



Skål USA

Richard Scinta, Director of Membership

2018 January through April Report

January

- Met with Stephanie Zambelli and Tom White, Orlando Skål to discuss present and proposed future Young Skål program for US. See attached recap. Also will involve others, IE Troy from Atlanta when he is able, for further discussion and action.
- Attended Skål USA Winter Meeting in Raleigh NC. Met with Dave Ryan and Jim Dwyer to identify Clubs of responsibility for each of us.
- Attended Skål Southwest Florida kickoff meeting in Naples, FL with Tom White on January 30th. Presented President Jack Wert with Orlando Banner and a check for \$1000 for Skål Orlando to assist with start-up costs. Half of those dollars were from 50/50 drawings sponsored at the Orlando Holiday gala. Southwest Club started their own tradition of 50/50 at the inaugural meeting with 50% going to the club expenses until they are better established at which time these funds will flow to Florimond Volkaert Fund. This club is going to be very successful with a strong board including Holly Powers. They signed 2 additional members to the roster on the first evening!

February

- Met with Young Skål Team of Tom White, Stefanie Zambelli (Skål Orlando) on 2/23/18. Troy Lambert, Skål Atlanta was not able to attend. Items to work on.
- Interviews of potential Young Skål is important to get the highest caliber of student. Orlando interviews to be taking place soon. I will be in attendance. Maybe not necessarily those with the highest grades, but socially adept will be chosen.
- Goal is for a 25% to 30% retention of Young Skål and Young Skål Professional into permanent membership.
- Focus on the following Clubs for increasing Young Skål and Young Skål Professional at the following clubs: Miami (Dave Ross), New Orleans (Tim Hemphill), Pittsburgh (Howard Huzzard), Nashville (Joanne Ford) and Orlando. All have had initial contact sent to them and will be organizing a meeting with their representatives in the near future.
- 10% of Active/Associate members should be the maximum number of Young Skål for any club.

- Mentor program is essential to keeping young Skaleagues active and engaged. In Orlando, mentors pay \$125 toward the total of \$275 annual dues. Suggest paying for a full year versus “pay as you go”. Goal is to have all of these clubs aligned by June.

March

- Young Skål interviews set for Thursday, March 28th at Rosen School of Hospitality for potential Young Skaleagues for the Orlando Club. 5 students to be interviewed for acceptance into the Club.
- Had a 45 minute call with Bob DeMichele from the Denver Club on March 13th. He had various recommendations for membership and has volunteered to assist further if needed.
- Caught up with Howard Huzzard from Skål Pittsburgh about potentially increasing their Young Skål count. Provided a lead that I need to follow up on. Also, connected with a good friend who was a Skål member there, but is no longer a member as there are no relevant GM’s in the club any longer. He and I will connect so that I can learn more so that maybe we can assist with that.

April

- Interviewed, accepted and inducted 5 new Young Skal members into the Orlando Club in their April meeting at Rosen School of Hospitality. All students were very enthusiastic and the Orlando Club now has 2 Active members who were former Young Skal Professionals handling the Young Skal program for Orlando. Hoping to refine that program and expanding to other clubs who enjoy maintaining a Young Skal program.
- Spoke to Ft Lauderdale Club leader, Carlos Banks regarding their Clubs recent decline in membership. Carlos feels that they are actually in good shape and that this was a cycle of people moving from the area over the past year. The Ft Lauderdale Club manager is a Young professional and half of the current board is under 50. They plan to put in a bid to host the NAASC Congress in 2020. I gave him a lead of a GM who works for my company that may be interested in joining. Perhaps that will inspire other GM’s from the area to join as that is not a strong membership type for this club.
- Goal is to get to the bottom of possible membership issues in Austin, Ft Worth, Charlotte, Memphis, Nashville and Puerto Rico. Will be meeting with leaders from each of these clubs in the near future. I’ve been in touch with Ivan Puig Gonzalez, President of the Puerto Rico Club. He and I are scheduling a call with the VP of the Club Robert Rodriguez to discuss plans for revitalizing the club which has been negatively affected by the hurricane.