



# You Are the Direct Liaison

Connecting as Area Director

As Area Director, you serve as the direct liaison between the district and the clubs. Area directors conduct club visits twice a year within their respective Areas to understand and support club needs. In turn, these visits help District leaders understand how to support and meet the needs of each club. It is important that Area Directors have the support needed from the Division Director to serve the clubs. The success of the district depends on it.

Some of your responsibilities include:

## Guidance

As Area Director, you are responsible for leading your Area by serving the needs of clubs. To understand clubs' needs, the Area Director contacts Club Presidents monthly to discuss their performance in the Distinguished Club Program. The Area Director also discusses District training and other District events with the Area clubs. As Area Director, you follow up on items identified during previous contact with Club Presidents.

## Area Council

The Area Director is the Area Council chair and holds at least two Area Council meetings each year. At Area Council meetings, the Area Director discusses each club's plans and goals in the Distinguished Club Program and reviews attendance at club officer training. In accordance with the District Council's decision to elect or appoint Area Directors as specified in the District Administrative Bylaws, Article VII, Section (c), evaluate and assess Area Director candidates to either (1) provide one or more appointment recommendations to the District Director or (2) elect the following year's Area Director.

## Area Director's Club Visits

Make at least two club visits per club per year: Assess club membership and its leadership's willingness to grow. Determine who fulfills education achievements and when these are completed. Submit the Area Director's Club Visit Report online.

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## Area Progress

The Area Director participates in Area Director training provided by the district. The Area Director reports regularly to the Division Director and District leaders on Area progress.

## **Distinguished Program**

It is the Area Director's responsibility to motivate and assist each club in the Area to become Distinguished.

## **Area Speech Contests**

As Area Director, you are responsible for coordinating Area speech contests. You may ask the Division Director for assistance in planning these events.

## **Resource**

Serving Clubs through Visits: A Guide for Area Directors (Item 219)

<https://www.toastmasters.org/resources/serving-clubs-through-visits-a-guide-for-area-directors>

Club Leadership Handbook (Item 1310)

[www.toastmasters.org/1310](http://www.toastmasters.org/1310)

Distinguished Club Program and Club Success Plan (Item 1111)

[www.toastmasters.org/1111](http://www.toastmasters.org/1111)

Area Success Plan

[www.toastmasters.org/resources/area-success-plan](http://www.toastmasters.org/resources/area-success-plan)

**"People are more willingly to follow a leader who knows where he is going."**

Dr. Ralph Smedley, Founder