



Online DCM#1

- ▶ Meeting will start at 7AM



2018-2019
District Council Meeting #1
2018-2019年 第1回
ディストリクト評議会

9th of September, 2018
2018年9月9日
オンライン/Online



Introduction of Online DCM Team

- ▶ Web Master Mike Mukaida
- ▶ Administration Manager Masato Ito
- ▶ Parliamentarian Takayuki Fujiwara
- ▶ IT Support team Yoshiyuki Hirooka
Hidesuke Itadzu
Zac Matsumura
Go Marutani
Eri Teshima



District Mission

**We build new clubs and support
all clubs in achieving excellence.**

「新しいクラブを作り、全てのクラブが卓越した成果を上げる支援をする。」

Credentials Report

- ▶ Clubs: 193
- ▶ Quorum: $193 * 2 * 1/3 = 129$
- ▶ Processing credentials:
 - ▶ There are some tasks that need to be completed before the vote. These tasks are very similar to the credential process at in-person meetings. Since the vote will not be held in-person, the credential process is completed prior to setting up the voting platform. The tasks you must complete include:
 - ▶ Register all voting members prior to setting up the vote. This serves two purposes:
 - ▶ It creates a list of voters to be imported into the voting system
 - ▶ It determines if quorum is met or not based on the number of voters registered
 - ▶ Determine the number of votes each member is entitled to, most commonly known as weighted votes.



Adoption of Agenda



2018-2019

District 76 the First District Council Meeting

Date: Sunday, September 9th, 2018, Time: 7:00 AM-10:00 AM

Online meeting: Registration: <https://attendee.gotowebinar.com/register/4300486137601002242>

Start	Time	Agenda	Person in Charge
6:30	(0:30)	Online Open	
7:00	(0:01)	Call to order	DD: Katashi Ishihara
7:01	(0:02)	Welcome / Opening Remarks	
7:03	(0:02)	Online DCM team introduction	
7:05	(0:02)	Reviewing District Mission	
7:07	(0:02)	Credential Report	AM Masato Ito
7:09	(0:01)	Confirmation of Agenda	DD: Katashi Ishihara
7:10	(0:07)	Confirmation of Online Standing Rules	
7:17	(0:03)	Adoption of Appointed District Officers	
7:20	(0:10)	2017-2018 Finance Report	2017-2018 FM: Kyoko Minamoto
7:30	(0:07)	2017-2018 Audit Report	2017-2018 Audit Committee Chair Masamichi Koizumi

Reports by District Senior Officers



Adoption of Standing Rules

District 76 DCM#1 2018/09/09

Online DCM1 Standing Rules / オンラインディストリクト評議会議事運営細則

1. Only DCM member may vote and ask question in the meeting. / ディストリクト評議会のメンバーの方のみが投票及び質問をすることができます。
2. Please use “Question” box in the GoToWebinar control panel if you ask chair to express your opinion or to submit a motion. Please write your question, opinion or motion into the question box. Please state your name and the club and officer position you represent. / ご意見を表明される場合、動議を提出される場合は、GoToWebinar コントロールパネルの「質問」ボックスの使用をお願いします。あなたの質問、意見、または動議を質問ボックスに書き込んでください。名前とクラブ名、役職の記入もお願いします。
3. Chair may ask you to speak for giving us more information. / 議長は、より多くの情報を求めるために発言するよう求めるかもしれません。



Confirmation of Appointed District Officers



District Executive Officers

Administration Manager	総務 マネージャー	Masato Ito
Finance Manager	財務 マネージャー	Mika Nishimura
Public Relations Manager	広報宣伝 マネージャー	Ami Aoyama
*Webmaster	ウェブマスター	Mike Mukaida
Logistics Manager	ロジスティクス マネージャー	Masakazu Chindo



Area Directors Division A

Area 11	Ray Roman
Area 12	Akihisa Takaoka
Area 13	Atsushi Komiyama
Area 14	Hiroshi Sato
Area 15	Erika Nakazato
Area 16	Junko Nemoto



Area Directors Division B

Area 21	Midori Tsuchiya
Area 22	Momonoï Nobuko
Area 23	Toru Maruyama
Area 24	Inoue Tomohiro
Area 25	Yoshiko Sugita
Area 26	Kisara Mizuno



Area Directors Division C

Area 31	Shoko Suto
Area 32	Maki Matsumoto
Area 33	Ed Kuiters
Area 34	Takashi Hirano
Area 35	David Blomberg
Area 36	Chris Cooper



Area Directors Division D

Area 41	Keiko Harada
Area 42	Hidesuke Itadzu
Area 43	Kijuro Ota
Area 44	Masaya Fujino
Area 45	Nobuo Adachi



Area Directors Division E

Area 51	Hitoshi Tokuda
Area 52	Jui Sakurai
Area 53	Kaori Mizunuma
Area 54	Kazuma Iioka
Area 55	John Plets
Area 56	Kuan Chung Tey



Area Directors Division F

Area 61	Yoko Yoshida
Area 62	Chitose Arai
Area 63	Kazumi Watanabe
Area 64	Masaaki Maeno
Area 65	Shigehiro Hayashi
Area 66	Katsutoshi Mito



Area Directors Division G

Area 71	Naoki Yoshino
Area 72	Masayo Kurokawa
Area 73	Izumi Naramoto
Area 74	Harumi Yamada



Area Directors Division H

Area 81	Moritsugu Hamada
Area 82	Michael Black
Area 83	Hiroko Kiyotake



Area Directors Division I

Area 91	Daisuke Kishi
Area 92	Toshio Ishizuka
Area 93	Ririna Kaneko
Area 94	Hideaki Takehara
Area 95	Asuka Matsumura



Finance Manager's Report 2017-2018

**FM 2016-2018
Kyoko MINAMOTO**



District 76

Profit & Loss (Actual vs. Budget Summary) (in JPY)

Reporting Book: ACCRUAL
As of Date: 06/30/2018
Cost Center: District 76

07/01/2017 Through
06/30/2018

	Actual	Budget	Variance
District Revenue			
Membership Revenue	11,068,615.37	10,903,340.00	165,275.37
Conference Revenue	8,053,099.00	9,732,000.00	(1,678,901.00)
Speech Contest Revenue	1,447,747.00	1,400,000.00	47,747.00
Other Revenue	8,639.97	0.00	8,639.97
Total District Revenue	20,578,101.34	22,035,340.00	(1,457,238.66)
District Expenses			
Conference Expenses	8,558,861.00	8,395,000.00	163,861.00
Marketing Expense	2,718,883.36	4,115,100.00	(1,396,216.64)
Communications & PR Expenses	332,311.70	320,000.00	12,311.70
Education & Training Expense	1,956,840.59	2,515,000.00	(558,159.41)
Speech Contest Expenses	1,747,571.59	1,560,000.00	187,571.59
Administration Expenses	216,946.59	565,000.00	(348,053.41)
Travel Expense	6,783,523.00	7,440,000.00	(656,477.00)
Total District Expenses	22,314,937.83	24,910,100.00	(2,595,162.17)
Total Net Income	(1,736,836.49)	(2,874,760.00)	1,137,923.51



District 76

Available Funds (in JPY)

Reporting Book:

ACCRUAL

As of Date:

06/30/2018

Cost Center:

District 76

Month Ending
06/30/2018

Available Funds

Cash & District Reserve

Cash

Cash - Japan Post Bank (6001)

2,439,624.00

Total Cash

2,439,624.00

District Reserve

9,821,592.16

Total Cash & District Reserve

12,261,216.16

Minimum District Reserve Required at Year End

(2,725,835.17)

Total Available Funds

9,535,380.99



Thank you.



2017-2018 Audit Report

**2017-2018 Audit Committee Chair
Masamichi Koizumi**



District 76

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District 76

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As of Date:

06/30/2018

Cost Center:

District 76

Month Ending
06/30/2018

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Thank you.



Reports of District Senior Officers



District Goal

DD Katashi ISHIHARA



Activities aiming at the district after 10 years.

10年後のディストリクトを見据えた活動

- **Growth for 10 years: Membership**
4,000→10,000
- **今後10年間での成長：会員数、現在4,000人から10,000人規模に**

Education
Brand
Committee



Education

■ ■ ■ ■ ■

TOASTMASTERS
PATHWAYS
FOR DISTRICT 76

Clubs : 100%

Members : 90% or more



Brand





PR Trio



Yusuke Ohashi
Club Growth Director



Ami Aoyama
Public Relation Manager



Katashi Ishihara
District Director



Committee

- ▶ **I**nfrastructure
- ▶ **G**enerate
- ▶ **N**etwork
- ▶ **I**nspire
- ▶ **T**eam-up
- ▶ **E**fficient

Education
Team

Club
Rescue
Team

Club
Building
Team

Corporate
Club
Support
Team



Education & Training

PQD Eri TESHIMA



Situation analysis

Gap

- DCP qualified “President Distinguished District”
- More than 800 payments left in each year.
 - Sustainable retention of members depends on each club’s quality

Situation

- Pathways
 - Goal – Over 90% adoption rate in 2018-2019
- Establish framework for the retention of members
 - New members: Introductory training of “Toastmasters”
 - Experienced members: Pathways and new programs
 - Club officers : Trainings for effective club management
- Adoption of “Online/Webinar” format
 - “Anywhere, anytime and any skill”
 - Provide programs beyond location of the clubs



Pathways (1/2)

Adoption rate is higher among R13

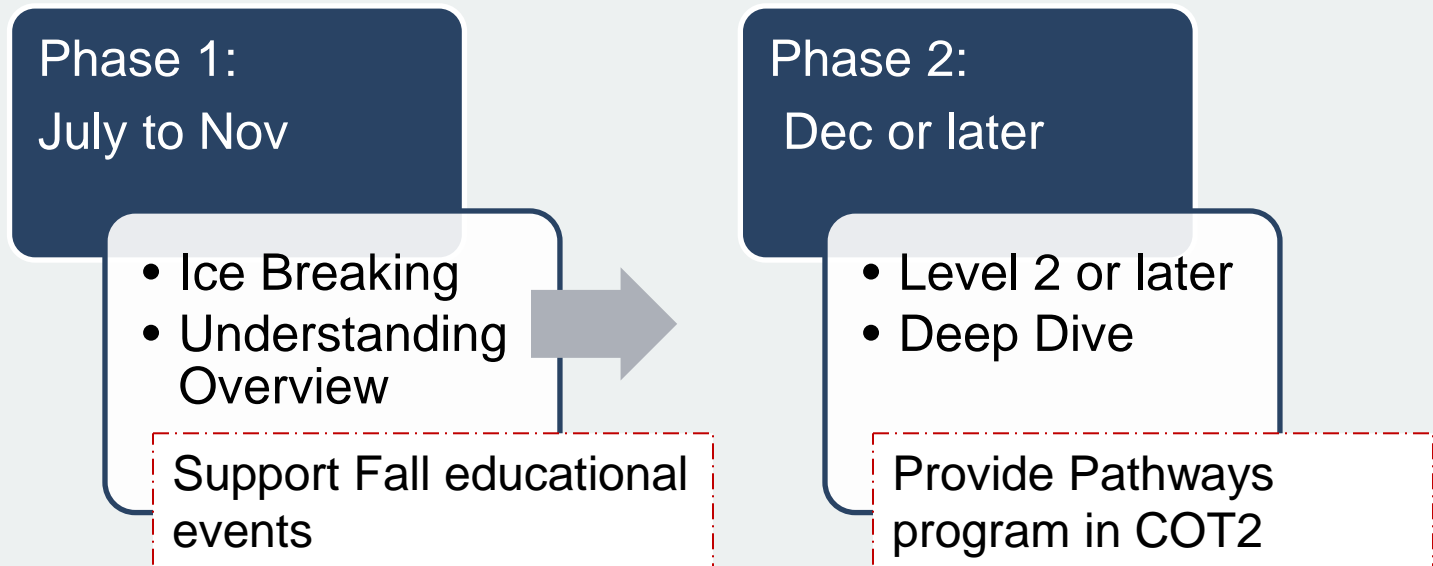
Rollout Date	(2017-18) Region	District	Members Enrolled	Adoption Rate		
				All Members	New Members	Club Officers
2018 May	13	41	1,712	36.9%	47.3%	42.0%
2018 May	13	67	1,035	31.2%	33.6%	45.6%
2018 May	13	76	1,710	43.4%	46.0%	63.6%
2018 May	13	82	1,953	27.0%	31.0%	36.5%
2018 May	13	85	1,455	32.7%	38.8%	43.1%
2018 May	13	88	1,262	38.0%	54.1%	48.7%
2018 May	13	89	2,159	34.0%	46.0%	46.3%
2018 May	13	92	2,425	38.1%	37.7%	49.1%
2018 May	13	93	463	34.3%	46.7%	47.5%
2018 May	13	98	2,087	37.5%	42.5%	43.4%



Pathways (1/2)

Goal – Over 90% adoption rate in 2018-2019

(1) Support Pathways events and COT2



(2) Promote and introduce member contribution



Training details

■ **New members**

- “First impression” is important to become a long standing member
- Conduct online introductory training and encourage club communication between experienced and new members.

■ **Experienced members**

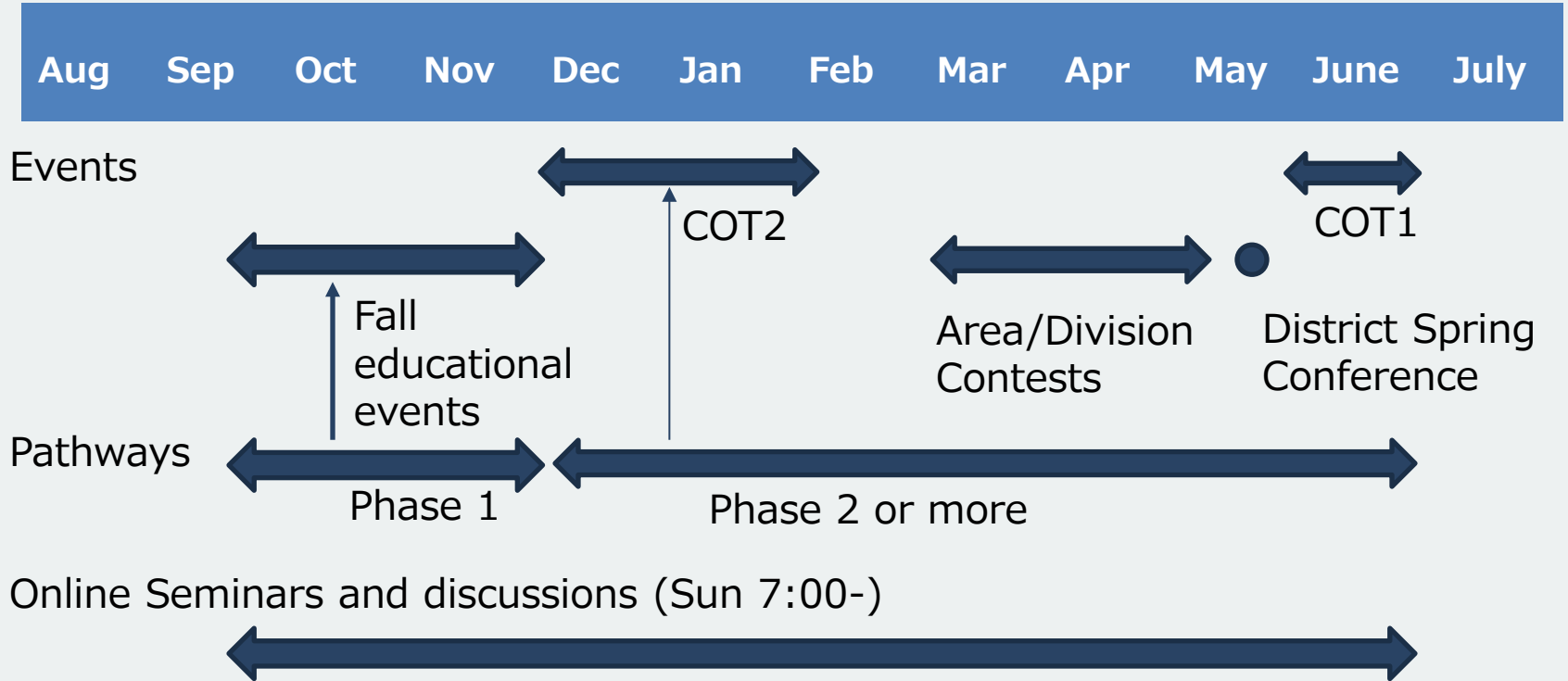
- Support Pathways educational events in club level to accelerate Pathways adoption among experienced members.
- Conduct monthly online chat to connect to other districts to find another new aspects and meet new members of Toastmasters.
- Plan a variety of online seminars.

■ **Club officers**

- Conduct monthly “Club officer breakout” online session
- Establish mentoring, coaching, team management and conflict management program and provide them to club events and COT2.



Schedule and implementation



Week1 : Club officer breakout (Discussion basis) **New!**

Week2 : Monthly Topic 1

Week3 : New member orientation (Discussion basis) **New!**

Week4 : Monthly Topic 2

Nonregular : "Discover the districts" (Introduce other districts) **New!**



Club Growth

CGD Yusuke OHASHI



Vatican 2005



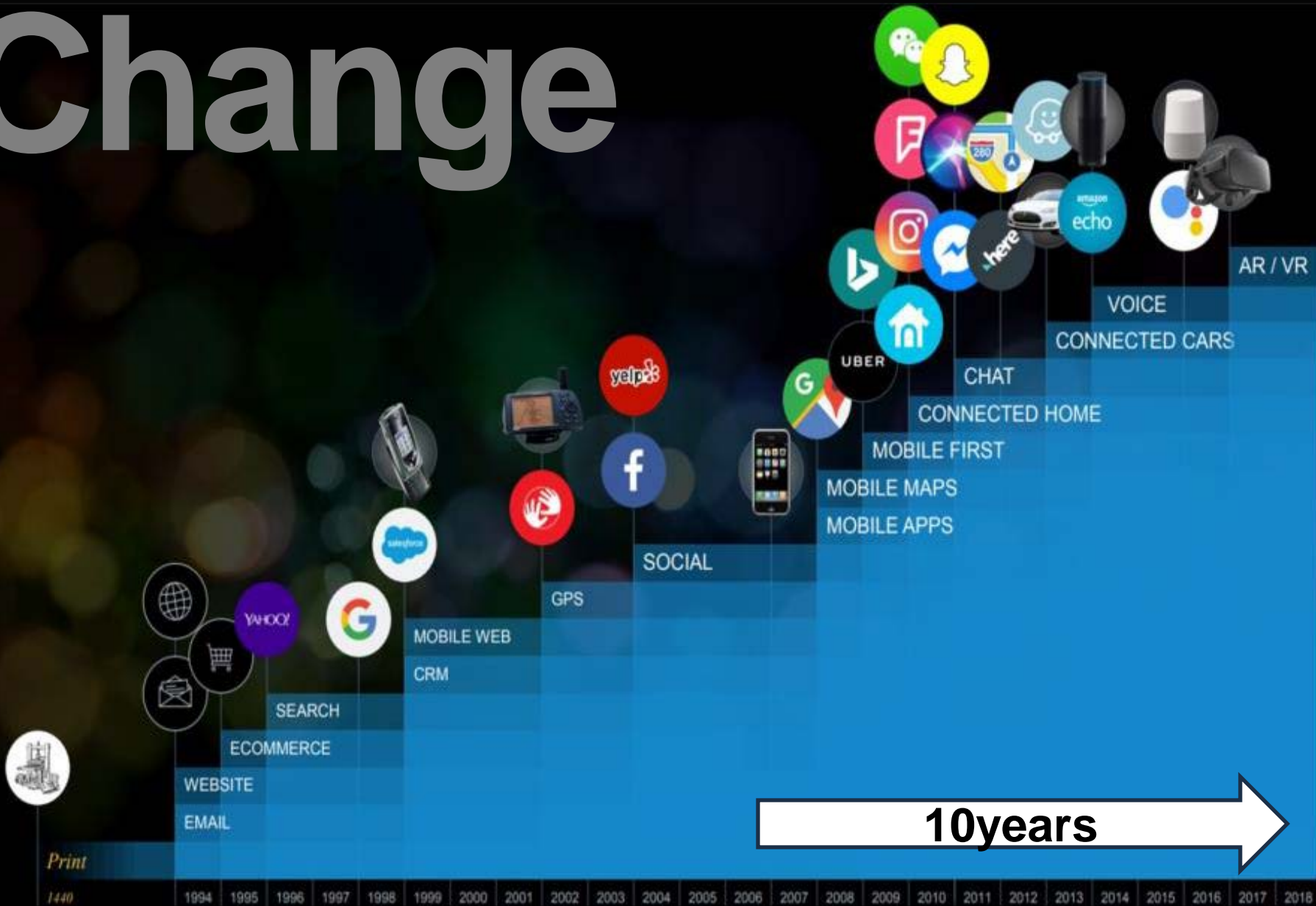


Vatican 2013



Orland,
US 2016

Change



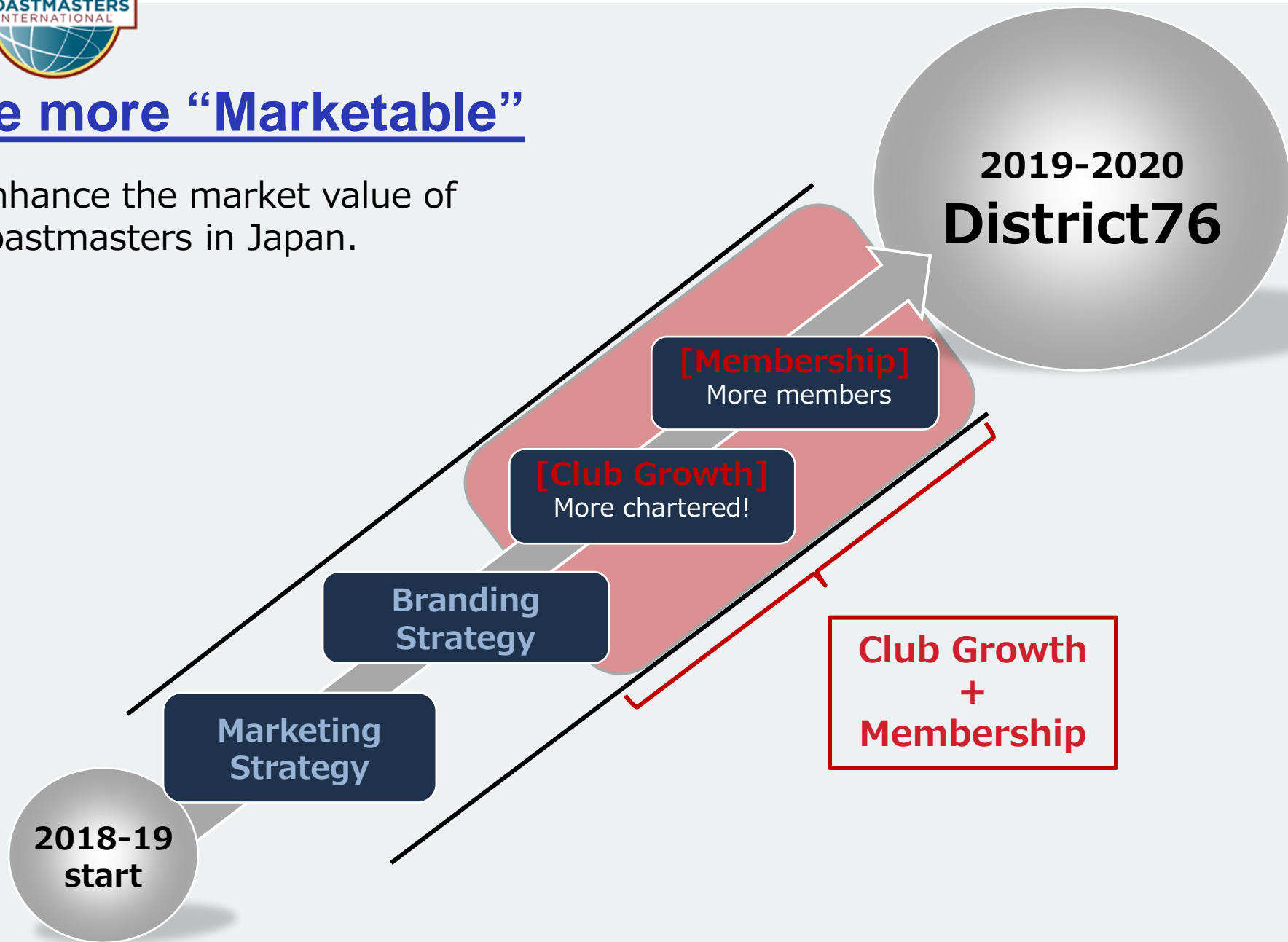


**Let's make a big wave
in Toastmasters D76
this year 2018-19**



Be more “Marketable”

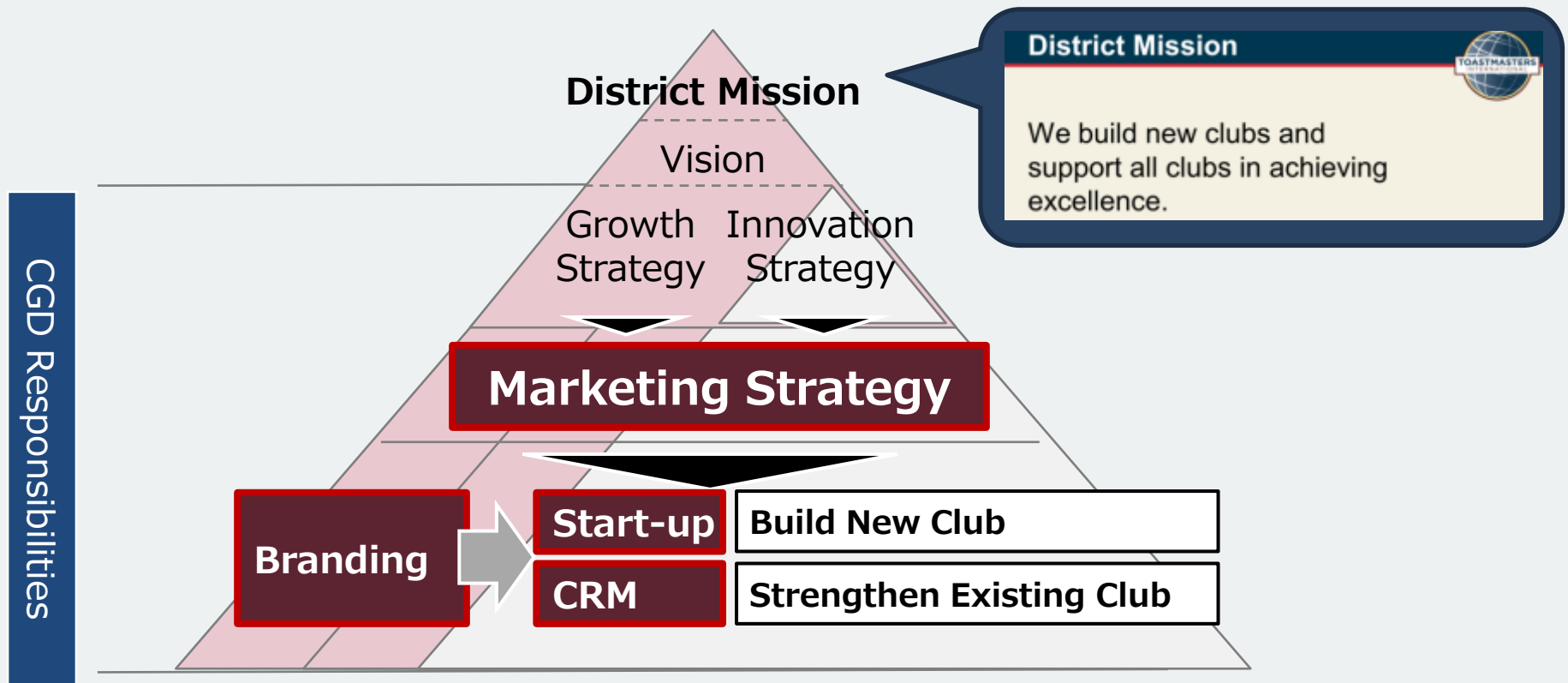
Enhance the market value of
Toastmasters in Japan.





CGD Mission

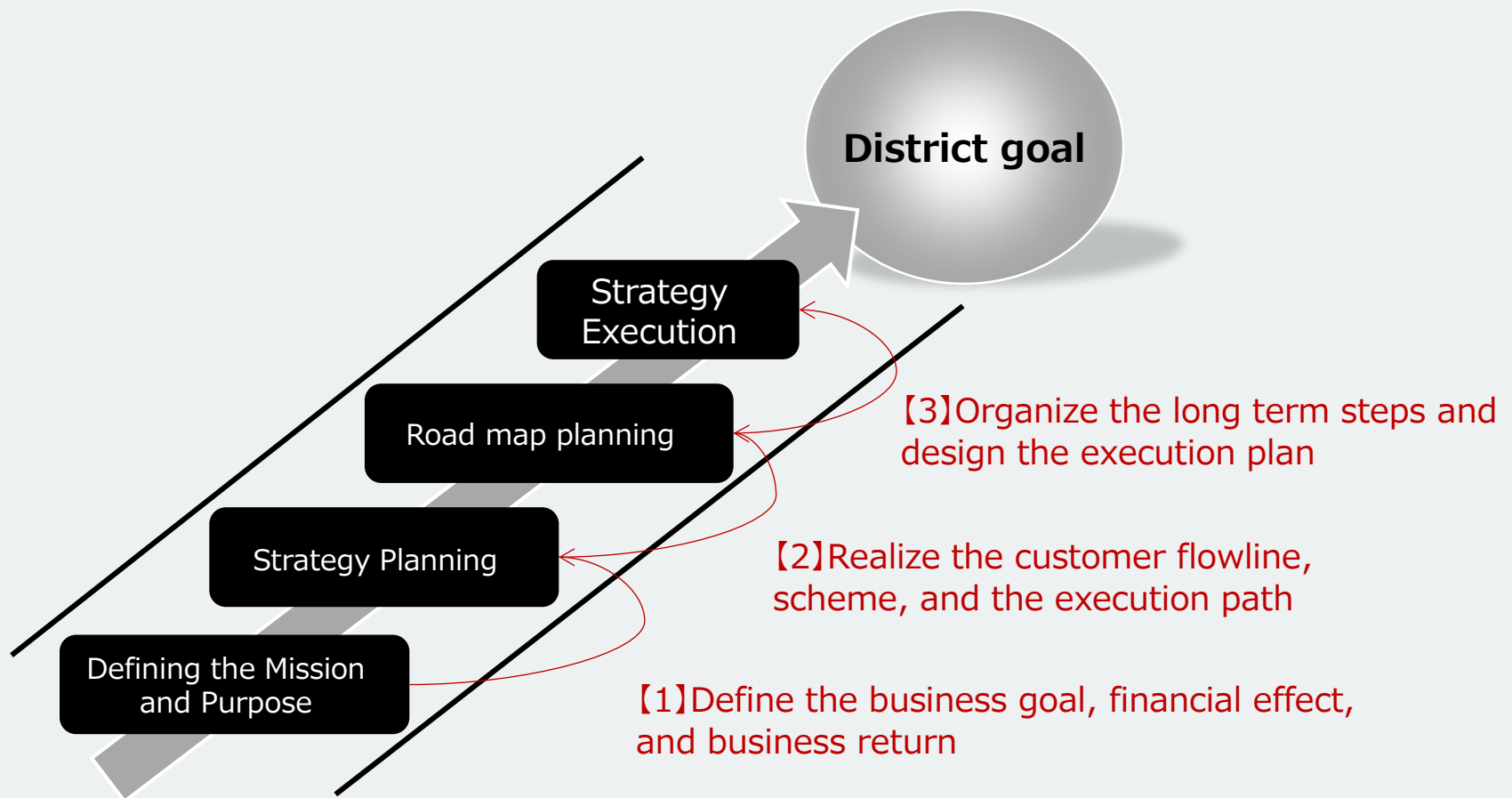
Serving you to enhance market value of Toastmasters in Japan by strategy and action. Experience more enjoyable and profound!





For District Goal

Strategy design and execution for full result.





District Goal – Challenge (チャレンジ目標)

- By June 30, District 76 will have **207** clubs, more than 10,344 payments to meet **President Distinguished District**. In Pathways installation, District 76 will have 100% launch in all 191 clubs, 90% start of all individuals.

■ **Club Growth : +16 Clubs (High)**

- We will achieve this by adding approximately
6+ corporate clubs;
by raising brand awareness by PR and proposing by outbound sales activities.
10 community clubs;
by shortening lead-time for charter & enhancing the CVR.
 - ✓ chartering 5+ current prospective clubs during this year
 - ✓ adding 5+ net prospective clubs,

■ **Membership: +767 Payments**

- We will achieve this by i) chartering 16 clubs: at least **+320 payments** and ii) **net +450 payments**;
By raising brand awareness by PR and enhancing extensive supports to low retention rate or small clubs by Area/Division Directors



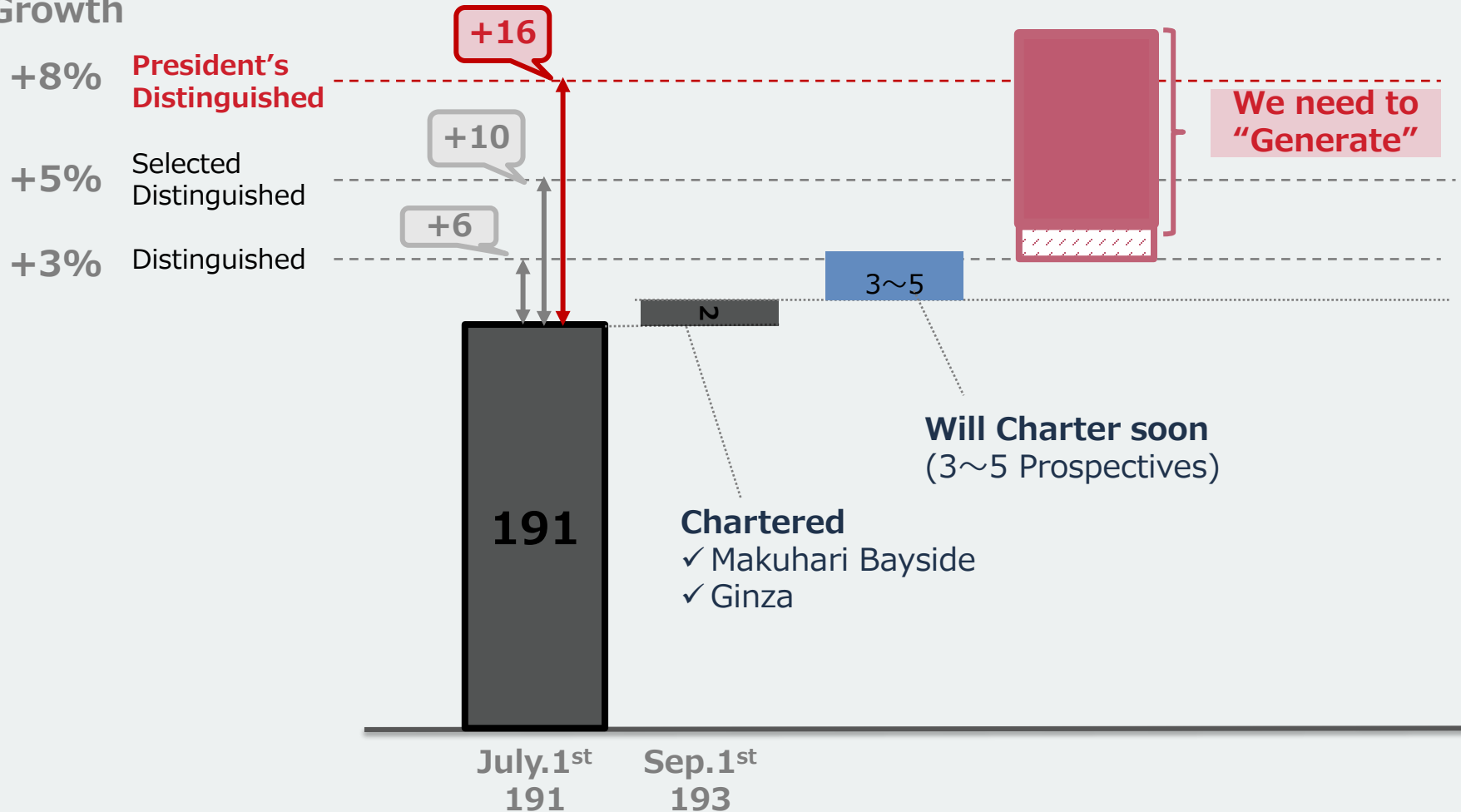
Club Growth Strategy :

➤ **More opportunities, More leaders**



Gap analysis

Growth





Situation analysis

Gap

- **“Distinguished”の要件は満たせる想定だが、“President Distinguished District”には程遠い状況。**
 - 今期チャーター済が2クラブ、直近チャーター完了見込みが3～5クラブ

Situation

- **現状のまま、ボトムアップで生まれたプロスペクティブクラブを育てるというアプローチだけでは限界がある。**
 - 中長期を見据えた継続成長には、「こちらから仕掛けるアプローチ」が必要
- **相まって、下記状況も踏まえたアクション検討が必要**
 - 1. Pathways開始に伴い、より迅速な立ち上げが望ましい**
 - チャーター前は長いプログラムが用意されておらず、Icebreakerしか登録申請できず、モチベーションが下がり離脱が増える懸念あり
 - 2. 企業クラブ比率が全世界で30.2%超えという中で、日本ではまだ余地があり、潜在ニーズに対するSalesは着手できていない**
 - 先日のInternational Convention, Trio Trainingでも一貫して、国際本部の課題意識が「Value Selling」に重くべきというスタンスと確認できた



Situation analysis

Gap

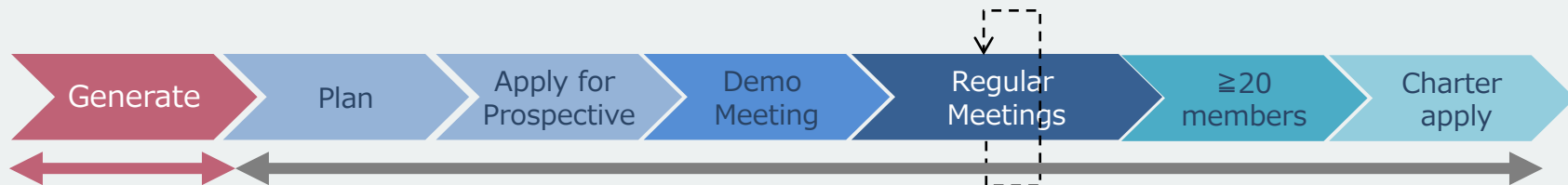
- We may achieve "Distinguished", but Not "President Distinguished District" without strategy.
 - Two Clubs are already chartered, Three~Five will charter soon

Situation

- We see some limits on current ways of Club Growth.
 - Especially for long-term growth
- We need to take actions considering followings:
 1. In Pathways era, quick charter is highly desirable
 - Only Icebreaker's completion records can be submitted. Before Charter, educational program is limited and it leads dis-motivation
 2. We don't have many corporate clubs. We haven't done "Sales".
 - while corporate club rates goes higher than 30.2% globally. (Big potential). TMI priority is also on Value Selling for corporate.

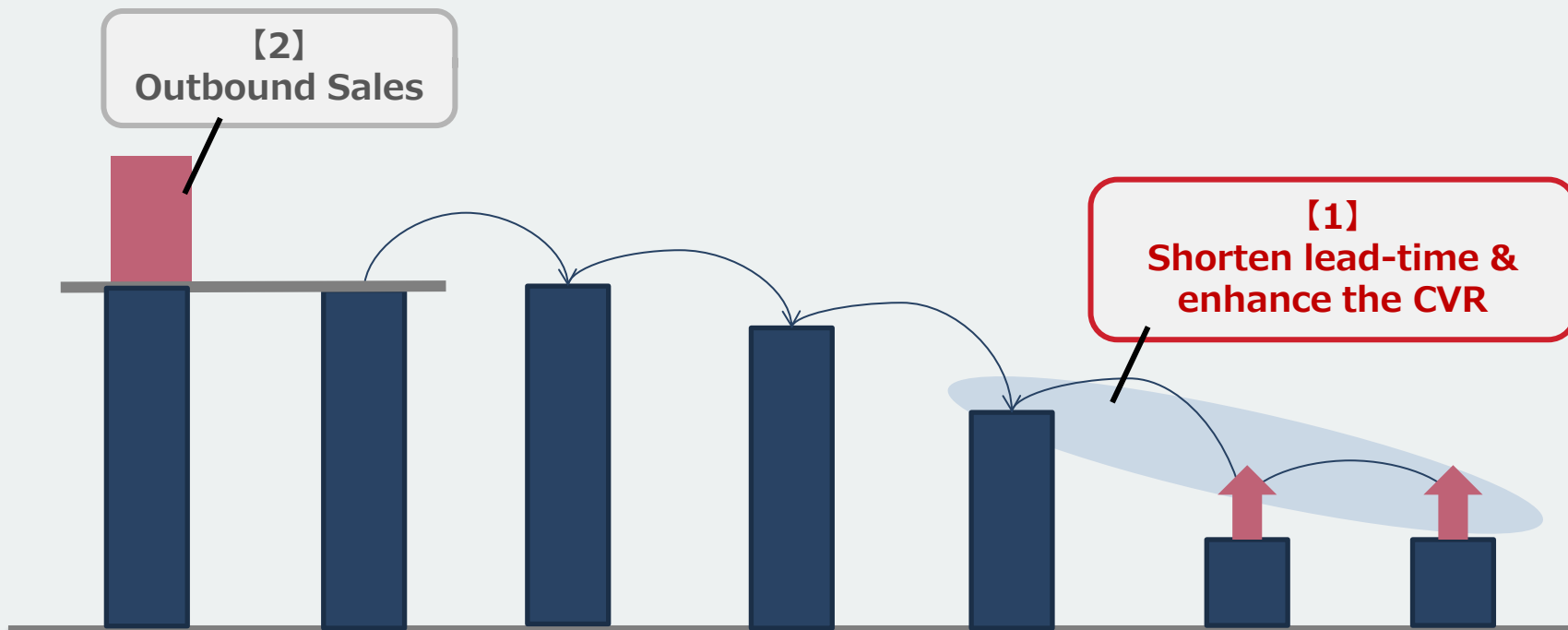


Overall picture



【2】新たに行う
創出の取り組み

【1】サポートの強化
チャーターまでのリードタイムを短く、確度を上げる



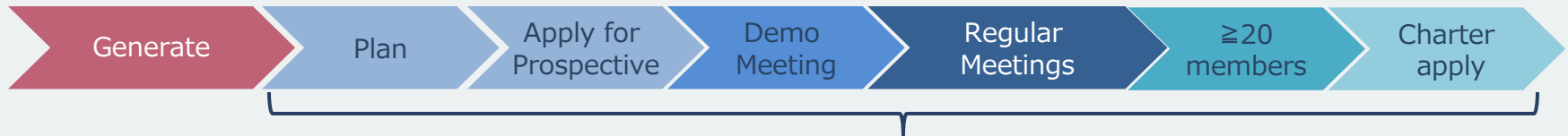


Club building support

Club-building Team Support



- ▶ Club-building efforts are supported by:
 - Committees and teams
 - Area and division directors
 - Serve as members of a district committee
 - Club extension committee
 - Marketing committee



【2】新たに行う 創出の取り組み

CGD,
Club Extension
Committee

Area and division
Directors

Outbound Sales

【1】サポートの強化

チャーターまでのリードタイムを短く、確度を上げる

Club Sponsor , Club Mentor, Sponsor Club

Area and division Directors

CGD, Club Extension Committee

Support

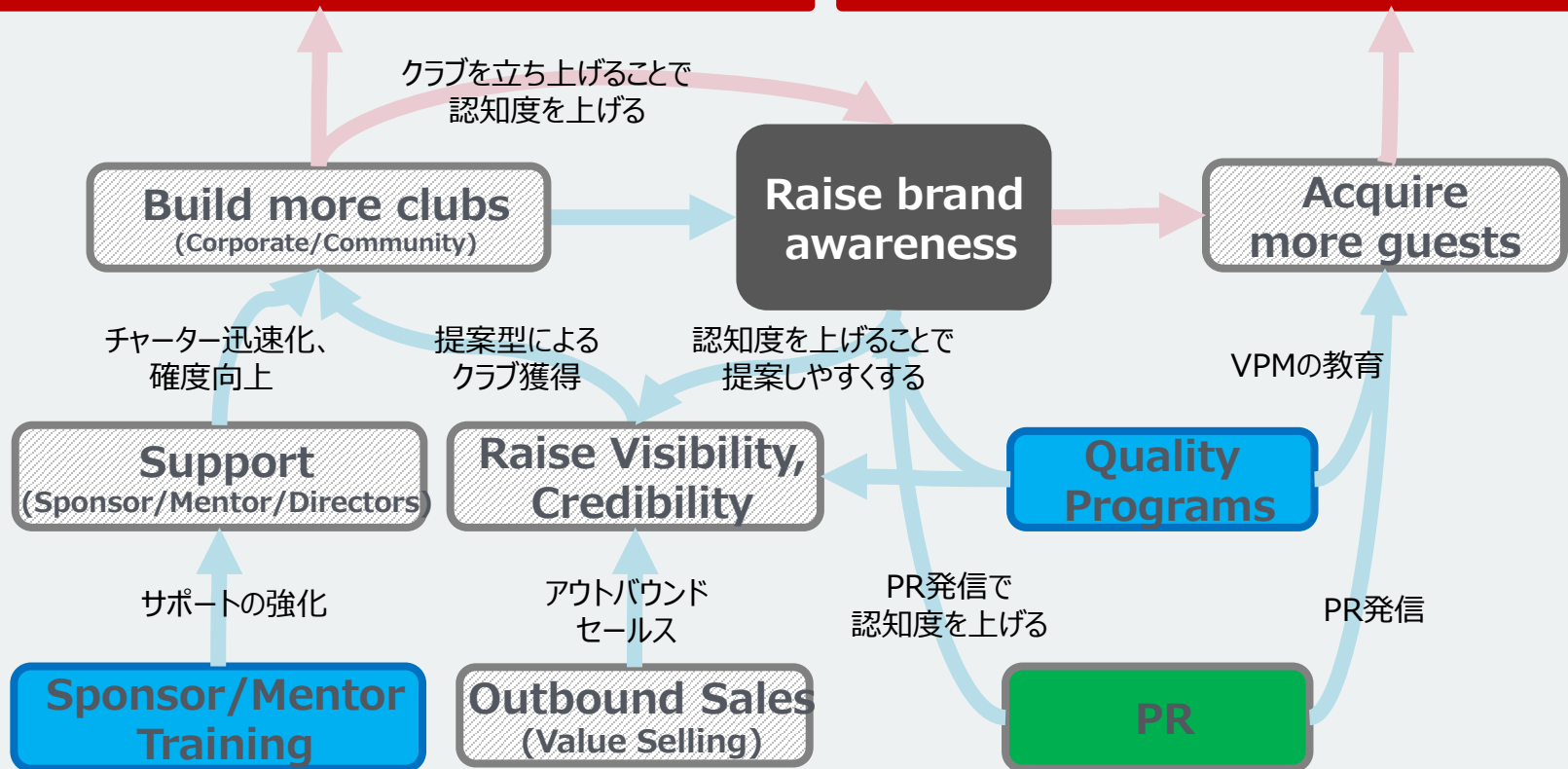
Shorten lead-time & enhance the CVR



Work together collaboratively

Club Growth

Membership Growth





Prioritized Agenda

Providing more effective & efficient for Prospective Clubs,
Enhancing market value by outbound sale trials.

**【1】
Shorten lead-time &
enhance the CVR**

**【2】
Outbound Sales**

Knowledge
Share

Operation

Value-
Selling

1

Education for Club Sponsor/Mentor

Sponsor/Mentor向け教育によるフォローの深化

2

Knowledge building best practice

成功事例の型化、体系化、共有による効率性向上

3

BPR – Operation Flow

業務フロー整備、FAQ充実による自己解決促進などオペレーション負荷削減

On going

4

BPR – Visualize status

プロスペクティブクラブのステータス・課題可視化による打ち手スピード向上

On going

5

BPR – Sponsor, Mentor candidate DB

Sponsor・Mentor候補者のDBによるアサイン効率向上

On going

6

Targeting, Sales strategy

ターゲティング策定、提案資料・シナリオ仮説立案

On going

7

Feasibility Study

フィジビリティ検証によるマーケット評価、最適手法の磨きこみ

8

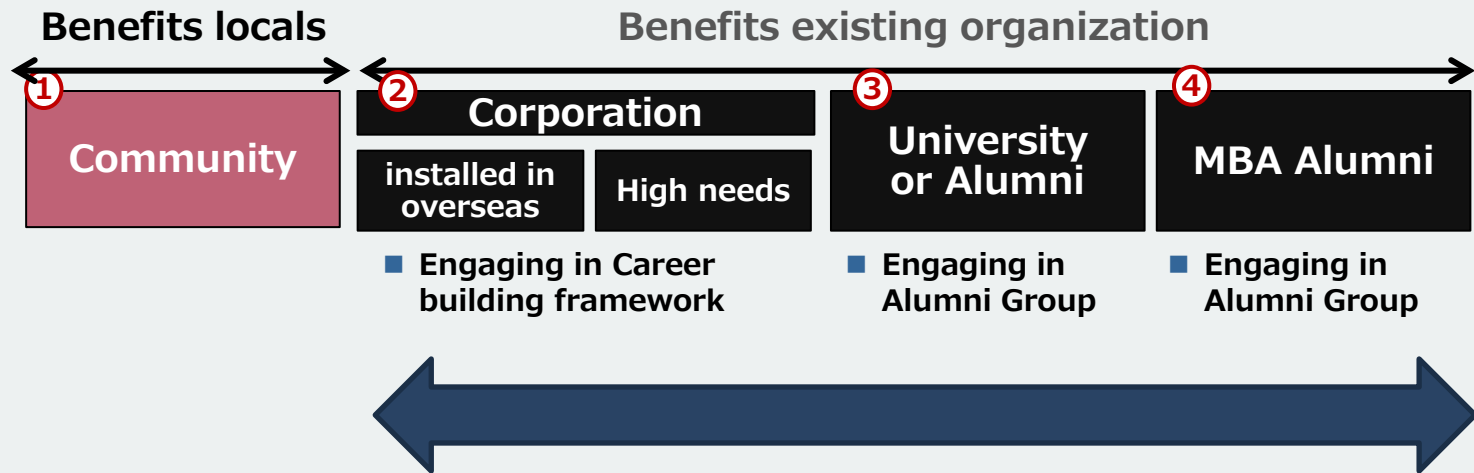
Rollout

勝ち筋の型化・横展開



Outbound Sales

After initial trial in Tokyo, we will try in each Divisions.
We will find out the way for improving to get extraordinary achievements



Quick start-up

- to be an effective development tool that benefits their organization in a meaningful way

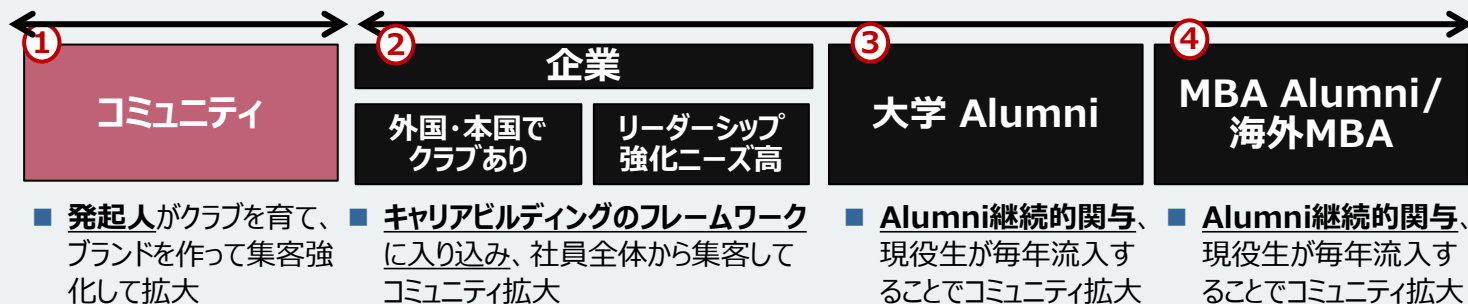
Starting with feasibility study.
Grasping needs and market potential, and find the most effective ways



Outbound Sales

トーストマスターズ起点で
コミュニティ形成

既存のコミュニティに対して受け皿



既にコミュニティが存在する場所の受け皿となるため、
集客がしやすく、自走する仕組みを早く作りやすい

都内から順次進め、地方に展開。現在コネクションのある企業から検証しつつ、
勝ち筋をチューニングしながら展開していく



Strategy / Summary①

戦略 方向性

■ 今期注力すべき優先事項、戦略は大きく2つ

- 【1】チャーターまでの「リードタイムを短く、確度を上げるためのサポートの強化」
- 【2】新たなクラブ創出の取り組み「アウトバウンドセールス」

Situation

■ 【1】はサポートをより効率的に、効果的にできる仕組みを提供し、下記を通じて Club Sponsor, Mentor, Area and Division Directorを支援

- 成功事例の型化・体系化、共有、による効果的な支援へ
- 業務フロー整備、FAQ充実による自己解決促進、徹底的なCGD業務の改革を行いオペレーション負荷を最小化できるようにする
- プロスペクティブクラブのステータス・課題可視化による打ち手・支援スピード向上
- Sponsor・Mentor候補者のDB化によるアサイン効率向上

■ 【2】は引き合いベースの案件化だけでなくニーズ高の企業・団体に対して Outbound Sales提案活動を行う

- 企業クラブ比率をグローバル同等の30.2%に近づけることを目標に置きつつ、ターゲティングと営業シナリオを立案し、フィジビリティ検証からまずは行っていく
- それを受けて、マーケット評価を行い、最適な手法を掴んでいく



Strategy / Summary②

戦略 方向性

■ PRM, PQD領域との協働

- 日本マーケットにおける認知度の拡大をPR施策を通じて促進
- 具体的なサポート強化のための教育や、プログラムクオリティの向上に対するニーズ起点でのフィードバック

投資方針

- #### ■ マーケティング・PRに関しては、 認知度拡大のための広告出稿、PR費用を投資の最優先事項とする
- FY2018-19は、まずはオフライン・選定した雑誌・媒体への掲載を行う



Strategy / Summary①

Strategy (Focus)

■ Focus 2 items this year

- 【1】Enhance the support to get achievement **faster and higher**
(Shorten lead-time by Charter, Make effective ways)
- 【2】**Start & Confirm feasibility of Outbound sales**

Situation

- 【1】Effective Support for
Club Sponsor, Mentor, Area and Division Director
 - Streamlining operation, Self-Solving FAQ
 - Prospective Club status, problem solving
 - Sponsor•Mentor candidate DB; assign management
- 【2】**Seek out ways to convince and acquire corporates, which has high potential or needs**
 - Global level is at 30.2%, we aim for reaching at this point
 - Targeting, Sales scenario, Feasibility confirmation
 - Market potential evaluation, effective ways of value-selling



Strategy / Summary②

Collaboration

- **Collaboration with PRM, PQD**
 - Enhancing brand awareness by PR
 - Education for supporters, Program quality feedback from market

Investment

- **We invest in PR this year to enhance brand awareness and visibility in Japan**
 - FY2018-19: PR in magazine offline



Public Relations

PR Manager Ami Aoyama



Overall PR Plans (1) / 概要(1)

- Need to appeal the “mass market”
- Our key message for this term is “Toastmasters is a place to learn communications and leadership”
 - Toastmasters is not a cheap English school or communication seminar!
- Pathways導入に伴い、マス層へのアピールが必要
- キーメッセージ：「トーストマスターズはコミュニケーションとリーダーシップを学ぶ場」
 - トーストマスターズは安い英会話教室や話し方教室ではない





Overall PR Plans (2) / 概要(2)

- Involvement of individual Clubs
 - “Club first” approach instead of District doing everything
- Support for prospective Clubs
 - Prospective Clubs needs the non-Toastmaster guests the most so why not support them more?
- 個別クラブの自主的な発信をサポート
 - 大本営発表ではなくクラブファースト
- 立ち上げ中クラブをPR面でサポート
 - 最もnon-TMにアピールする必要があるにもかかわらず、これまで最もサポートが少なかった





Press releases / プレスリリース

- Seven times in July and five times in August
- Effect
 - 500-1,300 non-TM PVs only at PRTimes (press release distribution service)
 - Each news is covered in many other sites such as the online sites of Asahi, Yomiuri, Mainichi and Sankei.
 - Effect on brand image and awareness
- 7月7回、8月5回プレスリリースを発信
- 効果
 - 500-1,300 PVs only at PRTimes (press release distribution service)プレスリリース発信サービスであるPR Times上だけでも500から1,300のnon-TM PVあり
 - 朝日・読売・毎日・産経の各ニュースサイトを含む提携サイト掲載
 - 継続配信によるブランドイメージへの好影響

PRTIMES



Toastmasters in the news

約 517 件 (0.21 秒)



幕張ベイサイドトーストマスターズクラブが正式発足 ～東京2020の競...

時事通信 - 2018/08/23

幕張ベイサイドTMCは、国際都市幕張ベイエリアにおいて英語力があり、尚且つ英語でのコミュニケーション能力の上達に関心のある層を対象に、英語を手段としてコミュニケーションとリーダーシップを学べるトーストマスターズの優れた教育 ...

幕張ベイサイドトーストマスターズクラブが正式発足 ～東京2020の競技 ...

BIGLOBEニュース - 2018/08/23

[すべて表示](#)



西条酒トーストマスターズクラブ、「英語落語とトーストマスターズ...

PR TIMES (プレスリリース) - 2018/08/15

西条酒トーストマスターズクラブ、「英語落語とトーストマスターズを楽しむ会」を開催 ... 酒どころにして国際学術研究都市である東広島市西条に、2013年2月に正式トーストマスターズクラブとして発足。2018年8月現在、多彩な国籍・経歴の15 ...



日本のトーストマスターズ、世界有数の高成長を達成し、米国の国際...

PR TIMES (プレスリリース) - 2018/08/08

今回達成したのは、「Distinguished District」と呼ばれる賞です。1年間の会員伸び率、新クラブの設立数などの伸び率に関する各種指標において、日本は世界で上位20%に入りました。これは、トーストマスターズの日本における評価や認知度 ...



Promotion video / プロモーションビデオ

- Scheduled to rollout in September / 今月下旬完成予定
 - We would encourage all Clubs who like the video to put a link to it!
 - 気に入りましたら、ぜひ各クラブHPに貼り付けてください！





Magazine ads / 雑誌広告

- Twice this term on Wedge
 - Wedge is a monthly magazine which is provided as a green car service of a Shinkansen as well as bought through regular subscriptions and at a bookstore
 - 123,768 copies as of April 2018
 - Ads on other magazines with fewer subscriptions are also planned
- Wedgeに2回広告掲載予定
 - 月刊誌、新幹線のグリーン車に配置(大多数が持ち帰る)、定期購読の割合が高い
 - 123,768部(2018年4月)
 - 販売数が少なくより廉価な雑誌広告も掲載を検討





Website and SNS news / ウェブサイト, SNS

- The D76 website and D76 Facebook pages
 - Club-first, non-TM friendly approach
 - The cease of “landing page” - D76 website is now for both TMs and non-TMs
- ウェブサイトとSNS
 - 更新頻度を高め、クラブ中心、non-TMフレンドリーな記事を頻繁に更新
 - 「ランディングページ」は廃止：D76のウェブサイトはTM、non-TM両方への発信の場





PR Contest / PRコンテスト

- First PR Contest by District 76
 - Scheduled to start in autumn and ends in spring
 - Target (candidate): Existing Club website to reduce the burden and maximize its effect
 - Voting by members online and selection by the PR Trio and appointed judges
 - Participation on an optional basis
- D76初のPRコンテスト
 - 開催時期: 秋～春
 - クラブの負荷を減らし、コンテストの結果をすぐに活かすため、対象はクラブウェブサイトとする予定。
 - 審査方法：メンバーによるオンライン投票、PR Trio又は指名されたジャッジによる審査
 - 参加は任意





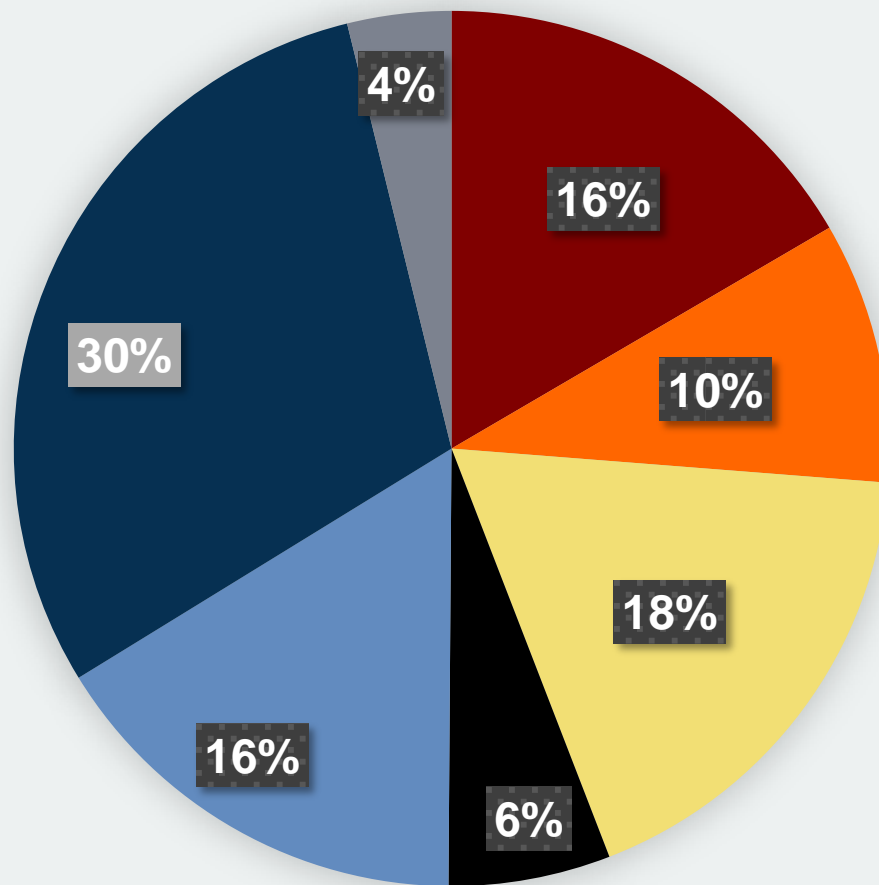
Break 10 min.



2017-2018 Budget & adoption



Budget Portion



- Marketing
- Communications & public relations
- Education & training
- Speech contest
- Conference
- Travel
- Administration

Total Expense JPY 19,093,036-



Strategy Investment - Budget Summary

Goal

District
Strategy

- **Growth for 10 years: Membership 4,000→10,000**
- **For strategy investment this year:
our priority is to raise Toastmasters brand awareness by PR**
 - ✓ **Why important?**
 - Brand awareness is fundamental for accelerating our growth.
 - In Pathways system, prospective clubs are required to charter earlier, however lacks of brand awareness makes this difficult
 - ✓ **What benefit? : For members**
 - More members with diverse, sustainable club management
 - More engagements with corporate or groups
 - ✓ **How manage in long-term?**
 - We will verify the effects; how we can leverage the return.
 - ✓ **Return on Investment?**
 - ✓ Based on simulation, 3years return on investment will be possible



目指す姿

戦略と
考え方

Strategy Investment - Budget Summary

- 今後10年間の成長：会員数、現在4,000人から10,000人規模に
- 上記を実現する上での投資として、
「トーストマスターズの日本における認知度を底上げ」すること、を優先する
 - ✓ 先行投資の必要性
 - ・ マーケティング施策として、PRへの投資は成長促進する上での重要なポイント。効果を生む取り組みは必須であり、判断を先送りにせず、今期に進めるべき
 - ・ Pathways導入により、Prospective Clubは早期チャーターの必要性が出てきたが現在の認知度では集客の課題がなかなか解消できないという不を解消すべき
 - ✓ 先行投資の意味合い：現在および将来の会員メリットを生む
 - ・ より多様なメンバーによる例会の実現、より持続可能なクラブ運営
 - ・ 企業、団体への浸透（企業におけるプログラムの採用）
 - ✓ 今後の中長期投資の考え方
 - ・ 今後の投資を同じように例年続けるわけではなく、本年度で効果検証して筋を確かめながら方向修正していく
 - ✓ 先行投資の回収見込み
 - ✓ シミュレーション結果では、3年後には単年度で回収できるシミュレーション



Q and A session

事前にお送りしたオンラインディストリクト評議会の議事運営細則を確認してください。

The standing rules were sent to you in advance.
議事運営細則は、事前にお送りしています。

Only DCM member may vote and ask question in the meeting. / ディストリクト評議会のメンバーの方のみが投票及び質問をすることができます。

Please use "Question" box in the GoToWebinar control panel if you ask chair to express your opinion or to submit a motion. Please write your question into the question box. Please state your name and the club and officer position you represent. / ご意見を表明される場合、GoToWebinarコントロールパネルの「質問」ボックスの使用をお願いします。あなたの質問、または動議を質問ボックスに書き込んでください。名前とクラブ名、役職の記入もお願いします。



Voting Procedure

Send e-mails for voting
投票のためのメールを送付します



Wait for receiving e-mail
(Update the status of mailbox to check
receiving new e-mail)

メールを受信するのを待ちます
(新しいメールの受信を確認するためにメールボッ
クスを更新してください)



Start your voting online clicking
"Click Here to Vote" tab.

"Click Here to Vote" tabをクリックし
て、オンライン投票を行います

Vote period is 10 min from sending e-mails.
メールを送信してから10分以内が投票期間となります。

Sample/サンプルです

Your Invitation to Vote in the Election: (Vote 1)

Toastmasters Japan <noreply@electionrunner.com>

Toastmasters Japan

D76 Webmaster has invited you to vote in the election: (Vote 1) 予算案を承認する
為のオンライン投票 - Approve Proposed Budget

Voting is open from 08/05/18 7:00 am to 08/05/18 11:55 pm

Login Information:

Voter ID:	Teshima
Voter Key:	toastmasters



Click Here to Vote

(Clicking the above link will automatically log you in to vote)

If you have any questions, please contact your election administrator:
D76 Webmaster (district76wm@gmail.com)

 electionrunner



Invitation e-mail for voting

- ▶ From:
 - Toastmasters Japan <noreply@electionrunner.com>
- ▶ Subject:
 1. 予算案を承認する為のオンライン投票 – Approve Proposed Budget
- ▶ Note: If you do not receive one of these e-mail messages within two minutes:
 1. Please check your e-mail box where you've registered
 2. Please refresh your e-mail box manually
 3. Please check your spam folder

もし2分以内にメールが届かない場合には、以下を確認してください。

1. 登録したメールアドレスのメールボックスを確認しているか
2. メールボックスを最新の状態に更新したか
3. 迷惑メールに入っていないか



How to get support from Online DCM team

- ▶ Please use “Question” box in the GoToWebinar control panel if you ask chair to ask question how to vote. Please state your name and the club and officer position you represent.
- ▶ GoToWebinarコントロールパネルの「質問」ボックスの使用をお願いします。あなたの質問を質問ボックスに書き込んでください。名前とクラブ名、役職の記入もお願いします。



Voting Procedure

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10分

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If you have any questions, please contact your election administrator:
D76 Webmaster (district76wm@gmail.com)

electionrunner



Confirmation of Committee Committee Report

DD Katashi ISHIHARA



Human Resource Committee

Chair	Katashi Ishihara
	Hiroki Ohara
	Matthew Ownby
	Masako Saneshige
	Bunzo Suzuki
	Sumiko Futana



Education Committee

Chair **Eri Teshima**

TBD



Club Extension Committee

クラブエクステンション委員会

Chair	Yusuke Ohashi	CGD
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Maiko Fujiwara

Etsu Nakahara

TBD

Club Growth & Marketing Committee

マーケティング委員会

Chair	Yusuke Ohashi	CGD
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Maiko Fujiwara

Etsu Nakahara

Kimochi Honno

[illegible]



District Leadership Committee

Chair	Kyoko Kitamura	IPDD
	Yoshihiro Kawano	Division A
	Mamoru Yasui	Division B
	Masayo Arai	Division C
	Tadao Hamasaki	Division D
	Midori Hirota	Division E
	Noriko Tanaka	Division F
	Mikiko Bando	Division G
	Hideo Imai	Division H
	Kiminari Azuma	Division I



District Audit Committee

TBD



District Parliamentarian

Takayuki Fujiwara

2019 Annual Conference Chair

Sumiko Futana

2020 Annual Conference Chair

Kyoko Kitamura



Ambassador of Revitalizing Okinawa

Vincent Andrada

Jun Ishikawa

District Letter Proof Reading Team



Reports of Committees



2019-2020 Alignment Committee

Chair DD Yusuke Ohashi



District Alignment Committee

Chair	Yusuke Ohashi	CGD
	Tomohiko Inagaki	Division A Director
	Yoko Kuroda	Division B Director
	Yukimasa Matsuda	Division C Director
	Yoshio Usui	Division D Director
	Go Marutani	Division E Director
	Kimochi Honno	Division F Director
	Yuki Kobayashi	Division G Director
	Tohru Furuhashi	Division H Director
	Carl Yamada	Division I Director



For next alignment


Situation

Some Divisions are quite bigger than global average



Committee plan

We'll consider at least one more Division next year.

- **More compact, More leaders**
 - **Less "long distance" trip for Division events**
- 

Committee will map out drafts for next alignment and we discuss at the same table



2019-2020 District Alignment Committee

Chair CGD Yusuke Ohashi



2019-2020 District Leadership Committee

Chair IPDD Kyoko Kitamura



Objectives

To Nominate Candidates for Elected Positions

- District Director
- Program Quality Director
- Club Growth Director
- Division Directors



Schedule

November 2018	Call for Nominations
February 28 th , 2019	Close Application
	<ul style="list-style-type: none">• Review Eligibility• Interview Candidates• Vote to Decide Nominated Candidates
April 2019	Submit Report of nomination to DD
April 2019	DD to Publish the Report
May 2019	Elections at DCM#2



DISTRICT LEADERSHIP COMMITTEE

(ディストリクトリーダーシップ委員会)

Kyoko Kitamura/北村恭子	IPDD Chair
Yoshihiro Kawano / 河野芳弘	Div. A
Mamoru Yasui / 安井護	Div. B
Masayo Arai / 新井昌代	Div. C
Tadao Hamasaki / 浜崎忠雄	Div. D
Midori Hirota / 廣田みどり	Div. E
Noriko Tanaka / 田中典子	Div. F
Mikiko Bando / 板東美貴子	Div. G
Hideo Imai / 今井秀雄	Div. H
Kiminari Azuma / 東公成	Div. I



2019 Annual Conference Committee

Chair PDD Sumiko FUTANA



2019 District 76 Annual Conference

2019 ディストリクト76 全国大会

in



Sumiko Futana, DTM
Conference Chair



Taka Miyawaki, DTM
Steering Committee Chair



2019 District 76 Annual Conference

2019 ディストリクト76 全国大会

Dates: May 10 (Fri) - 11 (Sat) - 12 (Sun)

Educational
Sessions

International
Speech
Contest

Japanese
Speech
Contest

Party

and MORE...
including
face-to-face **DCM!**

Tower Hall Funabori
タワーホール船堀

Haneda Airport	羽田空港	45 mins
Shinagawa St.	品川駅	40 mins
Shinjuku St.	新宿駅	35 mins
Ueno St.	上野駅	30 mins
Tokyo St.	東京駅	25 mins



Funabori St.
船堀駅





2019 District 76 Annual Conference

2019 ディストリクト76 全国大会

Theme: YOU

Come find YOU

Presented by Division D / Leaders Needed!



2020 District Annual Conference

**IP District
Director
Kyoko Kitamura**



2020 District 76 Annual Conference

Date : Late April ~ Early May, 2020





Confirmation of DEC Report

PQD Eri Teshima



Motion:

Hold district annual conference in the metropolitan area (ex. Tokyo, Kanagawa, Chiba, Saitama) and in the other area alternately.

ディストリクト大会を首都圏（東京、神奈川、千葉、埼玉）と首都圏以外の地方の交互に開催する

District Conference Host Division

2011	Spring	(past Division A)	Tokyo→Kyoto	*地震のため
2011	Fall	Past Division B	Tokyo (Olympic)	Evaluation
2012	Spring	Past Division C	Chiba	
2012	Fall	Past Division D	Kawasaki	Table Topics
2013	Spring	Past Division E	Nagoya	
2013	Fall	Past Division F	Fukuoka	Tall Tales
2014	Spring	Past Division A	Saitama	
2014	Fall	Past Division B	Tokyo (Olympic)	Humorous
2015	Spring	Past Division C	Tokyo (Olympic)	
2015	Fall	Past Division D	Tokyo (Olympic)	Evaluation
2016	Spring	Past Division E	Osaka	
2016	Fall	Past Division F	Hiroshima	Table Topics
2017	Spring	Division A	Tokyo(Olympic)	
2017	Fall	Division B	Tokyo (Otemachi	Tall Tales
2018	Spring	Division C	Tokyo (Olympic/)	
2019	Spring	Division D	Tokyo (Funabori)	

District Conference Host Division Prospect

2015	Fall	Past Division D	Tokyo (Olympic)	Evaluation
2016	Spring	Past Division E	Osaka	
2016	Fall	Past Division F	Hiroshima	Table Topics
2017	Spring	Division A	Tokyo(Olympic)	
2017	Fall	Division B	Tokyo (Otemachi	Tall Tales
2018	Spring	Division C	Tokyo (Olympic/)	
2019	Spring	Division D	Tokyo (Funabori)	
2020	Spring	Division E	Tokyo/Kanagawa	
2021	Spring	Division F	Nagoya/Kansai	
2022	Spring	Division G	Shikoku/Hiroshim a	
2023	Spring	Division H	Kyushu	

Around Tokyo

District Conference Host Division Suggestion

2015	Fall	Past Division D	Tokyo (Olympic)	Evaluation
2016	Spring	Past Division E	Osaka	
2016	Fall	Past Division F	Hiroshima	Table Topics
2017	Spring	Division A	Tokyo(Olympic)	
2017	Fall	Division B	Tokyo (Otemachi	Tall Tales
2018	Spring	Division C	Tokyo (Olympic/)	
2019	Spring	Division D	Tokyo (Funabori)	
2020	Spring	Division F	Nagoya/Kansai	
2021	Spring	Division E	Tokyo/Kanagawa	
2022	Spring	Division G	Shikoku/Hiroshim a	

New Business

Announcement

The 2nd District Council meeting

- ▶ Date and Time: TBD
- ▶ Venue: Funabori



Adjournment

