

**2018-2019 District
66 Marketing Team**

Team Position	Name	Description
Club Extension Chair	Jared Anderson, ACG, ALB	The Club Extension Chair oversees the objectives for the club extension and club sponsor committees. These two committees are essential in assisting the club growth director through maintaining quality leads and providing guidance over the club sponsor program to ensure that prospective clubs are chartered successfully. In addition to providing sponsors for prospective clubs, the club sponsor committee arranges club sponsor credit opportunities for members who seek it.
Club New Source Research Chair	Lacey Derrow, ACS, ALB	The Club New Source Research Chair works closely with the club growth director to develop the district's marketing plan, which is a series of steps to help the district grow healthy new clubs. In addition to assisting with the marketing plan, the chair generates new club leads at the district level.
Club Quality Chair (District Mentor)	Letitia Bates, ACS, ALB	The Club Quality Chair focuses on establishing a club mentor committee to provide this service through the club mentor program. Club mentors are the advisors and tutors for new clubs and have a great effect on the degree to which a new club succeeds. In addition to providing mentors to the club, the committee arranges club mentor credit opportunities for members who seek it.
Club Retention Chair	Letisha Adams, DTM	The Club Retention Chair heads the club coach committee which assists with the club coach program. The committee helps club coaches develop action plans to aid their assigned clubs. In addition to providing coaches for qualified clubs, the club coach committee arranges club coach credit opportunities for members who seek it. The chair also assists with promoting membership building programs designed by Toastmasters International (Smedley Award, Talk Up Toastmasters and Beat the Clock), and additional programs designed by the district.
Corporate Clubs Chair	Cynthia Dunaway Brittain, DTM	The Corporate Clubs Chair works to strengthen the relationship between the District and companies, especially those companies where (a) the club lacks a connection with either HR or their senior leadership team, (b) the company has opportunities to launch other corporate clubs at sister sites in the District, or (c) there is a corporate club opportunity, but the pitch needs to be professional and focused on the company's business issues. The chair is also responsible for leveraging the TI dashboard reports to identify club meeting frequency and dues payment origins, starting the dues collection process earlier for companies.
Gavel Clubs Chair	Joan Bowling, ACS ALS	The Gavel Clubs Chair coaches those interested in how to start a Gavel Club (i.e., promoting communication and leadership to people who may be ineligible for regular membership due to age, inability to pay dues or other circumstances), evangelizes the Gavel Club program, authors a Gavel Club resources page on the District 66 website, monitors the well-being of active Gavel Clubs in the District, and provides occasional status reports to the Club Growth Director.
Speechcraft Chair	Jennifer Einolf, DTM	The Speechcraft chair coaches those interested in how to conduct a Speechcraft session, evangelizes the Speechcraft program, authors a Speechcraft resources page as part of the District website, monitors the well-being of active Speechcraft sessions in the District, and provides occasional status reports to the Club Growth Director.
Traveling Toastmasters Chair	Patricia Jordan, CC	The Traveling Toastmasters Chair oversees the Traveling Toastmasters website, works with the District Public Relations Manager and other members of the District Executive Committee to promote the Traveling Toastmasters program, compiles the results regularly to update members of the District, implements program rewards and recognition, and provides occasional status reports to the Club Growth Director.
Youth Leadership Program Chair	Nancy Johnson, ACB, CL	The Youth Leadership Program Chair coaches those interested in how to conduct a Youth Leadership Program, evangelizes the Youth Leadership Program, authors a Youth Leadership Program resources page as part of the District website, monitors the well-being of active Youth Leadership Programs in the District, and provides occasional status reports to the Club Growth Director.