



**VP of Membership Report**

**Date: January 31, 2018**

**To: Skal USA Executive Committee**

**From: Dave Ryan / VP of Membership**

**Subject: January 2018 Membership Director Report**

Club visits

Sacramento – attended January dinner meeting at Malabar in Sacramento

Fresno Club restart / update

- Looking at a March 7, 2018 launch event for this club - location will be the Fresno / Yosemite Airport which will be a great backdrop and we have full support of the airport to host the event and join the Club.
- Club will be called Skal International Central California – this will enable us to promote in a much wider geographic area than just Fresno

Phoenix Club restart update

- Planning a March 8, 2018 launch event in Phoenix. Details on the launch event being finalized now. President Burcin to be in attendance for both this event and the Central California Club event.
- Compiling a list for potential members for the Phoenix Club. Working with Kate Heath from Apple Vacations to help with the relaunch. She is very well connected and very active in the industry in the Phoenix area. We have a list from the local ASTA Chapter and some other leads from Skal EC members.

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave Ryan, CTC

Skal USA Vice-President Membership

Skal International Sacramento

[dryan@classicvacations.com](mailto:dryan@classicvacations.com)



## Membership Director Report

**Date:** February 28, 2018  
**To:** Skal USA Executive Committee  
**From:** Dave Ryan / Membership Director  
**Subject:** February 2018 Membership Director Report

### Club visits

No Club visits in February

#### Fresno Club restart / update

- We are doing the launch event on March 7, 2018 - location will be the Fresno / Yosemite Airport which will be a great backdrop and we have full support of the airport to host the event and join the Club. So far we have 20 RSVP's for the event and several visiting Skalleagues will also be in attendance from SI Sacramento, SI San Jose and SI San Francisco.
- Club will be called Skal International Central California – this will enable us to promote in a much wider geographic area than just Fresno

#### Phoenix Club restart update

- Launch event will be held on March 8, 2018 at the Marriott in Tempe. As of date of this report we have 35 RSVP's for this event. We will have visiting Skalleagues from SI Tucson in attendance.
- Working with Kate Heath from Apple Vacations to help with the relaunch. She is very well connected and very active in the industry in the Phoenix area. We have a list from the local ASTA Chapter and some other leads from Skal EC members.

#### Savannah Club update

Andres Hayes is still working with the group in Savannah and as of the date of this report we are looking at a mid-March launch for this Club.

#### Membership Retention

Have created a map and assigned Clubs to Membership Directors Richard and Jim. Our next major project is to work with the Clubs that we have identified to be in jeopardy of failing. We will be reaching out by phone to each of these Clubs to identify what their challenges are in growing membership and what we can do to help. This will be our main focus once we get the new Clubs up and running.

#### Conference calls

Attended and participated in all Board conference calls **Dave Ryan, CTC**

**Regards and Skal,**

**Dave Ryan, CTC**

**Skal USA Vice-President Membership**

**Skal International Sacramento**

[dryan@classicvacations.com](mailto:dryan@classicvacations.com)



## Vice-President Membership Report

**Date: March 28, 2018**

**To: Skal USA Executive Committee**

**From: Dave Ryan / Membership Director**

**Subject: March 2018 Vice-President Membership Report**

### Club visits

Sacramento monthly meeting March 22<sup>nd</sup> – Fox and Goose Public House / Sacramento

Fresno launch event – March 7<sup>th</sup> / Fresno Yosemite International Airport

Phoenix launch event – March 8<sup>th</sup> / Marriott Tempe at the Buttes

### Central California Club restart / update

- Launch event held on March 7<sup>th</sup> at the Fresno Airport. 26 people in attendance with 20 of them being potential new members. Had visiting Skalleagues in attendance from San Jose, San Francisco and Sacramento. Very successful event and I would say the majority of those in attendance will join the new Club which will be called Skal International Central California. Next official meeting to be held April 24<sup>th</sup>.

### Phoenix Club restart update

- Had a great launch event on March 8<sup>th</sup> at the Marriott Tempe at the Buttes. Thanks to Art Allis and Tom Moulton from Tucson for joining Jim and I at the launch event. Event was attended by 27 people and most expressed a great interest in joining. We received 2 completed applications that night and have 7 in hand so far. Next meeting will be held on April 25<sup>th</sup> and hope to have enough completed and paid applications to officially start the Club by that date. This Club will be known as Skal International Valley of the Sun (credit to Art Allis for the name).

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### Conference calls

Attended and participated in all Board conference calls **Dave Ryan, CTC**

**Regards and Skal,**

**Dave Ryan, CTC**

**Skal USA Vice-President Membership**

**Skal International Sacramento**