

DISTRICT LEADER BIOGRAPHICAL INFORMATION



Candidate's Name: **Setma L. Maddox**

Candidate's Office: **Division Director** District Number: **25**

Toastmasters member since: **March 1999**

Education:

Master of Arts - Sociology

Toastmasters offices held and terms of service:

**District Treasurer 2009-10
Club President 2007-08 and 2016-17; Club VP Education 2003-04, 2014-15, 2015-16,
Club Treasurer 2000-01, 2012-13, and 2013-14.**

Toastmasters honors and recognition:

Nomination Committee 2016; Taught Club Treasurers in Spring 2016 TLI and Club Presidents in Winter 2017 TLI; received excellent evaluations in both TLI sessions. Served as Assistant Area Governor 2002-03, received the same training as elected and appointed DEC members (Area Governor won "Area Governor of the Year" Award).

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

Assistant Professor - Sociology at Texas Wesleyan University. Directed degree plan strategies for 217 students toward completing their goals in a timely manner with the greatest benefit to them. As Division Director, I will assist Area Directors in helping their clubs achieve the goals set out by Toastmasters International and to address any issues that may arise in their clubs. Through team efforts, we will endeavor to assist the District to become Distinguished.

What experience do you have in strategic planning?

**Club Officer: Developed means to keep members engaged inside and outside the club (i.e. provided a gift to the person who completed the most items on a check list; initiated club incentives for new attendees to attend the May conference).
Business: Developed marketing and employee incentive and retention plans (see Additional Information).**

What experience do you have in the area of finance?

**Toastmasters: Served as Club Treasurer three times and District Treasurer once.
Business: Developed budgets for my five businesses, kept the books, calculated payroll and taxes.
Assistant Professor (1993-1998): Wrote small grants to take students (total 19 students over 4 years) to various Sociology conferences.**

What experience do you have in developing procedures?

Served as Director of Human Resources for an international concern (1999-2002): wrote the employee handbook and office procedure manual.

What lessons did you learn from previous leadership positions?

Not to rely only on my ideas; get input from various persons; listen particularly to those who will be directly affected by the procedures; get buy-in.

Why do you want to serve as a district officer?

As a team, my goal is for the Area Directors and myself to remind members why they joined Toastmasters and why they continue to be a part of this organization. I want to start a conversation with Area Directors and club members that will focus on member goals, achievements, and retention. Thus helping our members understand that the benefits they get from the program reaches beyond the "walls" of Toastmasters.

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

To grow clubs and to help members reach their highest potential. As Division Director, I plan to hold regularly scheduled council meetings and regularly communicate with each Area Director to address any issues they may face with their clubs. I will encourage each Area Director to seek opportunities to form new clubs and help them, as needed, to get the clubs established. I will promote open communication between the Area Directors and myself.

Additional information about yourself:

Strategies: Established employee incentives in my five businesses included offering profit sharing which resulted in 95% retention over a 3-year period. Marketing strategies brought my restaurant from a \$90/day income to a \$900/shift profit within 3-months and Truck Transport from a low 5-figure income to a high 6-figure income within 6 months.
Businesses owned: Holliday (not misspelled) Restaurant 17 employees 1982-1984 and Truck Transport 25 employees 1978-1984 (sold both); Tote-the-Note Truck Lot 4 employees 1983-1986 and Efficiency Plus 0 employees 1983-1986 (closed both to attend college); Lickety Split Scrapbooks 0 employees 2003-2014 (retired).

Setma Maddox