



TOASTMASTERS INTERNATIONAL
DISTRICT 28
2009 - 2010
BUDGET

Transforming Your World

District 28 Officers

Nancy Zychowicz, DTM – District Governor
Vera Johnson, DTM – Lt. Governor Education & Training
Robynn Diamond, DTM – Lt. Governor Marketing
Kevin Olmstead, DTM – Immediate Past District Governor
Pamela Jones, DTM – Public Relations Officer
Michele Pierrie, ACB/CL – Secretary
Michael J. Steklac, CC/CL – Treasurer
Sheryl Kubiak, PDG, DTM – Sergeant at Arms



**TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET - DISTRICT NO.
Due at WHQ by September 30, 2009**

FOR THE PERIOD JULY 1, 2009 - JUNE 30, 2010

I. FUNDS AVAILABLE		<u>BUDGET</u>	<u>% OF FUNDS</u>
Acct.#	A. BEGINNING BALANCES:		
100	Reconciled balance in district local bank account(s) on July 1 (Includes funds in any division, area, conference or other accounts)	139.93	
120	Balance in district reserve account at WHQ on July 1 (from WHQ)	23,330.11	
	TOTAL BEGINNING BALANCE	23,470.04	A 45.2%
400	B. ESTIMATED NEW FUNDS AVAILABLE - INCOME: MEMBERSHIP INCOME FROM WHQ:		
	In August (following the June 30 period end) WHQ will provide the amount to be entered in Box B. This sum will equal the total per capita income from the prior year.		
	Total membership income (from WHQ)	28,312.63	B 54.5%
	C. OTHER INCOME (List specific sources):		
410	1. Fall conference net income (from page 4)	-	
430	2. Spring conference net income (from page 5)	-	
480	3. Interest		
490	4. Other: Executive Committee Reimbursements	133.00	
	N/A		
	N/A		
	Total other income	133.00	C 0.3%
	TOTAL ESTIMATED FUNDS AVAILABLE (A plus B plus C)	51,915.67	D 100.0%
II.	EXPENSES:		
600	A. Marketing (from page 2) (no limit*)	13.7% 6,000.00	
610	B. Communications and public relations (from page 2) (25% max*)	2.9% 1,250.00	
620	C. Education and training (from page 2) (30% max*)	26.0% 4,500.00	
630	D. Speech contests (from page 2) (10% max*)	9.9% 4,334.00	
640	E. Administration (from page 2) (20% max*)	15.3% 6,670.00	
650	F. Travel (from page 3) (30% max*)	30.0% 13,090.00	
700	G. Other (from page 3) (10% max*)	2.3% 1,000.00	
	TOTAL EXPENSES	36,844.00	E
III.	570 LEADERSHIP INSTITUTE (from page 3)	6,850.00	F
	Note: this amount is included with Education & training when calculating the maximum allowable expense		
IV.	DISTRICT STORE		
450	1. Sales	5,000.00	
551	2. Purchases from WHQ (INPUT NEGATIVE NUMBER)	(5,300.00)	
559	3. Other store expenses (INPUT NEGATIVE NUMBER)	(50.00)	
	DISTRICT STORE INCOME (LOSS), NET	(350.00)	G
V.	ESTIMATED FUNDS AVAILABLE TO NEXT ADMINISTRATION (D - E - F + G)	7,871.67	H
VI.	LESS: REQUIRED DISTRICT RESERVE FUND BALANCE AT YEAR-END	7,078.16	I
	In August (following the June 30 period end) WHQ will provide the required fund balance to be entered.		
VII.	BUDGETED FUNDS IN EXCESS OF BUDGETED EXPENSES (H minus I)	793.51	

For this budget to be complete, the following must be attached: the pages detailing expenses A through G, district conference income, the budget narrative explaining expenditures in each expense category and the signed certification page. All estimated income and expenses for the year must be included and this form and the certification must be signed by the district governor, lt. governor education and training, lt. governor marketing, and district treasurer. The district administrative bylaws require that this budget be submitted for approval at the first district council meeting of the year.

* Estimated budget expenditures cannot exceed the listed maximum percent of total expense.

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VIII. DETAIL OF EXPENSES:

BUDGET

Acct.#

A. 600 Marketing

601	1.	Building new clubs	1,250.00
602	2.	Membership growth	2,000.00
603	3.	Club coaches	400.00
604	4.	Rebuilding	650.00
605	5.	Recognition	1,100.00
606	6.	Other	600.00
600 TOTAL Marketing (goes to page 1, Sec II. A)			6,000.00

Percentage of total expenses (No limit) 13.7%

B. 610 Communications & public relations

611	1.	District newsletter	200.00
612	2.	Web page	200.00
613	3.	Directory	150.00
614	4.	Postage	100.00
615	5.	Other	600.00
610 TOTAL Communications & public relations (goes to page 1, Sec II. B)			1,250.00

Percentage of total expenses 25% max 2.9%

C. 620 Education and training

621	1.	Distinguished clubs	2,400.00
622	2.	Training club officers	-
623	3.	Training division and area governors	1,000.00
624	4.	Distinguished areas and divisions	600.00
625	5.	Other	500.00
620 TOTAL Education and training (goes to page 1, Sec II. C)			4,500.00

Percentage of total expenses 30% max 26.0%

Note: this calculation includes Leadership institute total expenses

D. 630 Speech contests

631	1.	Awards and certificates	4,334.00
632	2.	Other	-
630 Total Speech contests (goes to page 1, Sec II. D)			4,334.00

Percentage of total expenses 10% max 9.9%

E. 640 Administration

641	1.	Stationery	100.00
642	2.	Phone	450.00
643	3.	Postage	120.00
644	4.	Website	-
645	5.	Other	6,000.00
640 TOTAL Administration (goes to page 1, Sec II. E)			6,670.00

Percentage of total expenses 20% max 15.3%

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Due at WHQ by September 30, 2009

FOR THE PERIOD JULY 1, 2009 - JUNE 30, 2010

VIII. DETAIL OF EXPENSES (continued):

BUDGET

Acct.#		BUDGET
F. 650	Travel	
651	1. Within district	
652	a. District governor/lt. governors	2,100.00
653	b. Division governors	760.00
654	c. Area governors	2,155.00
655	d. Other district officers	450.00
651	Total travel within district	5,465.00
660	2. Mid year training (DG & LGS)	
661	a. Transportation	810.00
662	b. Accommodation/registration	150.00
660	Total mid year training	960.00
670	3. Regional conference transportation/registration/accommodation	
671	a. District governor elect	390.00
672	b. Lt. governor elect	780.00
673	c. Current district governor	390.00
674	d. District treasurer	195.00
675	e. District public relations officer	195.00
670	Total regional conference expense	1,950.00
680	4. International convention transportation/registration/accommodation	
681	a. District governor	650.00
682	b. Lt. governor education & training	1,040.00
683	c. Lt. governor marketing	1,595.00
684	d. Immediate past district governor	1,430.00
680	Total international convention expense	4,715.00
650	TOTAL Travel expense (goes to page 1, Sec II.F)	13,090.00
	Percentage of total expenses	(30% max) <u>30.0%</u>
G. 700	Other	
705	a. Equipment purchase	500.00
710	b. Miscellaneous	500.00
700	Total Other expenses (goes to page 1, Sec II. G)	1,000.00
	Percentage of total expenses	(10% max) <u>2.3%</u>
IX. LEADERSHIP INSTITUTE:		
570	Leadership institute expenses	
571	1. Supplies from WHQ	-
572	2. Other supplies	150.00
573	3. Program and printing	400.00
574	4. Audiovisual equipment	-
575	4. Meeting room	2,300.00
576	4. Awards, certificates	-
577	4. Postage	-
579	5. Other	4,000.00
570	TOTAL LEADERSHIP INSTITUTE (goes to page 1, Sec III.)	6,850.00

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X. FALL CONFERENCE INCOME AND EXPENSE

Acct.#

A. 410 Fall conference income

411	1.	103	Member registrations	at \$	100.00	10,300.00
412	2.		Spouse / guest registrations	at \$		-
413	3.		Late registrations	at \$		-
414	4.		Luncheon tickets	at \$		-
415	5.		Banquet tickets	at \$		-
416	6.		Speech contest	at \$		-
417	7.		Other revenue - Raffle			100.00
418			Program Ads			200.00
			Name Tags			150.00
			N/A			
410 TOTAL Fall conference income						10,750.00

B. 510 Fall conference expenses

511	1.	Supplies purchased from TI				-
512	2.	Other supplies				1,835.00
513	3.	Programs and printing				170.00
514	4.	Audiovisual equipment				1,210.00
515	5.	Hotel / meeting room expenses				725.00
516	6.	Awards, certificates, etc.				565.00
517	7.	Postage				-
518	8.	Meal expense				4,885.00
519	9.	Other				1,360.00
			N/A			
			N/A			
			N/A			
510 TOTAL Fall conference expenses						10,750.00

410 NET FALL CONFERENCE INCOME (LOSS) (A - B)

(goes to page 1, Sec I./C. 1.)

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XI. SPRING CONFERENCE INCOME AND EXPENSE

Acct.#

A. 430 Spring conference income

431	1.	110	Member registrations	at \$	100.00	11,000.00
432	2.		Spouse /guest registrations	at \$		-
433	3.		Late registrations	at \$		-
434	4.		Luncheon tickets	at \$		-
435	5.		Banquet tickets	at \$		-
436	6.		Speech contest	at \$		-
437	7.		Other revenue - Raffle			100.00
438			Sponsorship/Ads			400.00
			Marathon Donation			150.00
			N/A			
430 TOTAL Spring conference income						11,650.00

B. 530 Spring conference expenses

531	1.	Supplies purchased from TI				-
532	2.	Other supplies				2,185.00
533	3.	Programs and printing				170.00
534	4.	Audiovisual equipment				865.00
535	5.	Hotel / meeting room expenses				1,500.00
536	6.	Awards, certificates, etc.				565.00
537	7.	Postage				-
538	8.	Meal expense				5,950.00
539	9.	Other				-
			N/A			415.00
			N/A			
			N/A			
530 TOTAL Spring conference expenses						11,650.00

430 NET SPRING CONFERENCE INCOME (LOSS) (A - B)

(goes to page 1, Sec I./C. 2.)

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FOR THE PERIOD JULY 1, 2009 - JUNE 30, 2010

Following is a brief description/explanation of the estimated funds available and estimated expenses based on the goals outlined in the district success plan. The white rows are not password protected. Users may adjust the white area as necessary by adjusting the row height. Alternatively, a separate sheet may be used. **Each section of this narrative page must be completed in order for this report to be considered complete and counted as received by WHQ.**

Funds Available (Section I)

See attached narrative on page 9.

Marketing (Section II, A)

See attached narrative on page 14.

Communications and Public Relations (Section II, B)

See attached narrative on page 16.

Education and Training (Section II, C)

See attached narrative on page 16.

Speech Contest (Section II, D)

See attached narrative on page 18.

Administration (Section II, E)

See attached narrative on page 18.

Travel (Section II, F)

See attached narrative on page 18.

Other (Section II, G)

See attached narrative on page 19.

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Following is a brief description/explanation of the estimated funds available and estimated expenses

Leadership Institute (Section III)

See attached narrative on page 16 under Education & Training.

District Store Income and Expenses (Section IV)

See attached narrative on page 12.

Fall Conference Net Income (Section I, C, 1)

See attached narrative on page 11.

Spring Conference Net Income (Section I, C, 2)

See attached narrative on page 11.

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INSTRUCTIONS:

1. Print out entire budget including narrative and certification sheet.
2. Obtain required signatures as noted below. **This certification must be complete in order for the report to be considered received by WHQ.**
- 3.


Submit approved budget to World Headquarters
Any one of the following methods is acceptable:
* Scan and email to kvangunst@toastmasters.org
* Fax to 949-858-1207
* Mail to:
Toastmasters International
Attn: Volunteer Support Services
P.O. Box 9052
Mission Viejo, CA 92690

NOTE: Electronic signatures are not acceptable.

We, the undersigned, certify that this budget and narrative cover estimated receipts and expenditures for the district year. This budget directs the financial resources entrusted to the district toward achieving the district mission and will be presented to the district council for approval at its next meeting.

 09/30/09
District Governor Date

 09/30/09
Lt. Governor Education and Training Date

 09/30/09
Lt. Governor Marketing Date

 09/30/09
District Treasurer Date

The Mission of District 28 Toastmasters

*The mission of the district is to **enhance** the performance and **extend** the network of clubs, 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.*

Introduction

District 28's overall goal is to support the District Mission by focusing on initiatives aimed at developing prospects and establishing new clubs, encouraging membership growth in existing clubs, and providing the tools to help clubs achieve and maintain quality educational programming. All of these initiatives focus on the "critical success factors" outlined by Toastmasters International: number of clubs; member payments; Competent Communicator awards earned; and Advanced Communicator Awards earned.

The majority of the District's funds will be directly linked to initiatives under the direction of the Lt. Governor of Marketing (e.g. building new clubs, increasing membership, and retaining existing members) and the Lt. Governor of Education & Training (e.g. training club officers, encouraging educational award attainment, and overseeing district conferences). However, some expenditures, such as convening District Executive Committee meetings and reimbursing officers for specific travel costs, are associated with district administration.

The Fiscal Year 2009-2010 budget utilizes the district's financial resources to accomplish its mission through the prudent and deliberate use of district funds. The administration takes its fiduciary duty to the members seriously. The expenses in the proposed budget reflect the leadership's plans and intentions. Yet, presently unknown opportunities or challenges may merit expenditures that were not specifically included in this budget. Such deviations will be noted in the monthly Treasurer's Reports.

Funds Available

The funds available at the beginning of Fiscal Year Ending 2009 decreased by approximately 3.1% compared to the beginning balance for FY 2008-2009 (Chart 1). While District 28's beginning balance is diminished compared to FY 2008-2009, the funds available still places the district in a strong fiscal position that provides ample resources to accomplish this administration's ambitious goals.

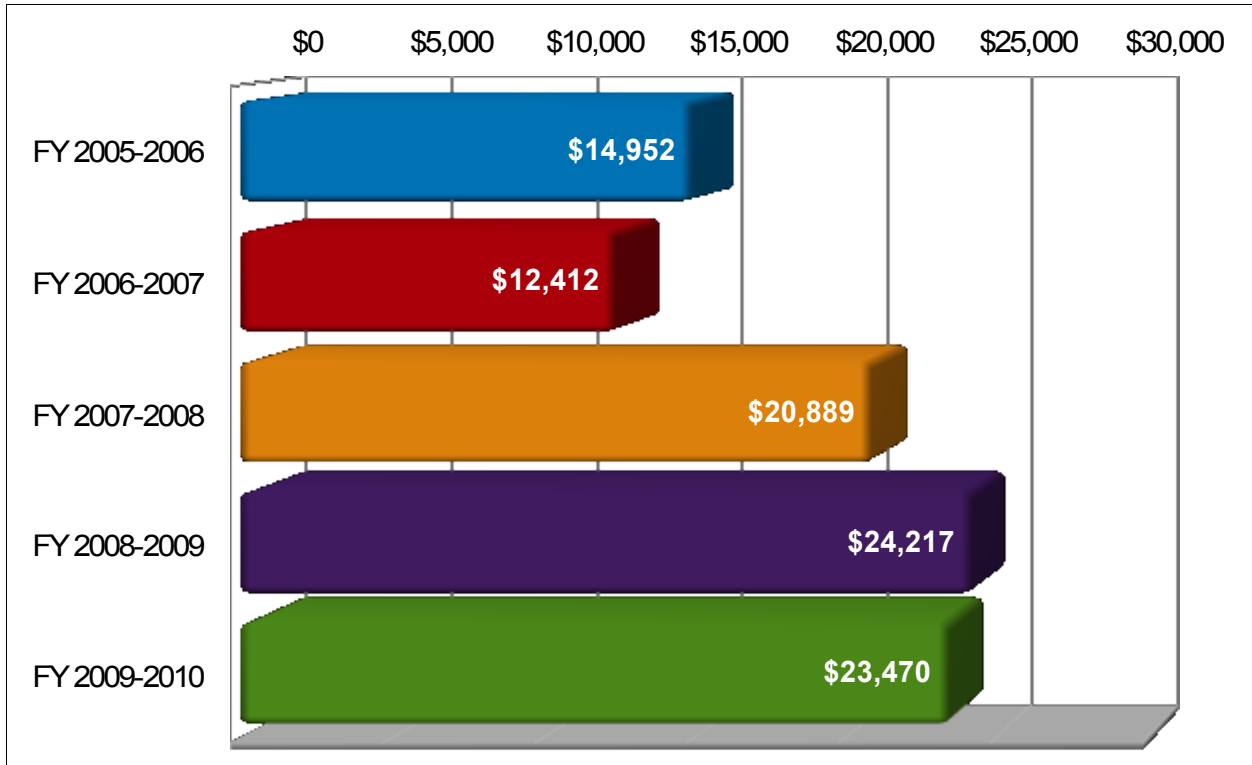


Chart 2: Beginning Balance History

Toastmasters International policy requires districts to budget membership income for the current fiscal year at the level actually obtained in the previous fiscal year. The budgeted membership income for the current fiscal year is \$28,313, which represents an 8.4% increase over the budgeted membership income for FY 2008-2009 (Chart 2).

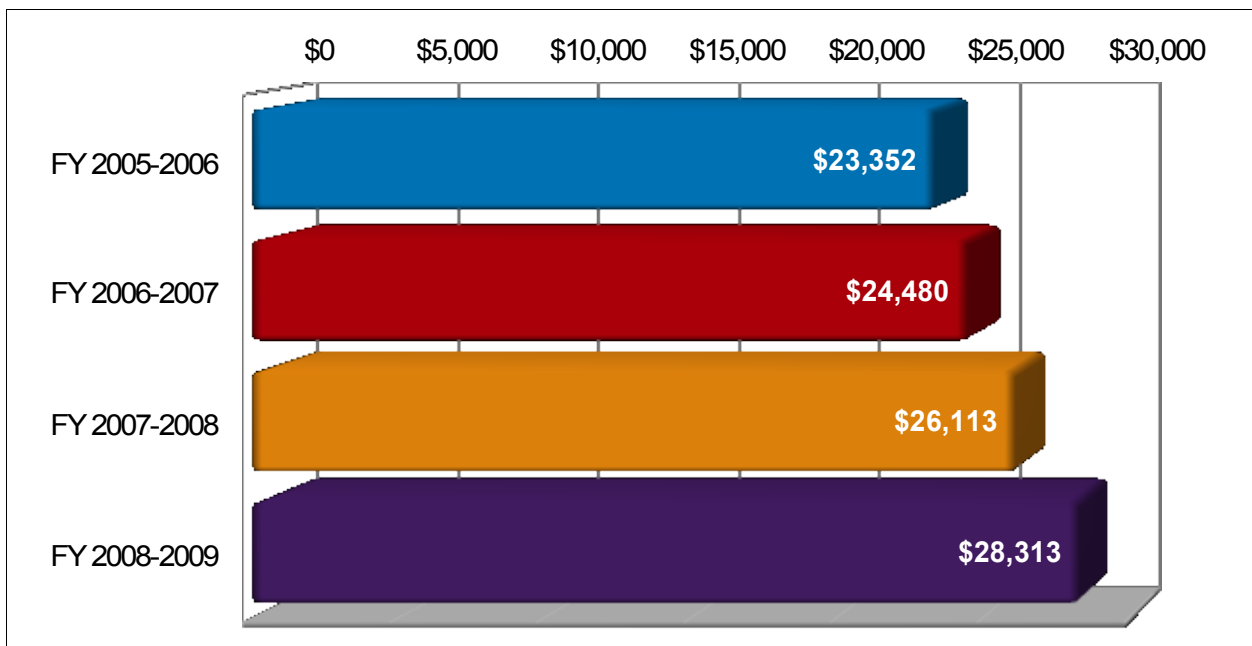


Chart 1: Membership Income History

While membership income has increased due to aggressive marketing efforts under the leadership of the Lieutenant Governor of Marketing, and marketing initiatives during FY 2009-2010 are intended to produce similar growth, membership income will be watched closely to determine if adverse economic conditions in the District 28 area result in a decline in membership income.

District Conferences

The goal of the District is and has been to offer members quality District Conferences which offer workshops that provide useful educational opportunities and highlight the speaking talents of members through well-run contests. It is the District's intent to make these conferences self-funded endeavors that neither make a profit nor a loss under the philosophy that conferences should not be subsidized through general membership revenue and should not be a profit center at the burden of attendees (Chart 3). As a result,

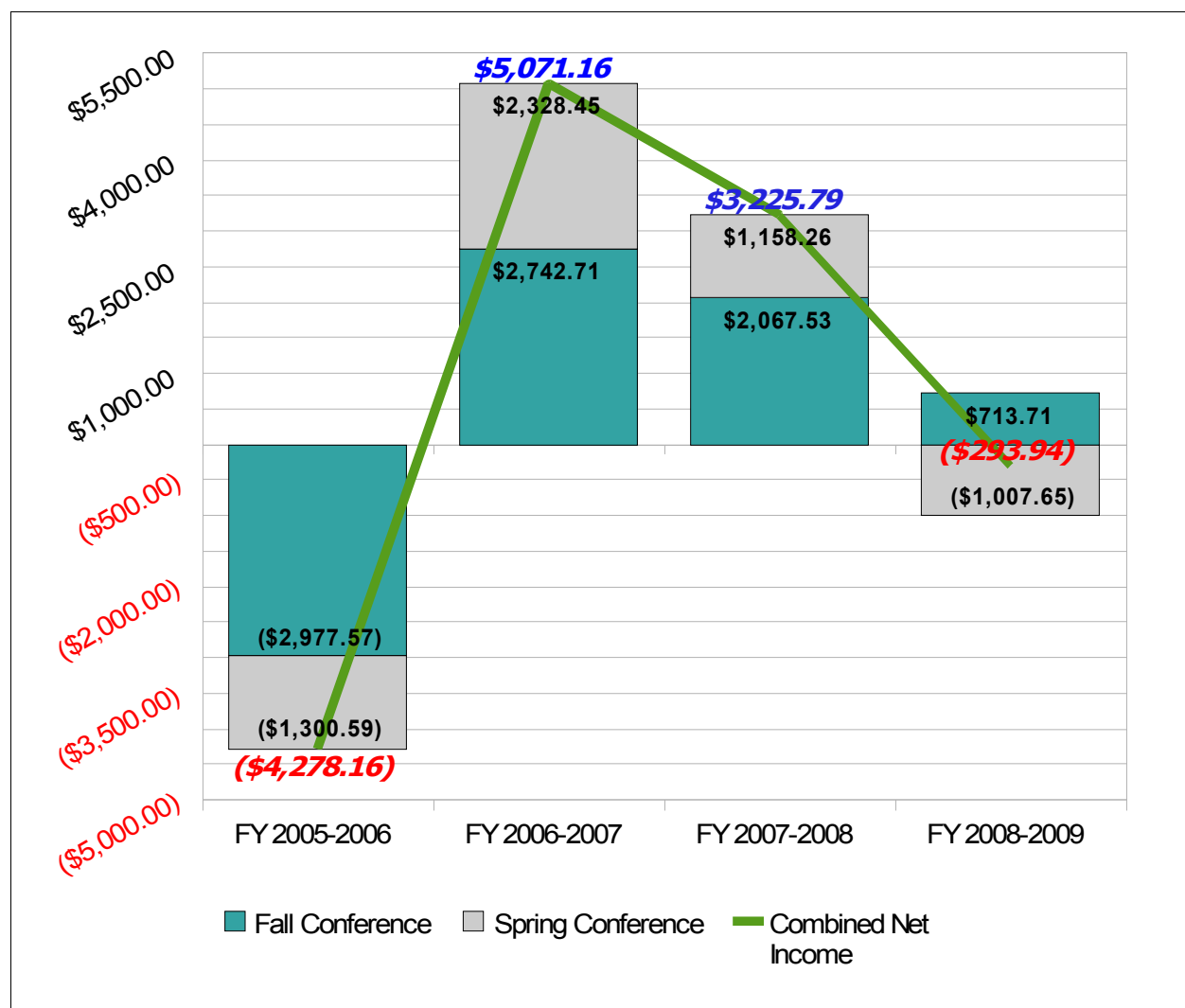


Chart 3: District Conference Net Income History [The numbers highlighted in blue and red represent the combined net income for both the Fall and Spring conferences.]

the conferences are organized as enterprise funds with individual income statements (sections X and XI in the budget document) that report the net profit or loss on the first page of the budget and subsequent Monthly Treasurer's Reports.

The relatively small scale of the conferences, as well as the numerous variables involved, make achieving a no-profit, no-loss goal difficult. The budget for the FY 2009-2010 conferences was created using a projection that accounted for as many costs and variables as was reasonable. A growing body of data from previous years has allowed conference projections to become more accurate. Thus, each successive conference has seen profits that trend toward break even. While a near break-even profit is vulnerable to relatively minor shifts in the variables (e.g. attendance, distribution of registration options, and unforeseen costs), the more robust budget model allows tighter budgeting that aims at reducing profits.

The Lieutenant Governor of Education and Training has placed an emphasis on increasing the value and relevance of the educational workshops for this year's conferences. She is also exploring additional marketing channels and methods with the stated purpose of meaningfully increasing attendance figures. Additional attendance revenue should more than offset the minimal increase in expenses to implement these goals.

District Executive Committee Meetings

The District Executive Committee (DEC) meets eight times throughout the year. Attempts to find a no-cost or low-cost venue that meets the DEC's needs have not been successful. However, the venue currently used for the DEC meetings continues to provide the amenities needed at a reasonable rate.

In the past, District Executive Committee meeting attendees were asked to help offset the cost of these meetings by making a \$4 per meeting fee/donation which is reflected in line 490 of the budget. However, beginning with the September 2009 DEC meeting the \$4 fee/donation was discontinued in consideration of the time and talents volunteered by DEC attendees who attend these meetings.

District Bookstore

The District sees meaningful value in a District Bookstore that provides members with a convenient and cost effective means to browse and purchase official Toastmasters International educational and support materials. The Bookstore is available at most district functions and has expanded its selection with the objective of offering a wide variety of materials. The bookstore is designed to be an enterprise fund (self-funding) activity and the prices of individual items are sufficient to cover their purchase and shipping costs. Accounting on the cash basis, as required by Toastmasters International policy, makes it difficult to accurately track annual performance of this item. Using the accrual basis, would ensure accurate measurement and reporting of the fund's performance. The policy requirement for cash basis books creates a revenue figure that is subject to the timing of purchases. To accommodate this, \$350 net loss has been budgeted. However, this should not be interpreted as an actual loss.

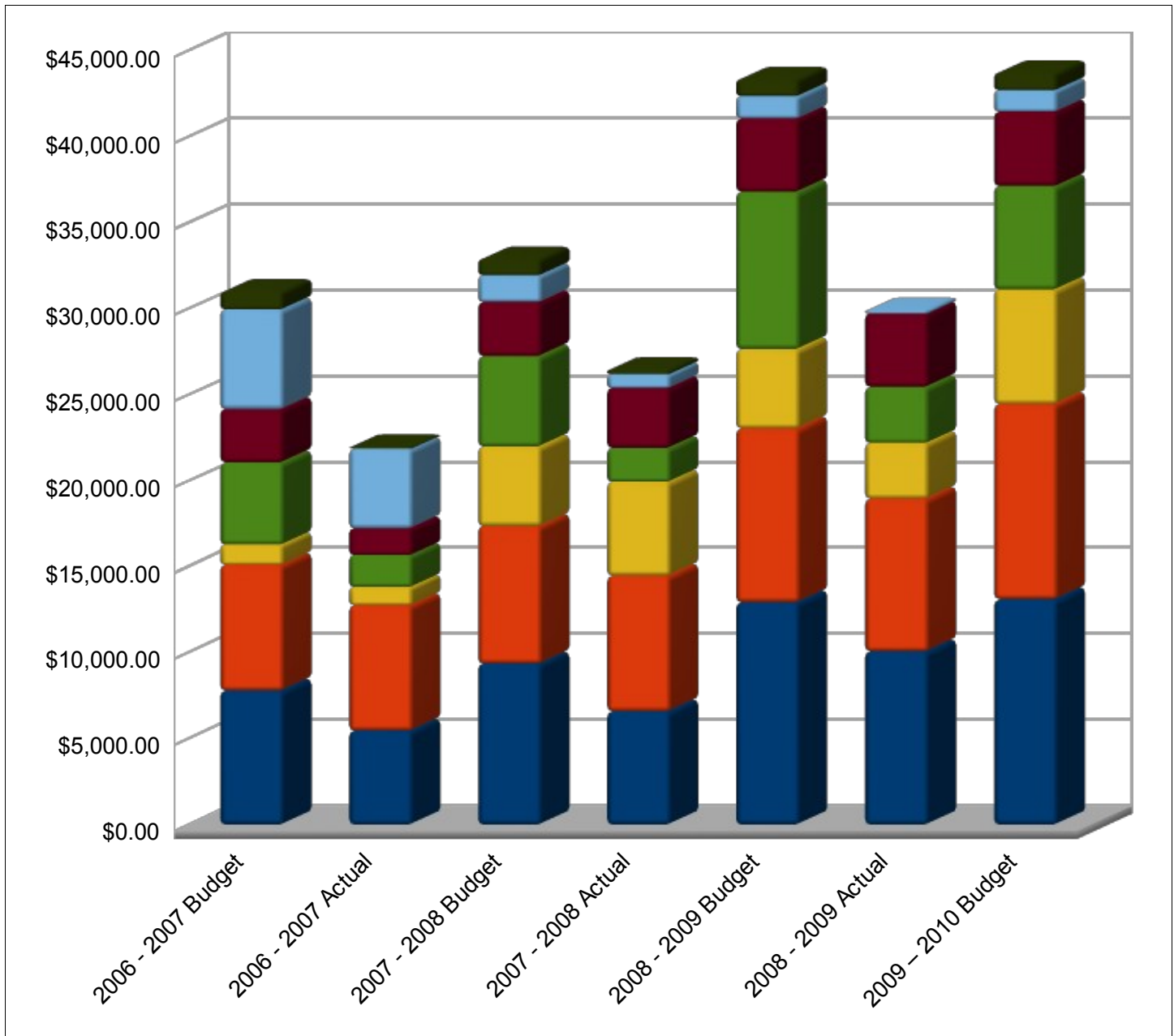


Chart 4: Operating Expense Distribution History Budget and Actual

Operating Expenses	2006 - 2007 Budget	2006 - 2007 Actual	2007 - 2008 Budget	2007 - 2008 Actual	2008 - 2009 Budget	2008 - 2009 Actual	2009 - 2010 Budget
Travel	\$7,776.00	\$5,455.06	\$9,350.00	\$6,578.12	\$12,930.00	\$10,061.98	\$13,090.00
Education & Training*	\$7,330.00	\$7,303.94	\$8,005.00	\$7,882.60	\$10,100.00	\$8,892.81	\$11,350.00
Administration	\$1,170.00	\$1,053.59	\$4,617.00	\$5,463.04	\$4,600.00	\$3,231.64	\$6,670.00
Marketing	\$4,780.00	\$1,854.32	\$5,265.00	\$1,959.50	\$9,165.00	\$3,255.19	\$6,000.00
Speech Contests	\$3,100.00	\$1,556.10	\$3,150.00	\$3,500.52	\$4,250.00	\$4,276.72	\$4,334.00
Communication & Public Relations	\$5,800.00	\$4,637.92	\$1,550.00	\$794.90	\$1,300.00	\$203.57	\$1,250.00
Other	\$1,050.00	\$110.93	\$950.00	\$276.00	\$1,000.00	\$0.00	\$1,000.00
Total	\$31,006.00	\$21,971.86	\$32,887.00	\$26,454.68	\$43,345.00	\$29,921.91	\$43,694.00

* Education & Training includes the expenses for the Leadership Institutes.

Expenditures in this category were reduced by 35% to reflect historic budget funding and actual expenditures (Chart 5). Marketing activities in the budget are still funded 84% above the actual expenditures recorded in FY 2008-2009, which were the greatest of the past four years.

Marketing Goal: As the mission of the District is to extend the network of Toastmasters clubs, the 2009-2010 marketing plan aims to target populations and increase visibility and broaden awareness to those less and/or unfamiliar with Toastmasters International, as well as to encourage/reward and recognize current membership. Equally as important, emphasis will be placed on re-building clubs with membership at critical levels, by creating a viable infrastructure to help facilitate growth and retention. Increased emphasis on retention, should support the District’s mission as healthier clubs cultivate conducive environments for guest visits, leading ultimately to membership growth.

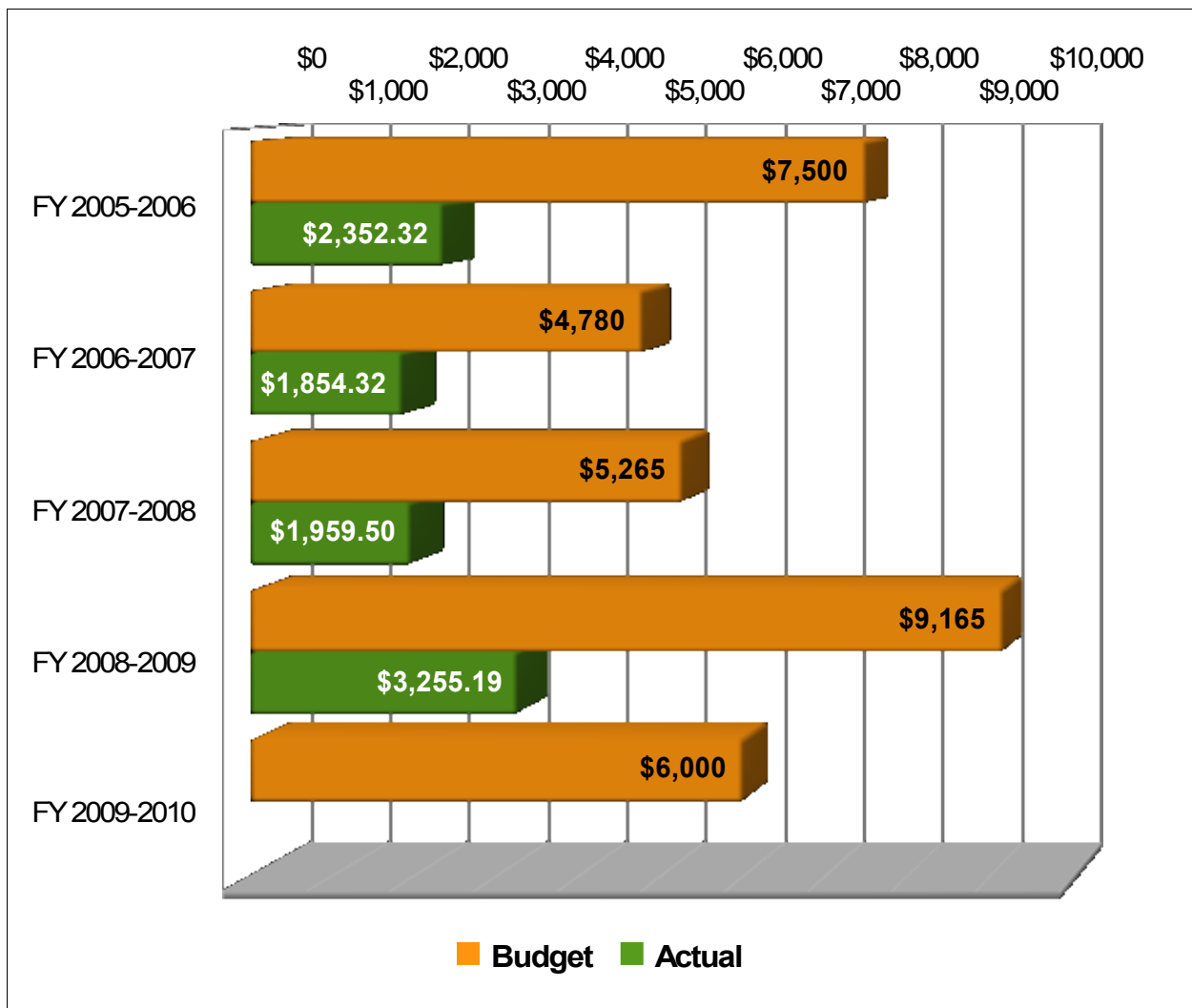


Chart 5: Marketing Expenditures History

Social Media: As technology is a mainstay, there will be heavier emphasis in recruiting potential Toastmasters through social media outlets to include the incorporation of a marketing Facebook site, Marketing web-site, video blog (on District website), marketing Twitter account and other (inexpensive) technological tools which will assist in reaching broad base populations.

Utilization of Brand (Interim) Message: According to Monster.com, studies suggest that we (people) have affinities for brands and are often responsive to their messages. In marketing terms, a product's brand image is grounded in three dimensions: Functional benefits, which includes the tangible rewards, such as, by joining Toastmasters we will enhance our communication and leadership skills, the emotional benefits, which may include thoughts such as, Toastmasters lends assistance with the accomplishment of our professional goals in a supportive environment, and finally branding provides us with reasons to believe, which may include, I want to be like Nancy Z, as she is an outstanding speaker as well as leader.

Utilizing the marketing concept of branding, the LGM will highlight the functional benefits of Toastmasters, based upon the 209-2010 District Governor's "theme" of Transforming your World". This branding concept will be incorporated within all Marketing related produced materials and products, with the goal of facilitating a connection to potential Toastmasters and encouraging/retaining the existing population. The Marketing material is meant to supplement existing Toastmasters International publications, not replace, however it will aid the current one size fits all approach to recruitment.

Another goal of the brand concept is to provide clubs and areas with materials to encourage special events and recruitment related activity. Additionally, there is a planned increase in marketing based contests as a means to encourage membership growth and retention. 10 contests have been developed with a potential 11th depending upon cost factors. Specific products that have been developed to assist with club recruitment efforts include, but are not limited to:

- ◆ Post cards (average size)
- ◆ Post cards (large)
- ◆ Banners (large)
- ◆ Banners (small)
- ◆ Posters
- ◆ Car door magnet (small)
- ◆ Monthly (Robo) call to all VPs of Membership
- ◆ Traditional Marketing Strategies

Traditional Recruitment Methods: While technology and social media are newer tools utilized by this District, traditional methods and strategies for membership recruitment will continue to be implemented to include the Rising Star Program, solicitation of club and District Officers, good old fashioned networking, print media (when feasible) and the telephone.

Communications

This category is focused on internal communications that support effective transfer of information among members and leaders within the district.

The Cornerstone, the District newsletter, has been the primary contact the district has with individual members and contains district-specific information as well as articles that build unity, support, and pride in and between the members. Initial (and small response) survey results indicated most respondents were unaware of this document. A district-wide survey is currently being conducted on this issue. The results of that survey will be used to enhance the method of information delivery directly to the members in District 28. The primary distribution method has been changed from printed and mailed issues to electronically distributed PDF files resulting in minimal distribution costs.

Costs associated with the internal communication functions and routine maintenance of the district's website have been allocated to this section, whereas the costs associated with the design overhaul have been allocated to Marketing.

District 28 is joining many districts around the globe who are "going green" with the electronic distribution of the district directory. The district directory is distributed in August and revised in January. It contains the contact information of all district and club leaders and is distributed to the Executive Committee and to Past District Governors (PDG) as a means to facilitate and encourage communication. Those requests from DEC members and/or PDGs for printed copies are being honored. At the direction of World Headquarters, division-specific directories were developed for distribution to club presidents. The budgeted costs cover the publication of the directory.

Public Relations

This category focuses on internal and external communication. Internally, it also supports the effective transfer of information among members and leaders within the district. Externally, it promotes the brand name of Toastmasters to businesses, in communities, and in many other organizations and situations district-wide. Programs include the Speakers Bureau (both internal and external promotion); targeting job fairs and job-hunting training programs; and web site content available for the clubs, just to name a few.

Education and Training

Effective education and training of district and club leaders is vital to successful implementation of the Toastmasters International educational program, marketing and outreach efforts, and efficient club and district management. As Toastmasters is an organization that is rapidly evolving, District 28 faces new challenges and the year to year leadership turnover is significant. These facts demand training that is thorough, consistent, and ongoing.

Club officer training (aka Leadership Institute) is comprised of biannual, half-day trainings that train all club officers on effective techniques for carrying out their job duties. Each Leadership Institute season consists of three main training sessions: one in

Michigan, typically at University of Michigan - Dearborn; one in Ohio, planned for the Owens Community College campus, and a make-up training in Michigan on a weeknight. Costs are allocated for room rental, copying, and catering for each of these trainings. This July, a Leadership Institute and make-up training were held in Ontario, Canada.

Conducting training in a way that draws the greatest number of club officers is a key priority; it is the most effective way to have a positive impact on member educational achievement, member retention, and growth. Promoting attendance among all club officers, and even those members identified as successors to the current officers, will help to engage members in education opportunities outside of their clubs, including district leadership roles. It is also a highly effective way of generating and maintaining excitement and motivation that will help officers to excel in their position and continue in Toastmaster leadership endeavors.

Division and area governor training is conducted at the outset of the year for all division and area governors. Continuing trainings are offered after the regular District Executive Committee meetings to supplement and reinforce various components of their positions as well as addressing emerging issues the district confronts. Costs are minimal and usually consist of copying and light food at the initial session.

Individual member achievement is quantified by educational awards. These awards are a primary component of the Distinguished Club Program. The Lieutenant Governor of Education and Training (LGET) has planned various methods to recognize and encourage members as they complete CCs, ACs, and leadership milestones with an ultimate goal of continuously increasing the number of clubs attaining distinguished status or better until we achieve 100 percent of clubs achieving that designation. This encouragement will be directed through the clubs by offering rewards that offer a direct benefit to the members and through contests rewarding individual educational achievement.

An overarching goal is to encourage members to attain more awards and to do so in an intentional and meaningful way. One of the primary ways to accomplish this goal is to create more opportunities for personal "contact" between members and the district. While the club will remain the primary source of information for our members, facilitating communication directly with the district provides a sense of connection with the larger organization and to people who share the same goals and challenges. It also puts them in contact with a diverse set of people who have a significant body of experience and knowledge in everything from speaking techniques to competing in contests to involvement with the organization at the district level and beyond.

The Distinguished Club reception at the Spring Conference is another initiative that will continue this year and is aimed at encouraging and recognizing clubs that have achieved distinguished status by the date of the Spring Conference. The members of distinguished clubs are invited to an exclusive reception hosted by the District Governor that celebrates that accomplishment with hors d'oeuvres and a complimentary educational item to encourage continued achievement. The budget includes allocations for room, food, and educational items.

Speech Contests

The District supports the area and division governors in their efforts to provide professional contests that encourage participation and achievement. The District assists in this effort by providing governors with certificates and engraved trophies to acknowledge the winners in their contests. This eliminates these costs from the area and division contest budget allowing lower entry fees for attendees. It also assures uniformity of awards, minimizes shipping costs, and relieves the governors of ordering and coordinating the delivery of the awards. Speech contests costs have increased from last year due to an increase in the cost of trophies and the addition of a division and several areas as a result of realignment in the District.

Administration

The District maintains a toll-free phone number that is used in advertising that makes it convenient for prospective members to talk with a district representative to locate a club or discuss the benefits and format of the Toastmasters educational system. Efforts will be made under the District's marketing program to encourage greater use of this toll-free phone number.

Line 645 is primarily comprised of the catering and room rental expenses related to the District Executive Committee meetings.

The district officers are more geographically separated than they have been in prior years. Funds were budgeted for expenses related to transmitting and mailing communications between the officers.

Travel

Travel is one of the more challenging parts of the budget. Very little room for change is provided within the 30% cap. It seems that the District comes within budget due to the generosity of some district officers who do not file for travel reimbursements related to their duties.

Travel reimbursements are reviewed for strict compliance with Toastmasters International and IRS policy. Each line item reflects the maximum amount that will be reimbursed regardless of actual expenses incurred (rare exceptions may occur). Documentation of each trip is required for reimbursement.

Intra-district travel relates to expenses incurred in official club visits, trainings, and business meetings. The District and Lieutenant Governor travel is capped at \$700 each. Each Area and Division Governor is allocated a base amount of \$75 and \$100, respectively. The base amount is then adjusted up or down by up to 20 percent using a formula that considers the actual travel burden relative to other Area and Division Governors.

Additional funds were budgeted for Area and Division Governor travel in recognition of the realignment of the District resulting in more Area Governors and one additional Division governor.

Midyear Training is will be held in Niagara Falls, Ontario. The District has been advised that the lodging cost is anticipated to be higher than prior years' training. It is likely that

the attendees from District 28 may drive due to the proximity of this location to the district. Budgeted amounts cover transportation costs and shared accommodations. It is assumed that attendees will purchase their own meals and contribute approximately \$50 towards other costs.

Since the continuation of the regional conference or if there will be a replacement event is undetermined at this point, no change was made in the budget. Budgeted amounts cover half of auto mileage and half of hotel room (it is assumed that these can be shared), and approximate registration costs. It is assumed that attendees will purchase their own meals and contribute approximately \$50 towards other costs.

The International Convention was held in Mashantucket, Connecticut in August. All expense reports have not been submitted. However, it was consider prudent to maintain the status quo for these items. The cost associated with the International Convention will bear watching in the future as it may become more of a challenge to fund attendance from the district within the constraints of the travel budget. Budgeted amounts cover airfare, shared accommodations, and convention registration.

Other

The budgeted items in this category are discretionary expenditures that can provide funds for equipment and activities in support of the District's mission that are not covered or funded by one or more budget categories.