mutual Life Insurance Company

Raleigh Corporate Headquarters

- 6fusion
- Capitol Broadcasting Company
- CaptiveAire Systems
- Golden Corral
- Martin Marietta Materials
- PRA Health Sciences
- PrecisionHawk
- Progress Energy Inc
- Raleigh Entrepreneurial Acceleration Lab
- RBC Bank
- Republic Wireless
- Salix Pharmaceuticals
- State Employees Credit Union
- Virtual Heroes
- Waste Industries

Wilmington Corporate Headquarters

- American Crane Corporation
- EUE/Screen Gems
- Live Oak Bank
- Vertex Railcar

3. Organizations & Group to Approach

- Entrepreneurial Groups
- Cities / Townships
- Chambers of Commerce
- Business Leader Groups
- Rotary
- Entrepreneurial Groups
- Cities / Townships
- Chambers of Commerce
- Business Leader Groups
- Rotary
- Lions Club

- Masons / Eastern Star / Shriners
- College Clubs
- Early College
- Singles Groups
- Meet up Groups
- Churches, Community, Civic & Non-Profit Organizations
- Kiwanis Club
- National Armories
- Realtor Associations
- Media Groups

Footnotes

 $\frac{\text{https://www.google.com/maps/dir/2045+South+Main+Street,+Waynesville,+NC/1208+N+Road+St,+Elizabeth+City,+NC/@36.106242,-81.858042,7z/data=!3m1!4b1!4m13!4m12!1m5!1m1!1s0x88597145d20a06eb:0xdee14182b33d11ae!2m2!1d-83.0063229!2d35.4665418!1m5!1m1!1s0x89a54f7e16081565:0x92703d403f532fd2!2m2!1d-76.2202226!2d36.324982}$

https://www.ncleg.net/documentsites/committees/house2015-172/2-22-16_Meeting/Demographic_Trends_through_2035.pdf

vii Source: US Census Bureau data presented by Indexmundi.com https://www.indexmundi.com/facts/united-states/quick-facts/north-carolina/percent-of-people-25-years-and-over-with-bachelors-degree-or-higher#table

¹ Google Map showing directions between the River City and Smoky Mountain clubs:

ii List of all District 37 clubs with their physical addresses that was provided by District services on 18 September 2017 cross-referenced with municipality and county data provided by the US Census Bureau.

iii Toastmasters International Dashboards 2012-2017 http://dashboards.toastmasters.org/

iv 2016 Certified County Population Estimates, North Carolina State Office of Budget and Management: https://files.nc.gov/ncosbm/demog/countygrowth_cert_2016.html

^v County/State Population projections, North Carolina State Office of Budget and Management, https://files.nc.gov/ncosbm/demog/countytotals_populationoverview.html

vi NC Demographics through 2035, February 2016, Rebecca Tippett, University of North Carolina

viii Source: US Census Bureau data presented by StatisticalAtlas.com, Updated April 17, 2015: https://statisticalatlas.com/state/North-Carolina/Languages