



Founder's District Marketing Report

Harry Yan, DTM, Lt Governor Marketing

Submitted: February 29, 2012

New Clubs

- Chartered 6 new clubs from more than 60 leads
- Last club chartered in Area E3: LACSD Toastmasters on 1/5/2012
- 23 Leads in progress (12 are strong prospects)
- 10 prospective clubs have paid charter fee. 1 of these 10 is on hold
- 20-30 total new clubs projected by the end of the June 2012.

Gavel Clubs

- Working Wardrobes for the unemployed in progress in Division D
- Global Messengers for the Special Olympics in progress in Division C

Potential Clubs (Up-to-date details at <http://sites.google.com/site/fdmark2012/clubs>)

Events

District Marketing Workshop 2 on 2/18/2012 with 85 people in attendance was very successful. Webinar on Speechcraft by Al Herzing scheduled for Friday, March 2, 2012

Clubs and Members

- Caltech Club #1010248 in Div B was reinstated
- 8 coaches appointed
- Dynamic Whittier Club #863 (7 members) in Div E asking for a club coach
- 51 clubs less than 13 members. 4 projected to be suspended, 3 below 6 members
- 99 of the 209 active clubs has 20 or more members
- 23 clubs with 30 or more members
- Raytheon Smooth Talkers club #3127 with 42 members
- Eclectic Dialectics club #3828 with 44 members and 25 new members
- Division G with 193 new members and 475 active members
- Division E with 158 new members and 434 active members and 4 new clubs

Youth Leadership Program

City	Contact	Time Frame	Status
Orange	Deven Shah	Apr 2012	Scheduled
Los Alamitos	Wes Hoover	Feb 2012	In Progress
Orange	Deven Shah	Jan-Mar 2012	In Progress
Midway City	Elisa Roddy	Sept-Nov 2011	Completed
Orange	Deven Shah	Sept-Dec 2011	Completed
Yorba Linda	Kandarp Shah	Aug-Sept 2011	Completed



6 New Clubs

- Area A4: Orange County Toastmasters on 9/21/2011
- Area E4: Toasters United on 9/29/2011
- Area B5: On The Dot on 9/30/2011
- Area E2: Global Entrepreneur Toastmasters on 10/13/2011
- Area E1: Tech Tools on 11/03/11
- Area E3: LACSD Toastmasters on 1/5/2012

9 Potential clubs paid charter fee

- | | | | |
|---------|------------|--------------------------|------------------|
| • Div B | 2/24/2012 | <u>Pasadena Voices</u> | Pasadena |
| • Div C | 2/13/2011 | <u>NAAAP OC</u> | Garden Grove |
| • Div C | 2/2/2012 | CrossPoint | Huntington Beach |
| • Div C | 2/24/2012 | <u>First Source</u> | Garden Grove |
| • Div D | 11/1/2011 | BrewMeister | Yorba Linda |
| • Div D | 1/5/2012 | <u>Working Wardrobes</u> | Costa Mesa |
| • Div D | 2/7/2012 | Something Gained | Cypress |
| • Div E | 11/15/2011 | <u>ADP</u> | Buena Park |
| • Div H | 1/3/2012 | Lions International | West Covina |

3 Strong Leads

- | | | |
|---------|---------------------------|---------------|
| • Div A | McCarthy Building Company | Newport Beach |
| • Div B | Arcadia Realtors | Arcadia |
| • Div E | Union Bank | Monterey Park |

8 Coach Appointments

- | | | | |
|-----------|--------------------------|-----------------------------|------------|
| • 8360 | Lake Avenue Toastmasters | Peter E. Geissler, DTM | 2/18/2012 |
| • 8360 | Lake Avenue Toastmasters | Michelle Cheng, ACB, ALB | 2/18/2012 |
| • 805 | Performance Unlimited | Kevin Graham, ACG, ALB | 1/18/2012 |
| • 1140716 | Fluor Discovery | Kevin Graham, ACG, ALB | 12/16/2011 |
| • 1182876 | Speak & Lead | Nadine Nofziger, ACG, CL | 11/30/2011 |
| • 6 | Pasadena Club 6 | Peter E. Geissler, DTM | 11/22/2011 |
| • 6 | Pasadena Club 6 | Elisa D. Tolentino, ACG, CL | 11/22/2011 |
| • 1412788 | La Palma Toastmasters | Angie J. Wahl, ACG, ALB | 10/10/2011 |

4 Clubs projected to be suspended

- 1354538 D3 Aetna Toastmasters
- 1543079 E4 Centerpointe
- 5275 A5 South Coast Toastmasters
- 1452902 G2 Ritz Lions

3 Clubs below minimum (4 members)

- 1434789 H4 Designing Professional Savvy Speakers
- 8660 C5 Evening Stars
- 4433 F1 Rough Drafts