

District 5 Presents:

Winter Leadership Symposium MEMBERSHIP!

Building, Growing, Retaining & Nurturing
Your Members for a Quality Club



Saturday, Jan 25, 2025 ~ 1:00 PM – 5:00 PM
Logan Heights Library, 567 S 28th St, San Diego, CA 92113



Aim for Success!



Build Your Confidence.

Communicate Effectively.

Grow Your Leadership.

District 5 Toastmasters ↑ d5tm.org



Our 2024-2025 District Leaders

Alex Shadpour, DTM
District Director

Sureal Sparx, DTM
Program Quality Director

Alberto Alvarado, DTM
Club Growth Director

Joyce Persichilli, DTM
Finance Manager

Megan Hurley, DTM
Administration Manager

Mark Shapiro
Public Relations Manager

Jennifer C. Dawson, DTM
Communications Manager

Lisa Saliers, DTM
Central Division Director

Charley Patton, DTM, PRA
Eastern Division Director

Len Bulmer, DTM
Northern Division Director

Tusa Enriquez
Southern Division Director

Landon Alchikh, DTM
Western Division Director

and
Our 22 Area Directors!

A Message from Our PQD

This D5 Leadership Symposium is wholly dedicated to MEMBERSHIP!

Our members are the bedrock of the Toastmasters organization. As they grow their skills as public speakers and confidence as leaders, they create success for their clubs and their communities. Today, our Symposium addresses ways that we can bolster membership, nurture our current members, and keep our members coming week after week, year after year.

Enjoy the ideas of our presenters whose clubs have found great membership success! Take these concepts to your clubs and build quality clubs!

Toastmaster...Evan Mitchell!



Evan began his Toastmasters journey attending club meetings in the summer of 2023, as part of a personal growth project in which he set out to try one new potential hobby every month. This project brought him to San Diego Toastmasters 7, where the members' impactful speeches inspired him to return every week. As the newest Secretary of San Diego Toastmasters 7, Evan is committed to becoming more involved in his club and supporting district leadership whenever possible.

Robert Perry, DTM—Inbound Mastery: A Guide to Exceptional Club Growth through Google



In this educational session, Robert Perry will share how he led his club, Encinitas Toastmasters, to more than double its membership by adding 46 new members in a single program year. Find out how to build and leverage your club's online reputation to maximize guest attendance as well as the meeting practices and standards critical to converting as many of those attending guests into members as possible.

Robert Perry, DTM is the current President of Encinitas Toastmasters. For his educational session he will be sharing the building and growth strategies he used to lead his club to becoming the Top Club in District 5 '22-23, more than doubling its membership by adding 46 new members in a single program year. His talk will cover fostering and leveraging your club's online reputation to maximize guest attendance as well as the meeting standards your club should strive for to convert attending guests into members.

Discover how to host a standout **Open House Event** that attracts guests and boosts your Toastmasters club's membership. Learn why Open Houses are game-changers, how to craft a compelling event, and the best strategies for marketing and driving attendance. Walk away with actionable tips to create buzz, engage attendees, and grow your club effortlessly.

Pamela Gort joined Toastmasters in 2018 and became a member of both Frontwave Improv and Carlsbad-Oceanside Clubs. Over the years, she has served as President, VPPR and VPM. Pamela loves the comradery and support that clubs provide its members and is happy to serve as mentor. Now retired from her long career in Pharma/Biotech, Pamela loves raising her teenager and being a Mental Fitness and Relationship Coach.

Pamela Gort—Open House Mastery: Secrets to Growing Your Club with Ease



There are several items that needed for an effective website. Learn how the website grows from an idea to being on the Internet. Bob will demystify the concepts of domains, hosting, website design, and email and cover how all of this can be done on a tight club budget.

Bob Marcus has been a member of San Diego Toastmasters 1808 for 8 years, and has held most of the SDTM offices, including president. He and his wife of 30 years, Karen, moved from Hanover, New Hampshire to San Diego in 1993. In 2019, Bob retired from his career as a dentist, moving into the dental education and consulting field. He and Karen have three wonderful & successful adult children—Kate, Matt, and Jon—as well as their amazing grandchildren, Luke and Mason. Bob currently manages the SDTM website and external marketing efforts.

Bob Marcus—*Growing & Maintaining Membership in the Digital Age*



Mehran Sorourian, DTM--*Turning Your Guests into Active Members*



Onboarding starts before your members sign up! Learn about practical strategies used by Del Mar Toastmasters to enhance onboarding, including new member onboarding, impactful first meetings, mentorship, and ongoing integration. Implementing these techniques, clubs can foster a welcoming environment, improve member retention, and ultimately achieve greater overall success.

Mehran Sorourian is an award-winning public speaker, Public Speaking coach, and host of the "Immigrant Conversations" podcast. She immigrated from Iran to the U.S. in 2001, learned English, earned a master's degree in Biology, and worked as a scientist for almost a decade before transitioning into consulting. For the past six years, Mehran has helped professionals,

business owners, students, and immigrants build confidence and overcome perfectionism while highlighting immigrant stories on her podcast. Mehran joined Del Mar Toastmasters in 2018 and is currently the president of Del Mar Toastmasters.

Dan Farnow—*Structure and Community*

Learn about the practices that Innovative Speakers uses to nurture their members and to maintain a good retention rate of club members. Currently, Innovative Speakers' membership is at capacity and has had to create a waiting list for prospects and/or get them in contact with other nearby clubs. Learn how this is possible through practice!

Dan Farnow is the club president for Innovative Speakers and has been a part of Toastmasters since 2019. He works in the insurance industry as a claim's adjuster and is also the author of the book "The Quest for Marriage."



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THANK YOU to All of Our Wonderful and Dedicated Volunteers Who Put Their Time and Energy into Bringing You D5 Toastmasters Events Like This One.

THANK YOU to the Incredible Members of District 5, Eager to Learn and Grow Your Clubs.

THANK YOU to Our Inspiring District Leaders Who Bring to This Event and Others, to the Members, and to Clubs Inspiration to Create SUCCESS!

If you have any questions, comments, or ideas for future Leadership Symposiums, please reach out to Program Quality Director, Sural Sparks, DTM at pqd@d5tm.org.

