



District Leader

Biographical Information

Candidate's Name: **Alberto Alvarado**

Candidate's Office: **Club Growth Director** District Number: **5**

Toastmasters member since: **September 2015**

Education:
SDSU Graphic Design, Certificate Program at UCSD Extension for Business Marketing and Fundraising & Development. DTM from Toastmasters International. Training Programs for Sales and Leadership Development from Mike Russ, Dale Carnegie, Zurich Inc/Farmers Insurance.

Toastmasters offices held and terms of service:
Western Division Director 2023-2024, Area 8 Director 2022-2023, Public Relations Manager 2018-2019, Area 9 Director 2017-2018, Vice President of Membership 2021, Club President SDTM7 2019-2020, Club Treasurer 5 Terms (Jan 2016– Dec 2017 & 2021-2022)

Toastmasters honors and recognition:
2017 Club Toastmaster of the year, 2016 Grab the Gavel Award, Event Leadership roles: NTC Youth Leadership Program Participant, Area Contest Chair, Chief Judge and Contest Toastmaster. Club Officer Trainer, Fundraising Chair. Leadership & Communication Expo Chair

Relevant work experience and how it relates to Toastmasters and your role as a District leader:
My employment experience with Costco Auto Group has provided me with skill sets that directly apply to the responsibilities of a District Leader. My expertise in marketing, financial management, project leadership, and member experience makes me an ideal candidate to drive membership growth, support club development, and enhance the overall Toastmasters experience for members in District 5. With a background in cold calling, retaining, growing and managing accounts I am confident that with member collaboration and strategic planning we can continue to develop our membership growth in District 5.

What experience do you have in strategic planning?
Making a difference in my community is important to me. During my tenure, I've organized several pop-up speaking events, inviting Clubs across District 5 to showcase their members in speaking segments such as Table Topics and prepared speeches; giving members the opportunity to meet other clubs and practice their communication skills. In 2018, I also led and chaired The Leadership and Communication Expo which brought over 200 attendees, 14 breakout sessions, 2 keynote speakers and a club officer training session. Providing an opportunity for guests and club officers to learn about various aspects of improving their communication and leadership skills.

What experience do you have in the area of finance?
I have experience in financial planning and forecasting, Budgeting to create and manage projects and allocating resources. Cash Management, Compliance in financial regulations, reporting and privacy law. Risk Management in assessing projects and develop strategies.

What experience do you have in developing procedures?

My extensive experience spans both nonprofit and corporate sectors, where I've specialized in procedure development to optimize operations. Notably, I enhanced procedures for special events at our Toastmasters club and led the development of procedures for fundraising initiatives. With successes in corporate policy crafting for prominent programs, such as the NorCal AAA Automotive Broker and Farmers Insurance agency, my skills have contributed to my achievements in the Costco Auto Program.

What lessons did you learn from previous leadership positions?

With experience in both nonprofit and corporate leadership roles, I've learned the importance of patience, understanding, and leading with an open mind, whether managing projects or volunteers, paid or unpaid. In nonprofit leadership, inspiring and motivating volunteers, fostering effective communication, empowering and fostering collaboration. In corporate leadership, having a clear vision and strategy, developing high-performing teams, making effective decisions, being adaptable and resilient. While differences exist between these realms, fundamental principles such as communication and relationship building are universally applicable.

Why do you want to serve as a District leader?

Toastmasters itself has provided a platform to further develop and hone my skills. Which has led to my success personally and professionally at the corporate level. Serving as a District leader offers opportunities to apply my expertise in a volunteer leadership context, where we can make a meaningful impact on the development and success of the district and its membership. Through mentoring, training, and collaboration with other leaders, we can leverage our professional experience to contribute to the growth and vitality of District and its community.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The district mission is "We build new clubs and support all clubs in achieving excellence". I propose empowering district leaders through training and ongoing support to effectively mentor future leaders. Additionally, I'll prioritize inspiring newcomers to district leadership, highlighting their potential impact within our Toastmasters community to advance our goals of club growth and excellence.

Additional information about yourself:

Experience in the non-profit sector fundraising over \$20k in donations and in-kind gifts for Toastmasters. In addition I am also proficient in Relationship Building & Retention with clients, industry influencers, and local business associations through my career with Costco Auto, all while continuously Monitoring, Training and Development. Follow my instagram @empowering_sdleaders for future events.



District Leader

Biographical Information

Candidate's Name: **Sureal Sparx**

Candidate's Office: **Club Growth Director** District Number: **5**

Toastmasters member since: **April 2015**

Education:

**Two Associates Degrees - Mass Media Communication / Arts
NLP Master Practitioner Certifications**

Toastmasters offices held and terms of service:

**Vice President Of Membership (2019/2020, 2020/2021, 2023/2024)
Area 12 Director (2019/2020) (I did a minimum of 3 unofficial visits + 1 official visit per semester per club)
Club President (2021/2022)
Actively involved IP Club President 2022/2023 (I showed up to all EC monthly meetings)
(All in all, I have been attending my Club's EC meetings in an officer capacity for the last 5 years in a row)**

Toastmasters honors and recognition:

**Multiple Triple Crown Eamer
Rookie of the Year (SD7 - 2015/2016)
Toastmaster of the Year (SD7 - 2019/2020)
DTM (under the Legacy Program 2021)
Strategic Relationship Path Completed
Innovative Planning LV5 (Just about to finish my HPL Project - Hosting the 2nd Annual Blood Drive in Honor of my Mother)
Visionary Communication LV3**

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

**38 years in the Personal Development & Growth Field
15 years in the Hospitality & Service industry (13 years as a Manager)
7 years in Real Estate (Licensed Realtor Sales Agent - New Licensees Trainer)
7 years in the Movie Industry (Producing, Directing, Editing, and Acting)**

What experience do you have in strategic planning?

As a self-driven, ambitious, focused leader, I live a life by design. Every personal and professional step I take is based on a regular sustained and consistent strategic planning (with Daily, Weekly, Monthly, Quarterly, Yearly check ins involving metrics and accountability factors for performance regulation). I have systems in place that I am happy to show. Working in the hospitality business, I was involved with the team that help get 5 stars/diamonds AAA rating in 2009 for the Grand Del Mar Resort Hotel & Golf. I have worked on multimillion dollar budget movies back when multimillion dollar budgets were a novelty (Bring It on - 2000). I have been 7 years full time in the Real Estate industry where every day requires strategic planning to not only stay in business but thrive as a top producing agent, team, office, brokerage (Specifically including an average of 7 hours weekly of focused team meeting brainstorming of strategic planning).

What experience do you have in the area of finance?

Personal finance. Stock trading for 24 years. Real Estate Investing. Real Estate Rental Management.

What experience do you have in developing procedures?

Hospitality and Service Management, Real Estate Sales and Training, Movie Making are all based and heavily relying on standards and procedures. Creating, developing, and updating standards and procedures is an intrinsic and fundamental part of my business and professional and personal activities on a daily basis.

What lessons did you learn from previous leadership positions?

Ask and listen for feedback.
Ask for support.
Delegate.
Get out of your own way.
It is not about the resources, it is about resourcefulness.
Create caring relationships, transactional relationship can only go so far.
Lead by example.
Lead even when no one is watching.

Why do you want to serve as a District leader?

The current state of the District needs a new spark.
I know I bring that to the table with a focused vision and supercharged energy to undertake the massive action needed to not only elevate but also realize the District's current potential.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

From a Club Growth Director perspective's: Achieve a net growth in club numbers while increasing total paid membership base.
1- Assess the current state of each club and the desires of its members (find how unified is the club leadership and how satisfied between in-person vs online club meetings is the membership base for each club) - this leads to the opportunity to strengthen current clubs and potentially start new ones.
2- Systematically generate and pursue new club leads.
3- Dynamically get new club creation buy-in.
4- Create new club based on solid foundation through mentorship / coaching training system.
5- Provide new club with efficient, effective, and consistent support.

Additional information about yourself:

I am willing, able and ready to do the job.
Also if I can take 1.5h of Comedy Central Style Roasting by my own club (San Diego Toastmasters 7) in front of 80+ people in the audience, I can handle the general politics ;)