

Section 1	Section 2	
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District Mission

The mission of this District is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership-development opportunities for club and District officers.

District Strategies

Team Composition

Name the members of the District’s core team.*

Donna Lewis, District Director
Greg Mauro, Program Quality Director
Oxana Lynn, Club Growth Director
Susan R. Sontra-Public Relations
Manager
Louise Houdelette-Administration
Manager
Deborah S. Baker-Finance Manager
Joey Waldrop-Logistics Manager

Name the members of the District’s extended team.*

Need Help?

Chat with Ora Tor

George R. Jarosik-Webmaster; Sudheer Isanaka-New Source Research Chair; Gayle M. Kono-Club Extension Chair and Parliamentarian; Sheri L. Mauro; Division Director A Sarah Tolmachoff- Area Director A11; Chris D. Hempleman-Area Director A12; Indira V. Castrejon-Area Director A13; Della J. Caver-Area Director A14; Thomas Sims-Area Director A15; Joy Montgomery-Division B Director; Elliott Rodgers-Division Director C; Charles W. Herron-Area Director C32; Suzanne Yorkunas-Area Director C33; Susan L. Skiff-Area- Director C34 ; Denise A. Guthertz-Division Director D; Alfelyn Peterson-Area Director D41 ;Christina Adams-Area Director D42; Nestor Cuellar- Area Director D43; Kenneth M. Bradshaw-Area Director D44; Dawn Marie Times-Area Director D45; Duane White-Division Director E; Jaspreet Madahar-Area Director E51; Julie M. Gallaher-Area Director E53; George Downey- Area Director E54; Stephanie L. Morita-Area Director E55; Kathleen K. Sandoval-Division Director F; Brooke Santana- Area Director F 61; Michael J. Fuess-Area Director F64; Marie-Noelle Jeanson-Division Director G; Sharon N. Barker-Area Director G71 ;Robert Anthony-Area Director G72; Philip L. Williams-Area Director G73; Robyn Dyer-Oliver-Area Director G74

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?*

In addition to the Toastmaster International Core Values, the District 206 team will focus on:

- Focus on the member-Identify goals that will increase member satisfaction and retention.
- Accept internal team dynamics and team outcomes focused on District goals.
- Invest in personal growth and development of the leadership team.
- Communicate to the District in a timely and effective manner.
- Core Values-Trust, Collaboration and Recognition
- Focus on opportunities to encourage all members to participate after realignment through fun activities.

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

- Trust
- Collaboration
- Recognition
- Providing a safe environment for conflict resolution
- Remembering a home/Toastmaster life balance
- Considering a solution when bringing issues to the Trio
- Building teamwork and unity through diversity of team dynamics
- Building foundation to manage challenges and adapt to changes
- Enhancing ability and team effectiveness as a whole
- Building understanding and tolerance of each other
- Identifying redundancies
- Empowering trio members and District leaders
- Not taking away others' learning opportunities.

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

- Distance is an obstacle for getting together in person
- We have different communication and leadership styles
- Work schedules and Club meeting times will need to be worked around.
- The team has different experience levels in district leadership, we will need to communicate and not make assumptions that someone knows about responsibilities.
- Acknowledgment and facilitation of each team member's SWOT, strength, weakness, opportunities and threats that each offers that can affect the team.
- Each team member brings different backgrounds, experience and baggage to the table
- Each team member has different communication preferences, all agree to a consistent method of text for short answers and emails for ones that require more detail. The person the email is sent to will respond, those who are cc'd will use discretion when responding.
- Inclement weather can preclude attendance from "over the hill" from Reno
- Geographically, the District is very large. From East; Reno Nevada to West Sacramento, from North; Natomas/Sacramento area to Fresno in the South. The District is a large area.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

- Open conversation and critical conversation, private, confidential safe conversations
- Weekly meetings and collaboration
- Other meeting as necessary may be called
- District Administration Manager to create agendas to be posted to the District website for DECMs and District Executive Council Meetings
- Program Quality Director, Club Growth Director and Public Relations Manager will submit agenda items to the District Director by Monday for inclusion in the weekly Trio/Quad meeting.
- District Director to create agendas for weekly Trio meetings.
- Defined roles and responsibilities, timely posting of meetings will all be agreed with escalation work process
- All meetings to be attended by all Trio meetings unless notification and arrangements

Team Interactions and Behavioral Norms

How will decisions be made?*

- Open communication for successful teamwork
- All team members will express their thoughts, ideas, and opinions in a way that is respectful and considerate in the heart of team development.
- Each member will listen and be open to what others have to say, whether in agreement or disagreement of what was said as important.
- All disagreements or concerns handled at the lowest level.
- Decisions will be made collaboratively whenever possible. Trio members will lead decisions within their respective areas of responsibility and review significant plans and decisions with the Trio for input and feedback. District-wide decisions will be discussed collaboratively by the Trio with the District Director making the final

Goal 1: Membership Payments Growth

Goal 2: Club Growth

Goal 3: Distinguished Clubs

Distinguished Clubs

158

Distinguished (Distinguished clubs x 0.45)

72

Select Distinguished
(Distinguished clubs x 0.50)

79

President's Distinguished
(Distinguished clubs x 0.55)

87

Smedley Distinguished
(Distinguished clubs x 0.60)

95

Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District don't know how to achieve success.)*

District 206 was created by the merger of District 39 and portions of Districts 33 and 57. These are the average percentages of clubs in each district that reached Distinguished Status or better during the previous three years: District 33- 29.5%; District 39- 29.8%; District 57- 38.3%. Club Officers are informed during Club Officer Training regarding the Dashboard, the DCP goals, and what clubs need to do to achieve each level. One challenge our District faces is creating a District where all stakeholders feel their voice will be heard. The other challenge is that many club members and

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as training all Area and Division governors on the Distinguished Club Program.)*

The District will hold various educational sessions this year to inform District, Division, Area, club officers, and members regarding the CSP, the DCP, Pathways, and New Member Orientation.

Action 1*

Revised COT Requirements: Two hours of General Sessions, one hour of enhanc

Action 2*

Two CSP Workshops to be held on Thursday, September 10 and Sunday, Septem

Action 3

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Action 4

District Leaders, including Area and Division Directors, will be provided with a 7

Action 5

Area and Division Success Plans to Areas and Division define goals and strategie

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

The District has many trainers, including the District Top 7, Division and Area Directors, and Past District Directors. We also have the Distinguished Club Program and the District Success Plan.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Stan Slavin- District Officer Training Co-Chair; Rose Cooke- District Conference Chair; COT Co-Chair- TBD; Marcy Johnson-New Member Orientation; Sheri Mauro- Pathways Training; Greg Mauro- PQD

Action 1*

Greg Mauro is the PQD and will serve as the coordinator for Club Officer Trainin

Action 2*

Greg Mauro will work with a group of volunteers to present two CSP Workshop

Action 3

Sheri Mauro will present the monthly Pathways Workshops

Action 4

Greg Mauro planned and coordinated the District Officer Training in July. Stan

Action 5

The Trio will meet with the Area and Division Directors in September - October

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Progress will be tracked through periodic check-ins. Planning for each event is at various stages right now.

Action 1*

Round 1 of COT was June 1 - August 31. Round 2 of COT is from November 1 - f

Action 2*

CSP Workshops will be offered on September 10 and 20. Surveys will be given t

Action 3

Monthly Pathways Workshops began in July on the third Thursday of the month

Action 4

Stan will begin meeting with the DOT Committee in October to plan the training

Action 5

The Trio will conduct a training with Area and Division Directors in September-

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?*

Please fill in this field.

Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Please fill in this field.

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Please fill in this field.

Action 1*

Please fill in this field.

Action 2*

Please fill in this field.

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)*

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Action 2*

Please fill in this field.

Action 3

Action 4

Action 5

Timetable

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Please fill in this field.

Action 1*

Please fill in this field.

Action 2*

Please fill in this field.

Action 3

Action 4

Action 5

District Success Plan

Team Composition

Name the members of the District’s core team.*

- Donna Lewis, District Director
- Greg Mauro, Program Quality Director
- Oxana Lynn, Club Growth Director
- Susan R. Sontra-Public Relations Manager
- Louise Houdelette-Administration Manager



Name the members of the District’s extended team.*

- George R. Jarosik-Webmaster; Sudheer Isanaka-New Source Research Chair; Gayle M. Kono-Club Extension Chair and Parliamentarian; Sheri L. Mauro; Division Director A
- Sarah Tolmachoff-Area Director A11; Chris D. Hempleman-Area Director A12; Indira V. Castrejon-Area Director A13; Della J. Caver-Area Director A14; Thomas Sims-Area Director A15; Joy Montgomery-Division B Director; Elliott Rodgers-Division Director



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How will decisions be made?*

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- Each member will listen and be open to what others have to say, whether in agreement or disagreement of what was said as important.

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

Methods will include:

- Email, SMS/texting
- Phone / Conference Call
- Weekly Zoom Meetings

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

- Parameters are set for each team member's schedule, timing and preference of communication method.

How will the team resolve differences of opinion?

How will the team resolve differences of opinion?

- Lowest level, one on one 1st, as much as possible.
- Successive upward discussions as needed if no resolution.
- Focus on reaching the best solution while maintaining dignity and respect for all involved parties.

How will the team support one another?

- When a decision is made, the leadership team will support decisions visibly throughout the district
- If there is disagreement, the process of conflict resolution will be followed.
- Provide positive feedback to leadership
- Recognition and acknowledgement for other team members while attending DECM's

How will the team ensure equitable participation when completing activities?

- Through delegation, follow through, and follow up - - being accountable to each other
- Frequent communication to the team. Supply needed documents when promised at the time promised.

How will team members be held accountable for their responsibilities?

- Make your yes's a yes, your no's a no.
- Do not accept a role if not able to complete in a timely fashion
- Stretch your abilities by working outside comfort zone if offered
- Accountability and Integrity
- Set the right example. Remember, you're being watched at all times by membership.

How will the core team and extended teams be recognized for their efforts?

- Ask team members how they like to be recognized
- Verbal appreciation at District council meetings, web site, conferences and special events
- Gifts and applause
- District mention on website, published sources, and other social media

Membership Payments Growth

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

Final Numbers from 2025.2026 are difficult to analyze as we are a District that went through realignment. District 206 was formed from approximately two Divisions in District 57, one Division in District 33 and all 5 Divisions in District 39.

As of 8/26/26 80 clubs have renewed for September 30, 2026 with a minimum of 8

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)*

- Incentives have worked in the past. We are trying a quarterly approach for the first quarter. It has 8 accomplishments that must be attained. The accomplishments are tied to key performance indicators and the process will be evaluated at the end of the first quarter.
- Additional incentives will be created for members, including the receipt of ribbons and

Action 1

The District has reached out to Dual Members to ask about how many clubs they

Action 2

Implement the CGD membership growth and retention plan, including identifyi

Action 3

The District sent information to members on the increase and the opportunity to

Action 4

Increase involvement in Chamber of Commerces. We currently have membersh

Action 5

Provide member-level recognition and incentives that encourage engagement, e

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) *

Action 1: Email sent by Lance McMahan, District Director Advisor and District Statistician

Action 2: Emails to be sent to Division Directors.

Action 3: Use of Mailchimp to send message out to members.

Action 4: Budget for membership, followup on how memberships are used and the

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities? *

Action 1-Lance Mc Mahan

Action 2-Oxana Lynn-Club Growth Director, Gayle Kono-Club Retention Chair, Division Directors, Area Directors

Action 3-District Director, Webmaster, Public Relations Manager and PRM Team

Action 4-Trio, Division Directors, Duane White-Rancho Cordova Chamber, Karrie

Action 1*

District -Lance McMahan, DTM, PDD

Action 2*

Club Growth Director-Oxana Lynn, Gayle Kono-Club Retention Chair, Division I

Action 3

District Trio, Website coordinator and PR team

Action 4

Trio, Division Directors, Duane White-Rancho Cordova Chamber, Karrie Keegar

Action 5

District Trio

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

All Actions started 7/1/2026

Action 1*

Completed

Action 2*

September 2026

Action 3

Completed

Action 4

Ongoing

Action 5

Ongoing

Club Growth

Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)*

District 206 is a newly formed District following realignment, beginning the year with approximately 158 clubs. Club health varies significantly, with approximately 60 clubs below 13 members, creating simultaneous challenges in club retention and new club growth. Key CGD challenges include generating qualified new-club leads, strengthening membership in existing clubs, and building a sustainable pipeline of Club

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

Implement a structured club-growth program focused on new clubs and existing club health. Maintain a dedicated Lead Generation/New Clubs Team of experienced past District/TMI leaders, focused exclusively on generating and developing new-club opportunities, and establish it as a permanent year-over-year team to provide continuity. Pursue corporate/community partnerships and use demonstration meetings

Action 1

Establish and maintain a permanent Lead Generation/New Clubs Team focused on

Action 2

Recruit, train, and actively manage Club Coaches, Sponsors, and Mentors; imple

Action 3

Promote and support proven membership-growth tools—including Speechcraft,

Action 4

Use club-health data and Area/Division Director input to identify at-risk clubs e

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

Resources include the dedicated Lead Generation/New Clubs Team, Club Coach, Sponsor and Mentor teams, Area and Division Directors, experienced past District leaders, and members completing DTM projects related to club growth. District resources also include Speechcraft and demonstration-meeting support, Toastmasters International materials, District communications/marketing channels, and budgeted

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Team composition:

Oxana Lynn - Club Growth Director

Joey Waldrup - CGD mentor

New Clubs team:

- Sudheer Isanaka - Extension chair

Action 1*

Oxana Lynn, Sondra Nunez

Action 2*

Oxana Lynn, New clubs and Retention teams - everyone

Action 3

Oxana Lynn, New clubs and Retention teams - everyone

Action 4

Retention team

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

All action items begin immediately and start for the whole year.

Exception is - establish a continuous Club Growth team - this team will be established by end of the TMI year. Lead - Sondra Nunez.

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Action 1*

7/1/2026 for the New Club team, 7/1/2027 for the Continuous New Club Team

Action 2*

7/1/2026 to 7/1/2027

Action 3

7/1/2026 to 7/1/2027

Action 4

7/1/2026 to 7/1/2027

Action 5

Distinguished Clubs

Situation Analysis

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Additional Goals

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Timetable

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Action 1*

Action 2*

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Starting Numbers

Club Base	158
Membership Payments Base	5,332
Number of Division and Area Directors	30

Qualifying Requirements

Submission of District Success Plan by September 30. Submission of Division and Area Director Training Report for 85 percent of Division and Area directors by September 30.

Number of Division and Area Directors x 0.85

25

	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership Payments Base x 1.01 5,386	Club Base * 1.01 160	* 0.45 72
Select Distinguished	Membership Payments Base x 1.03 5,492	Club Base * 1.03 163	* 0.5 79
President's Distinguished	Membership Payments Base x 1.05 5,599	Club Base * 1.05 166	* 0.55 87
Smedley Distinguished	Membership Payments Base x 1.08 5,759	Club Base * 1.08 171	* 0.6 95

Tracking

Use online reports, available at www.toastmasters.org/DistinguishedPerformanceReports, to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.*

Goals	Quarter 1			Quarter 2			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Membership Payments Growth	1131	787					

Goals	Quarter 1			Quarter 2			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Club Growth	0	0					
Distinguished Growth	0	0					

Add a goal