INTERNATIONAL OFFICER/DIRECTOR CANDIDATE
BIOGRAPHICAL INFORMATION

Candidate's Name: Dennis E. Wooldridge

Candidate's Office: International Director

Region Number: 8

Toastmasters member since: October, 2006

Education:

BS in Communications, Southeast Missouri State University, Grad 1983. Continue Education in classroom and on-line.

Employer and/or position: Owner, NovelQuest Productions

Served as district governor of district number 84

Term of service: 2012-2013

In term as district governor, district achieved: ☐ Distinguished ☐ Select Distinguished ☐ President's Distinguished

Toastmasters offices held and terms of service (international and regional level):

District 84 Division D Governor (uncredited - completed term for deceased elected Division Governor, Ed Goddard) October 2008-09
District 84 Lt Governor Marketing, 2010-11
District 84 Lt Governor Education/Training, 2011-12
District 84 Govenror, 2012-13

Toastmasters honors and recognition (international level):

Excellence in Education and Training Award, 2011-2012.

Relevant work experience and how it relates to Toastmasters and your role as a Board member:

30 years experience in television industry, primarily in advertising development, gives me the advantage of understanding mass media marketing which will be crucial in the future as our organization attracts new members, particularly in mature markets. I had a key role in planning and execution of 2 year strategic plan for local affiliate transition to High Definition broadcast (primarily engineering aspects, but also change management in community relations). Development of personal business, including budget & marketing planning, strategic business plan, etc.

What experience do you have in strategic planning?

As a small business owner, I have developed an understanding of strategic planning and forecasting, budget development and adherence, I consider myself a student of crucial thinking and strategic planning and as such am active on several on-line forums, group and communities (i.e. Google+ International Strategic Planning Group). Member of strategic planning committee for 2 year plan for conversion to HD at local affiliate station (mentioned above).

What experience do you have in the area of finance?

As a small business owner, I have to plan and execute business plan and budget, I participated and led in budget development and execution for District 84 during years in trio (2009-2012), served as admin for multi-million dollar budget adherence for Engineering Department at TV station, tracking monthly and weekly expenses and developing analysis and metrics tools.

What experience do you have in developing policies?

Committee chair for current evaluation and updating of District 84 policy and procedures, for both revision development and adherence to TI policy/procedure. Developed, revised and implemented procedures and policies for the operation of broadcast center for local TV station and created a manual for the same. Developed policy and procedures governing educational seminars held in a collaborative effort between my company, other trainers & local college.

What lessons did you learn from previous leadership positions?

The importance of listening and carefully weighing all sides of an issue before making a decision, the importance of collaboration, motivation based on vision rather than task, change and conflict management (both can be positive if managed correctly), the value of approaching budgeting from an accounts POV, importance of higher standards in educational offerings (adult training techniques), delegation skills, transformational/transcendental leadership skills.

What experience and key strengths would you bring to the Board of Directors?

An in-depth understanding of marketing, particularly mass media advertising (crucial in looking to expanding membership, particularly in mature markets), an understanding of individual and co-op sponsorships, social media maximization, experience in leadership and proactive change management training, creativity and critical thinking, embracing innovation and creative problem solving, the ability to work with others collaboratively.

Why do you want to serve as an international officer/director?

To be a part of continuing the work begun in the Strategic Plan and participate in developing the next phases of TI's growth and program enhancement. As we continue to evolve the programs/products, delivery methods and depth of TI's offerings, it is essential to have leadership that is open to innovation and change, yet remains true to our organization's core values. I wish to continue a journey of personal development and growthas a leader.

What volunteer experience do you have outside of Toastmasters?

Chair for West Volusia Relay for Life, Past member of Optimist Club, Entertainment Chair/Board member for Imagination Playground, Volusia County's only all children (handicapped accessible - volunteer developed and built playground), member of Gateway Community Arts Center, participant in community theater, 4 years Catalyst Mentor for elementary (now middle school) student, Campaign Manager for 2 city council candidates, adult literacy mentor.

Have you worked with other Boards of Directors outside of Toastmasters? If so, describe your experience.

Yes. I was unanimously appointed as a member of the Imagination Playground Board after successfuly serving as the Event Chair for the Celebration fundraising festival. I served on the board for until the project was completed. I also served on Keep Volusia County Beautiful, first as an inaugural board member (1 yr) and then as the board's Chairman (2 yrs). Served as Chairman of the American Cancer Society's Volusia County Relay for Life (1 yr).

In your opinion, what are Toastmasters International's major objectives and how would you work to achieve them?

1. Continued development and enhancement of education program including generational learning and virtual training - do research and advocate appropriate programs to the board. 2. Member retention - advocating enhanced new member orientations that stress full program and club quality adherence. 3. Fulfillment of all elements of 2010 Strategic Plan in collaboration with other board members and Executive officers. 4. Global recruitment - mass media marketing.

Additional information about candidate:

Writer (fiction and non-fiction), 9/11 World Trade Center Survivor, John Maxwell Team Certified, 30+ years career in broadcasting, developing curriculum about pro-active change management (most is currently reactive), taught classes in most Microsoft Office products and Adobe Photoshop/After Effects/Premier, graphic designer, history/science geek.