

D112 Area Director Guide Author: James Edley

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CHANGELOG

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Version	Date(s) (ISO 8601)	Note(s)
1.0.4	2025-06-15	Convert more items to tables. And minor clean up.
1.0.3	2025-05-12	Add "Email Public facing Signature suggestion". Rename "Email" -> "Email General".
		Thanks -> Acknowledgements. Further spelling / grammatical pass.
		Remove "Tips and suggestions".
1.0.2	2023-11-20	Add a suggestion. Implement Mike Diggins' feedback.
1.0.1	2023-10-11	Change the background colour to white per initial feedback Alun Chisholm. Add sections regarding hyper local Official Club Visits and Club Officer Training thanks to James Hippolite / Elizabeth Viljoen.
1.0.0	2023-09-22 & 2023-09-25 / 2023-09-26	Initial public release on the district website (d112tm.org.nz) following feedback from James Hippolite and additional refinements upon further thought / considerations brought to my attention.
0.1.2	2023-09-19	Add additional references under "Tips and suggestions".
0.1.1	2023-09-16	Additional minor formatting changes.
0.1.0	2023-07-04	Implement James Hippolite's feedback. Increase margins to 0.30cm. Formatting changes.
0.0.4	2023-07-04	Add introduction email body template and lightly modify since prior publication. Relocate changelog. Update Audience reference. Further formalize forward. Further spelling check pass and expand on DCP / VPE.
		Font correction.
0.0.3	2023-05-26	Rename title to improve clarity. Add Robert's detailed feedback from two emails dated 2023-05-14. Reduce the size of headers from 18pt to 12pt and text body from 12pt to 8.5pt.
		Change how the district 112 Administration Manager details are shown. Reduce "Position and Spacing"; Aligned (2.28 cm -> 0.05 cm), Tab stop at (2.92 cm -> 0), Indent at (2.92 cm -> 0.05 cm) Numbering followed by: Nothing Re-format club and AD emails in addition to overall document layout.
0.0.2	2023-05-10	Add contact details for District Administration Manager and prompt to CC other party.
0.0.1	2023-05-09	Minor grammatical tweaks. Add version # to header. Make email body more universal. Add suggestion regarding Club Visit Reports.
0.0.0	2023-05-08	Created document.
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FOREWORD

This guide is primary written with the aim of helping the Audience in several ways.

- · A guide to help incoming AD how to create and submit bi-annual Official Club Visit reports.
- · Provide several template email bodies.
- A example club report and associated email, designed to assist prospective ADs with making their decision to stand for office.

While it was initially written from a Region 12, District 112 (New Zealand – North) prospective, most of the core concepts should hopefully be transferable to other Districts/Areas.

I wish all of my follow ADs (both within Districts 112 & 72 in addition to international; past, present and future) a successful and enjoyable year, with many more to come.

If you have any feedback, there are a couple of options.

District 112 (NZ, North Island): Contact the Administration Manager at, admin@d112tm.org.nz.

Club level

As I am a member of the followings clubs please send them an email.

Auckland West (M1), aucklandwest@d112tm.org.nz Eco City (L1), ecocity@d112tm.org.nz

Area Directorships

2022 – 2023: M1, <u>adm1@d112tm.org.nz</u> 2023 – 2024: L1, <u>adl1@d112tm.org.nz</u>

Either way I would request that you CC the other party and also include in your subject line a clear indication that the email relates to this document e.g. "A couple of suggestions for the Area Director Guide. Attention: James Edley / District 112 Administration Manager"

ACKNOWLEDGEMENTS & AUDIENCE

I could not have created this document without the support of; Robert McLaren (M4 AD, 2022 – 2023), Margot Burton (M2 AD, 2022 – 2023) and James Hippolite, DTM (2022 – 2023: District 112 Program Quality Director & 2023 – 2024 District 112 Director).

To my fellow: current, incoming and potential Area Directors (ADs).

It is worth attending at least a club's regular meeting and only observe / listen.

Kind regards,

James Edley

TOASTMASTERS INTERNATIONAL (TMI) WEBSITES

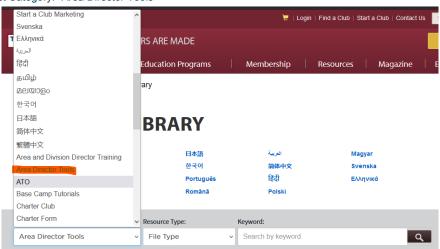
- Access, https://www.toastmasters.org/Find-A-Club?advanced=1 and download a copy.
 NOTE: You will need to login with your Toastmasters International (TMI) login.
- https://dashboards.toastmasters.org, if you wish to go directly to a club's page the format would be https://dashboards.toastmasters.org/ClubReport.aspx?id=[clubNumber, totalling eight digits with any appended zero's included]
- ∘ My Home -> "District Central" -> "Resources and Reports" -> "Reports -> "Area Club Officer Report" & "Area Membership Report".

CURRENT AREA (AD) DIRECTOR

- Email/Send your successor any completed Official Club Visit Reports. If possible in advance of them taking office (if known).
- Enquire with your current club contacts if they would be willing to stay on. If yes, ideally pass their contact details onto your successor (again, if known).
- After a club's Annual Business Meeting, get the contact details of the incoming president and pass them onto your successor (once again, if known). Another option would be the "Area Club Officer" report outlined above.

INCOMING AREA DIRECTOR

- Build rapport with your District Director in addition to your fellow; Area Directors, Division Director and the wider Toastmasters community.
- o If at all possible, unofficially visit / reach out to the clubs within your area prior to your term; either ideally as a general Toastmaster or with the support of your predecessor / Division Director. This may help put the club at ease.
- TI has some excellent resources about being an effective AD for example https://toastmasters.org/resources/resource-library Select Category: "Area Director Tools"



suggested that ADs (and most club presidents) need to be familiar with "How to rebuild a Toastmasters Club" - toastmasters.org/resources/how-to-rebuild-a-toastmasters-club. Another related suggestion is that, the successful club programme is well worth promoting to clubs. As an Area Director it has also been suggested that once should be very familiar with the resources available on Toastmasters International (TMI).



- With regards to the club visit process, it is suggested to send the club an email from the "TI Find a Club portal" and see how long it
 takes to receive. It is also suggested do this from the club website/contact page to check the initial impressions provided by said
 club.
- Double check with your Club Contact(s) (traditionally the club President) once the report has been completed to confirm receipt. If it
 has not, to the left of the far right lock icon there should be an item titled "Download" with a small arrow on the right.
 PLEASE NOTE: The downloaded PDF report will contain the "Club Concerns" section, thus I would suggest opening and
 redacting / removing that section before transmission.
- Old It would be useful to consider completing the AD Report with the club president (and VPE Vice President Education) on zoom. When going through the report it helps the club (and their executive officers) understand their performance better. Although it may take more time, several club presidents have anecdotally commented that it is a great way to conclude the report.
- Club Officer Training (COT), is especially vital to first time role holders. For clubs, it is not just about getting a tick in the
 Distinguished Club Program (DCP) box, it is about having a trained and committed committee. You can't do a role very well unless

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It has

been

you have good foundational knowledge or are made aware of potentially less obvious pitfalls ahead of time and if a committee member can't be bothered to attend COT, perhaps they should not be on the committee.

- A large part of being an AD is effectively running contests. It is important having the clubs actively involved in running area contests and provide contest officials and judges if appropriate for a couple of reasons:
 - · It helps members to appreciate that they are a part of a wider organisation of like minded individuals.
 - It provides an indirect opportunity to network, both personally and professionally.
 - The member is able to gain and train easily transferable skills that they may not be able to do so depending on size of the club. A couple of examples:
 - Being a timer is a great way to improve one's time management and the only major difference between a meeting and contest context is that the role holder is able to notify speakers if they go over time during a club meeting.
 - Being a contest chair uses the same core skill set as a meeting's Toastmaster, i.e. adaptability or being to able know when it might be a good time to inject one's personal style vs following a script.

PREPARING FOR AND SUBMITTING A CLUB VISIT REPORT

- · Print a blank form to take with you on the visit.
- Write responses on the blank form during the visit.
- ASAP, once at home, type the answers in a Word document. Then; edit for consistency and make it perfect.
- Copy/paste if relevant between sections and between other club reports.
- Go to the website and then copy/paste answers from the Word document into online form located on TMI under District Central. Save frequently, at least once a page, to avoid any risk of losing your work.
- Upon reaching the end, take a few moments for review prior to submission.

HOW DO TRAVEL CLAIMS AND AREA DIRECTOR VISITS INTERSECT?

TMI operates under a use it or lose it policy thus not filing it will almost certainly impact both Division and District funds for the next TI year.

Both the "Expense Claim Form" (Excel workbook) and "Expense and Travel Policy" (Word file) for the applicable TI year can be found under "Expense Claim Policy and Forms XXXX-XXXX year", https://d112tm.org.nz/district/district-documents/ e.g. 2023-2024 which covers the time period, 1st of June 2023 through to 31st of July 2024.

The rules have been cleanly summarised thusly;

- Claim minium.
- Round trip (per line item / club) must exceed 20kms.

If you have any enquiries, feel free to email; finance@d112tm.org.nz

Is there any clarity around how holding several Club Offices and Club Officer Training intersect? There are two toastmasters within club Z. X and Y.

X has 2 committee roles with Z.

Y three; one per club.

If a member has more than one committee role, they must attend at least one full training session and at another occasion the breakout room for the additional role per training round. They don't have to attend the full second session and don't need to do a third session if they have more than two roles. Although they are welcome to do it.

Out of interest, what would be the case if they are holding the exact same office at different clubs? e.g.

Club R: SAA

Club B: SAA & Sec

Two roles in club B – same applies as I have set out. They will get a tick for all three. But one full session will not be enough. Except if the SAA and Sec will be in the same breakout session. And then it will be best to email the trio to make sure.

EMAIL SUGGESTIONS

GENERAL

It would be worth while considering the following;

- Focus on information density vs speed to help reduce the amount of emails you will be sending out.
- If a District email address (e.g. *@d112tm.org.nz) is included within any of the addressable fields and you also wish to use BCC;
- You are likely to receive an email stating that it has not been sent due to the use of BCC.
- Official aliases for your role (the current format is; ad[Division] [Area]@d112tm.org.nz, e.g. in my case adl1@d112tm.org.nz) and club email lists (which will send a message to all duly appointed officers of the club) can be found under Links for Members -> Find A Club (https://d112tm.org.nz/district-directory/).
- Group email lists, can be quickly accessed via Home -> District Officers / Information for District Officers -> Resources for District Leaders / Resources For District Officers (https://d112tm.org.nz/district-officer-index/resources-for-district-officers/)
- If / When addressing more than one party, include within the body a clear indication for each party concerned e.g.

Attention VPE's

- To contact an individual Officer (Sgt At Arms, Treasurer, President, etc) of a club without having to first download the "Area Club Officer Report" and deal with one's personal email, the following should work; [three letter shorthand / title depending on the role]-[clubNumber without any leading zero's]@toastmastersclubs.org e.g. the president for club XXX would be president-XXX@toastmastersclubs.org.

NOTE: The above may only work for clubs that have an active FreeToastHost page.

NOTE II: Even if a club has an FTH site, officers still have to be set up to receive email through the address. You can check if a club has an FTH site by entering "XXX.toastmastersclubs.org" - if you are asked if you want to set up a site, they don't.

Short hand -> Role

- vpe -> Vice President Education
- vpm -> Vice President Membership
- vppr -> Vice President Public Relations
- sec -> secretary
- tre -> treasurer
- saa -> Sgt At Arms
- ipp -> Immediate Past President
- admin -> Webmaster (may not be a member of the club)

[Your usual ending]

Anything of particular note e.g. being differently abled.

Club I Club II ETC.....

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PUBLIC FACING SIGNATURE

I would suggest writing something similar to the following (feel free to copy and paste)

Hi Name.

In the interest of providing a deeper level of context regarding the role of Area Director, please find included;

A leadership tree

International (TMI aka toastmasters.org)

V Red

Region 12

| V

District 112 (d112tm.org.nz)

| V

Division Z

V

Area 01 (Area Director, John Smith, adz1@d112tm.org.nz)

Club Moo Club Milk

001, Community 002, Corporate

A very brief timeline of my time as Area Director (AD) during the last [time frame].

.....All the while staying in touch with clubs via regular email/phone/informal social club visits.

A redacted Club Visit report.

Club Visit report

Please find attached an example club report.

As a polite reminder;

- >Club Concerns
- >Overview
- >The section you're about to complete will allow you to note any concerns identified regarding member-to-member relationships or any club officer(s).
- >The information outlined in this section will be excluded from the report provided to the club, but will be viewable by the Area, Division, and District.

Said section has been redacted/removed from the included email report.

Official responsibilities (The Division/District Directors are more than welcome to correct me).

- Be in regular contact with clubs (currently working to get the official email added to each club's agenda distribution list to provide another method to stay informed when an email/phone call may not be suitable; to use a completely "random" example: contest season(s)), ideally via a contact point (typically the President or another executive committee member).
- 2x semi-annual official visit per club and associated report.
- Ideally, host at least one Area Council meeting at some point in the year.
 That said though, it is much easier to recruit for your contest if you have several
 plus they are forums for filling knowledge gaps and Q & A sessions.

I wish to point out both current and incoming Division/District Directors (BCC'd as a courtesy).

Division X Director(s)

Current: [Placeholder]

Nomination(s): [Placeholder]

District # Director(s)

Current: [Placeholder]
Nomination(s): [Placeholder]

The district website (e.g. d112tm.org.nz) is an invaluable resource (all districts websites are listed at https://www.toastmasters.org/leadership-central/district-websites), in particular:

- District directory / Find a club
- The calendar (if supported)
- The group email lists, which can be quickly accessed via Home -> District Officers / Information for District Officers -> Resources for District Leaders / Resources For District Officers

(https://d112tm.org.nz/district-officer-index/resources-for-district-officers/) (might only be applicable to District 112):

- The club email lists, which can be quickly accessed via Links for Members -> Find A Club (https://d112tm.org.nz/district-directory/)

Stepping in as the X# AD has not doubt massively helped my improve my time management and speaking skills while introducing/giving me a more in depth understanding / appreciation of my fellow Toastmasters.

Welcome my fellow club officer Toastmasters,

I am honoured to serve as your Area Director for [YEAR e.g. 2023 – 2024] and look forward to working with you.

A couple items of business:

- I strongly recommend that you become familiar with the District website

(e.g. for Region 12, District 112, New Zealand North this would be d112tm.org.nz) and in particular the calendar.

Around the 26th of every month there is a zoom based "Pathways
 Onboarding Workshop" from 19:00 / 7pm -> 20:30 / 8:30pm which should be helpful to all members of your club.

- There are four days of Club Officer Training (COT) coming up in July.

It preferred that at least one session is attended.

These are open to all club members, thus I would suggest considering inviting perspective club officers to attend as well so that they may become more comfortable.

- I wish to also refer to the District calendar for details on several up coming events such as:
- Division / Area council meetings, which are a great opportunity to

HOW COULD I INTRODUCE MYSELF TO MY CLUBS?

catch up with both fellow members of the clubs in your area and your

Area Director / Division Director who wish to see you succeed.

- Area Contest details for this round of Humorous and Table Topics.

Ideally Club Contests are to be held at least two weeks prior to the

Area Contest.

I would also strongly recommend having / planning your clubs contests ahead of time rather than leaving it about three weeks before the Area contest.

- Other District events (e.g. Council meetings, the Awards Night in

September, the Conference / Contest)

Kind regards,

[NAME]

HOW COULD I ADDRESS SOME CONCERNS /

QUESTIONS THAT A CLUB MAY HAVE WITH

REGARDS TO AN OFFICIAL VISIT?

Good evening / morning / afternoon Office (e.g. Presidents) of Area #, I have a few notices......

- The season for official club visits upon us.

With the goal of making this as painless as possible;

- I have included the questions below.
- I would heavily suggest completing the Club Success plan (which can be found under Club Central) and would be more than happy to assist if desired.
- I am open to completing the visit in what ever form is most suitable.
- More than happy to review it with any interested officers / club members (minus out the "Club Concerns" section) prior to official submission.
- Please do let me know if you do not receive an email (as happened to me last year for some unknown reason) with the report included as I would be more than happy to download and provide you with a copy of the PDF.

The sooner the better as it then gives District more time to review it and then more easily allocate resources as requested.

If there is anything I can do to help, do not hesitate to reach out.

Hope you have a great week.

Club Visit Questions

Meeting Observation

How well did the club exemplify the qualities of First Impressions? - Rating & Comments

Were elements of Membership Orientation present during the meeting? - Yes / No

How well did the club apply these qualities? - Rating

How well did the club apply the qualities of Fellowship, Variety, and Communication? - Rating

How well did the club apply the qualities of Program Planning and Meeting Organization? - Rating & Comments

How well did the club apply the qualities of Membership Strength? - Rating & Comments

How well did the club apply the qualities of Achievement Recognition? - Rating

Club Experience

How well did the club adhere to its meeting agenda, including the start and end times specified for the meeting? - Rating

Is the club's meeting information on "Find a Club" out-of-date? - Yes / No

Did you express the importance of having their meeting information up to date? - Yes / No

Overall, how would you rate this club meeting? - Rating & Comments

Club Support

How well has the club defined and adhered to the educational goals of its Club Success Plan? - Rating

How well has the club defined and adhered to the membership goals of its Club Success Plan? - Rating & Comments

How well has the club defined and adhered to the training goals of its Club Success Plan? - Rating & Comments

How well has the club defined and adhered to the administration goals of its Club Success Plan? - Rating & Comments

Are there any additional goals which have been set by the club? - Yes / No

What are the club's top goals or milestones to achieve during the next six months, or before the next Area Director club visit? - Comments

Does the club have any events planned? - Yes, Comments / No

Are there any members interested in serving as future club officers or District leaders? - Tick boxes / No

Please list any specific challenges or areas of additional support that the club needs from the District or Area Director which have not already been stated. - Comments

Kind regards,

[Name]

. .

HOW DO I SUBMIT AN AREA DIRECTOR REPORT TO TOASTMASTERS INTERNATIONAL?

The screenshots and probably overly descriptive steps are not indented to be condescending but rather helpfully descriptive (probably to went too far). Upon logging into toastmasters.org (TMI).

1 Click on "Welcome, [First name]" which should open a drop down box. Then select "My Home"



- Home / Welcome
- Navigate down to "Leadership Central" (roughly about half way, located between both "My Education and Achievements" and "From the Organization to You") and click on "District Central".
 - "District Management" -> "Area Director Club Visit Reports"

Home / My Toastmasters / Profile / District Central / Area Director Visit Reports

I AREA DIRECTOR VISIT REPORTS

Part of the District's mission is to ensure every club fulfills its responsibilities to its members. To achieve this, the District must establish and maintain positive, supportive relationships with each club. By visiting each club in their Area twice a year, Area Directors identify strengths and opportunities for improvement for their clubs, while also working to build and maintain positive relationships with the club.

Report deadlines for credit in the Distinguished Area Program

November 30 - Submissions for Round 1

May 31 - Submissions for Round 2.

Discussion Points

During your Area Director's visit, you will want to discuss the following topics with the club's officers:

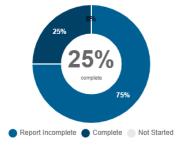
- Club Success Plan
- Club's status in the Distinguished Club Program
- · Upcoming/scheduled events
- · Members interested in serving in leadership positions
- Goals or milestones for the club to achieve

Create a New Report

To create a report, search for a Club Name or Club Number and press "Create."

Select a Club

Current Round Summary



Suspended clubs are not reflected in graph

- Under "Create a New Report", there should be a box titled "Select a Club" with a "Create" button located at the far right end of it.
- 5 Upon clicking on the box, a list of all the clubs in your should appear.





Create

Overview

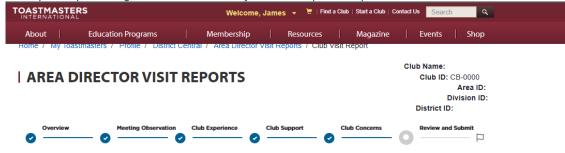
9



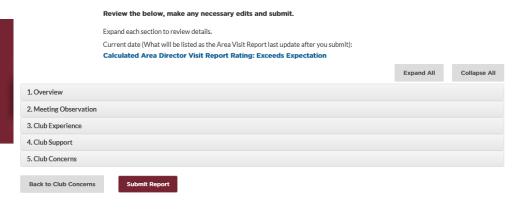
Once the page has loaded, it should hopefully look something similar to the following. If everything looks as expected then click on the bottom left button titled "Review and Confirm".

- 10 Once you get to the "Review and Submit" section, click on the far bottom right button labelled "Submit Report" which will lock it for editing and send a text copy to;
 - Both the VPE and President (apparently might be buggy), minus the "Club Concerns" section.
 - Yourself, Division and Club Growth Directors

Then repeat steps 6 through to 9 until done with all your clubs. Hope this helps and best of luck



Review and Submit your Area Director Visit Report





WHAT DOES A COMPLETED AREA DIRECTOR REPORT LOOK LIKE?

Below, you will find the summary of a recent Area Director visit conducted in your District. Please review the report and determine if any additional support is needed.

Club Name:

Club Number: CB-0000

Area:
Division:
District:

Round Number:

Visit Conducted By: [Member ID of AD]

Visit Conducted On:

Report Start Date:

SUMMARY

SCORE: MEETS EXPECTATIONS

MEETING OBSERVATION

SCORE: GREAT

HOW WELL DID THE CLUB EXEMPLIFY THE QUALITIES OF FIRST IMPRESSIONS?

Rating: Exceeds Expectations

Comments: I would like to recommend that the club banner being placed outside with a higher frequency.

Per the discussion with CLUB OFFICER, additional windows advertisements and locations are being evaluated which is a great idea.

WERE ELEMENTS OF MEMBERSHIP ORIENTATION PRESENT DURING THE MEETING?

Yes

HOW WELL DID THE CLUB APPLY THESE QUALITIES?

Rating: Exceeds Expectations

HOW WELL DID THE CLUB APPLY THE QUALITIES OF FELLOWSHIP, VARIETY, AND COMMUNICATION?

Rating: Far Exceeds Expectations

HOW WELL DID THE CLUB APPLY THE QUALITIES OF PROGRAM PLANNING AND MEETING ORGANIZATION?

Rating: Exceeds Expectations

Comments: If known ahead of time and practical, I would suggest providing speech details on the agenda so that all members can more easily digest a speech.

HOW WELL DID THE CLUB APPLY THE QUALITIES OF MEMBERSHIP STRENGTH?

Rating: Exceeds Expectations

Comments: It would be great to increase consistency and visibility of asking guests if they wish to participate in / the right to pass a table topic either prior to Tables Topics or while being called.

I might have missed asking the guest prior to Table Topics.

HOW WELL DID THE CLUB APPLY THE QUALITIES OF ACHIEVEMENT RECOGNITION?

Rating: Exceeds Expectations

CLUB EXPERIENCE

SCORE: EXCEPTIONAL

HOW WELL DID THE CLUB ADHERE TO ITS MEETING AGENDA, INCLUDING THE START AND END TIMES SPECIFIED FOR THE MEETING?

Rating: Exceeds Expectations

IS THE CLUB'S MEETING INFORMATION ON "FIND A CLUB" OUT-OF-DATE?

Yes

DID YOU EXPRESS THE IMPORTANCE OF HAVING THEIR MEETING INFORMATION UP TO DATE?

Yes

OVERALL, HOW WOULD YOU RATE THIS CLUB MEETING?

Rating: Far Exceeds Expectations

Comments: Please see the recommendation regarding;

guests and Table Topics - Meeting Observation - How well did the club apply the qualities of Program Planning and Meeting Organization?

CLUB SUPPORT

SCORE: BELOW EXPECTATIONS

HOW WELL HAS THE CLUB DEFINED AND ADHERED TO THE EDUCATIONAL GOALS OF ITS CLUB SUCCESS PLAN?

Rating: Meets Expectations

HOW WELL HAS THE CLUB DEFINED AND ADHERED TO THE MEMBERSHIP GOALS OF ITS CLUB SUCCESS PLAN?

Rating: Meets Expectations

Comments: Submission of the club success plan is ongoing. It would not be fair to be extremely negative and I would be more than happy to assist the club executive if needed.

HOW WELL HAS THE CLUB DEFINED AND ADHERED TO THE TRAINING GOALS OF ITS CLUB SUCCESS PLAN?

Rating: Meets Expectations

Comments: Please see previous comment.

HOW WELL HAS THE CLUB DEFINED AND ADHERED TO THE ADMINISTRATION GOALS OF ITS CLUB SUCCESS PLAN?

Rating: Meets Expectations

Comments: Please see previous comment.

ARE THERE ANY ADDITIONAL GOALS WHICH HAVE BEEN SET BY THE CLUB?

N.L.

WHAT ARE THE CLUB'S TOP GOALS OR MILESTONES TO ACHIEVE DURING THE NEXT SIX MONTHS, OR BEFORE THE NEXT AREA DIRECTOR CLUB VISIT?

Further increasing club membership is always a good goal to have, happy to see a positive start.

DOES THE CLUB HAVE ANY EVENTS PLANNED?

No

ARE THERE ANY MEMBERS INTERESTED IN SERVING AS FUTURE CLUB OFFICERS OR DISTRICT LEADERS?

NI.

PLEASE LIST ANY SPECIFIC CHALLENGES OR AREAS OF ADDITIONAL SUPPORT THAT THE CLUB NEEDS FROM THE DISTRICT OR AREA DIRECTOR WHICH HAVE NOT ALREADY BEEN STATED.

None off the top of my head at this moment in time.