



SKÅL INTERNATIONAL UNITED STATES OF AMERICA
A National Committee of Skål International
An International Association of Travel and Tourism Professionals

March 27, 2017
March Monthly Report

Young Skål

I have had little to no communication with Skål Toronto on Young Skål. I have the program that is on the Website and I have contacted clubs to see who is sending YS. The only clubs that I know are sending YS to the NASC is Atlanta, Arkansas and Tampa. Long Island is a Maybe and so is Raleigh.

FVF

There have been no donations in the month that I have been made aware of. We have however submitted request for (3) Skalleagues in the USA, and (2) were approved. I facilitated all (3) requests.

Events Attended

Skål/Ft Worth and Skål/Raleigh Durham, March meetings.

Monthly Phone Calls

Rafael Beltram/Charlotte. He was glad for the call, spoke about the revitalization and much of what Holly has told you from her meeting there in March. He said he likes the new SKAL-USA website. He doesn't like the new structure and was against it. He thinks people should pay for themselves to go to NASC and not expect the club to pay.

Graham Mosley/Chicago. He said he appreciated the call. He thinks we need to get rid of the New Member Euro fee. We want new members, and then we want to charge them. He plans on being in Toronto. He likes the direction we are going.

Dave Barela/Colorado. Dave was very complimentary of the new SKAL-USA website however mentioned that he thinks we can do better than an excel spreadsheet for the club locator. He wondered why the minutes from the Winter EC Board meeting in Orlando had not yet been posted, (which he points out is in the by-laws). He also wanted me to pass along that having the Auditors in the EC Picture is incorrect and sends out the wrong message. The Auditors are there for the members and are not part of the EC. He and his wife will attend the NASC in Toronto.

Mokie Steiskal/Columbus. Her number on the SI Database is wrong. I will update it on the form coming around for March. There clubs is up to 40 members and is going strong. She appreciated the call and also mentioned she got one from Burcin. They struggle with ways to get YS to join and stay active.

Ian Black/Ft Lauderdale/Palm Beaches. He was very glad to get the call and had many things to discuss. He loved the idea of mentoring young people to take over the ranks, as I suggested from Ft Worth. He said they struggle with ROI and differentiating themselves from all the other industry clubs. He is not going to NASC but they are sending Carlos Banks.

Follow up calls to Carrie Campbell with Boston, she indicates that she and Dan Donahue will attend NASC from Boston. Jim Reist from Austin, called back and they need some help with fund raising and just can't seem to keep any YS. I gave him some ideas. Burcin will be at their Austin Meeting on the 18th of April.

Other ISC Business

I have made my reservations to attend the Mid-Year Meeting in George, South Africa, after the EC approved it. The President of ISC was not happy that we were thinking of not sending a US Rep. He has been advised that USA will send a letter with expectations from the ISC in order for USA to continue. Some clubs that I have talked to warn that a decision from the entire membership would need to make the vote, not just the EC, as this was voted on in Tormellinos. Most see the need for us to have a seat at the table and do not

understand why the EC questions that. Otherwise, we have no international representation. I am mindful of cost containment but feel it is very important to go. A full report will follow after the May 3-7 meeting.

Sincerely,
Cyndi Golden, CFME
SIUSA International Councillor



*SKÅL INTERNATIONAL UNITED STATES OF AMERICA
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**April 27, 2017
March Monthly Report**

Young Skål

I have had little to no communication with Skål Toronto on Young Skål. I have the program that is on the Website and I have contacted clubs to see who is sending YS. The only clubs that I know are sending YS to the NASC is Atlanta, Arkansas and Tampa. YS Canada wants to handle this on their own.

FVF

Two donations were made in the month of April, SI Boise and SI Orlando. Total contributions this year total: \$3295.18. I was asked to share with the EC that a Skål Member from SI Charlotte in good standing has been denied a request for assistance. He has reapplied and his application has been rejected again. Vice President of SI Charlotte states that Holly Powers assured him he would receive funding when she attended their March meeting. I explained the process of the application and decision made by the appointed Trustees. The ISC makes the recommendation on behalf of SKAL USA and they make their decision. President of SI Charlotte states this will effect future donations to the fund. (I cannot reveal the circumstances other than to say that International may not understand that in the USA all of the medical bills are not paid for by the government). I have encouraged him to reapply and discussed with Mok Singh.

Events Attended/Conference Calls

Skål/Ft Worth/April 19th Meeting
Skål/Raleigh Durham, April Wine Dinner/April 12th
Monthly EC Call on 4/4
Monthly NASC Call on 4/11

Monthly Phone Calls

SI Fort Worth/Amy McGehee/President/Ft Worth/amymcgehee79@gmail.com/817- is making many changes to include Community Give-back, Membership Development through outside sales calls, and Young Skål recruitment through the UNT School of Hospitality. I connected her with Yvonne Mansell to get her login information for SKAL.org

SI Hampton Roads/Randall Dubois/President/757-560-1809/randall@virginiabeachcomfort.com/has been in touch with Holly and they are trying to combine clubs.

SI Hawaii/Ted Sakai/President/tsakai@aquaresorts.com/707-570-6600. No contact made with 2 phone calls and no response from the email. I will keep trying.

SI Jacksonville/Michael Cunningham/President/mcunningham746@yahoo.com/904-501-4556. No contact made. I will keep trying.

SI Kansas City/Don Breckenridge/President/dbreckenridge@kansascityic.com/816-303-2901. Don states that SI KC is doing great. They keep up with the EC through Alton. He likes the direction we are going.

Other ISC Business

I leave today for the ISC Mid-Year Meeting in George, S. Africa. A "Talking Points," Letter was given to me to take to the meeting and bring up certain areas some of the EC are not satisfied with. After further consideration and a new Strategic Plan being introduced at the Meeting for ratification, we will approach with positive suggestions, listen and learn.

Sincerely,

Cyndi Golden, CHME

SIUSA International Councillor



*SKÅL INTERNATIONAL UNITED STATES OF AMERICA
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**May 30, 2017
May Monthly Report**

Young Skål

I have had little to no communication with Skål Toronto on Young Skål. I have the program that is on the Website and I have contacted clubs to see who is sending YS. The only clubs that I know are sending YS to the NASC is Atlanta, Arkansas and Tampa. YS Canada wants to handle this on their own.

FVF

Two donations were made in the month of May, SI Boston and SI Tucson. Total contributions this year total: \$3870.18 (3) Skalleagues have been assisted through the fund in May.

Events Attended/Conference Calls

Skål/Raleigh Durham, Golf Tournament and Dinner/May 10th
Mid-Year International Skål Councillor Meeting in George, South Africa May 2-7
Monthly NASC Call on 5/16

Monthly Phone Calls

Ken Walles/Long Island Skal/516-527-8593/kwalles@mindspring.com he was traveling but got a nice email from him. He is happy with the direction we are going with the new board.
Nathen Waldschmidt/Las Vegas Skål/ 702-275-4333/Nathen@odslimo.com we never made contact but I left him 2 messages and an email.
Dennis Smith/Los Angeles Skål/ 562-432-4877/dsmith@worldwidehotels.com we played phone tag but he left a message that he has no complaints.
Dwayne Huff/Louisville Skal/502-479-4739/Dwayne.d.huff@erac.com, left 2 messages and sent email haven't heard back.
Dan Bamrick/Memphis Skal/901-481-0170/dan.bamrick@memphis.edu, responded by email-all is good with Skål Memphis.

Other ISC Business

Please read my complete ISC Mid-Year Meeting Report that should be posted on the Skål USA Website. Great meeting and a lot was accomplished.

Sincerely,
Cyndi Golden, CHME
SIUSA International Councillor



SKÅL INTERNATIONAL UNITED STATES OF AMERICA
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ISC-Mid Year Meeting Report
May 3-7 2017

ISC Councillors Present: Argentina/Alberto Esper, Australia/Denise Scrafton, Canada/Jean'Francoise Cote', Finland/Marja Eela-Kaskinen, Ireland/Francis Brennan, Israel/Uzi Yalon, Nairobi/Bimbo Durosinmi-Etti, New Zealand/Peter Morrison, Spain/Josepha Diaz Delgado, South Africa/Niel Els, Turkey/Asuman Tariman, U.K/Mark Alexander, and USA/Cyndi Golden*

*14 Councillors present, representing 45% of the total membership. A quorum of 1/3 +1 was achieved
Skal International Executive Committee Present: Daniela Ortero-CEO, David Fisher-President, Susanna Saari-Sr. VP, Rafael Milan VP, Julie Dabaly Scott Secretary, Bill Rheaume President of the ISC, Lavonne Whitman Director of PR, Teresa Diaz Comas Director of Communications*
All EC members in attendance

Restructuring of the ISC?

This subject was deliberated the better part of a day. A redistricting could not be agreed upon because every solution brought forward left smaller countries with no voice. The decision was made to leave the ISC Council in its current structure, however we will adhere to the by-laws and any ISC Councillor missing 4 meetings, (or 2 years), will lose their title and they will lose their seat at the table. Therefore, their country will lose their voice.

Should the ISC Mid Year Meeting be done away with?

All Councillors agreed that their respective countries were in favor of having a voice and keeping the ISC as the Advisory Council to the EC but that the lack of results was the motivating factor to eliminate this meeting and also the cost. We asked the EC if they respected the initiatives brought forth by the ISC and if they valued our existence. They stated they very much did. The decision was made that going forward we would have a joint EC/ISC Mid Year Meeting moving forward so that our recommendations could be voted on by the EC at that time and those needing membership approval brought forward to the World Congress for membership vote. Further, it was agreed that this meeting would happen at the Skal International Headquarters in Spain to decrease the cost and timely bid proposals. Countries that do not send an ISC to attend will be fined 500.00. A subsidy will apply for those traveling the greatest

distance. (USA would not be subsidized, which is fair since Spain is a reasonable distance and fare for us).

Membership Development Fund

Denise Scrafton-Australia gave a presentation on membership retention and membership ideas.

You can look at an introductory video produced by Broome, Australia:

<http://bit.ly/skalbroome>. (I will ask for a copy of her presentation, as well). It was agreed upon by the ISC and EC that the creation of the Membership Development fund is necessary and will be implemented. These funds will be used for expanded causes such as, speakers at World Congress, Trade Shows, Trade Show participation and more. The whole plan will be forth coming as the components are finalized.

ISC will still be in charge of the fund raising and elevating Skaleagues up to the FVF Trustees, but the Membership Fund Development and Implementation will also be a project of the ISC. This will start with a Silent Auction Raffle at the World Congress in India. All details are being worked on and finalized.

Bids for Next Year's ISC Mid Year Meeting

Two bids were presented from South America. This is not necessary since the decision was made to move the Mid Year Meeting to Spain.

Young Skal

First of all, Young Skal do not like being called Young Skal, they want to be seen as professionals. There are some 25 year olds running companies. The Website needs to be redone, the Mission Statement etc to attract Young Business Professionals. In some countries you are not allowed to discriminate or give preference of a reduced rate because of age. It is all problematic. It needs to be standardized world wide. The YS Symposiums, they want to run themselves and don't want us present. It is becoming harder to work the segment. EC is aware of this discussion and a lot of the answers we got to anything to do with PR/Communication and Website goes back to the idea that they do not have the funding for the IT support they need and also the different laws through different countries that prohibit certain things they want to do. Problems Skal USA has with YS are universal throughout the world.

Current State of Skal

Revenue is up by 7K over this time last year. We need to focus on Sponsors for the Website. Which related back to the other issues of why we can't gain sponsors for a Website that is out of date. There is a social media policy on the SI Website and it is 16 pages long. Many FB pages are not in compliance. We are asked to read the policy and help enforce the branding, correct logos and acceptable content. Susanna does not feel any pages should be open pages as you set yourself up for comments and posts that do not help the image of SKAL. Even at 14,000+ members we need to focus on the fact that we are still the largest tourism and travel organization.

Strategic Plan

Daniela spend ¼ of a day on this with an interaction with EC and ISC. A lot of changes were recommended but in the end we realized we were doing what we always do, stopping the progress that

she is trying to make. Changes will be made along the way and she encourages all to email her direct with suggestions and how you can help her. This is a good start and we don't want to get hung up on all these changes so that it takes another 2 months to have a final plan. SO, the plan you received is the working document and you are free to hand it out, email to others and recommend involvement. Daniela's focus is: 1) Brand Management 2) Securing Sponsorships and 3) Membership retention and growth.

Out of 37 Councillors, 23 replied with comments and filled out the survey. 59% response. 20 agree with the plan and 3 disagree but offered no suggestions.

EC Comments

David Fisher thinks it is a mistake to not participate in the prominent industry shows. It is how we handle it that sometimes hurts us. For example, if the people in the booth are part of the "70's" club then guess what, it doesn't seem attractive to belong to an aging club of retired travel professionals. We can trade out for some booths and have local club support. At ITB Berlin they signed up 30 new members. Sometimes not being there looks like we are not in the mix. We must work to standardize trade show etiquette. EC will make a motion at World Congress to reduce the number of EC members to 4 to save costs. Less EC, less Traveling, less cost. For these positions we need to have a vetting process to make sure the candidates running have the skill set to do the job. And also have a succession plan.

World Congress

A new format for World Congress was agreed upon by ISC and EC. The ISC will finish all the initial work and add the additional steps/procedures to be implemented in 2018. A detailed plan will be presented at Congress.

Travel Trade Fair

Skal S. Africa hosted a travel trade fair at the Fancourt Resort. It was well attended by more than 135 travel agents. The Fancourt gave the meeting space complimentary since all of the travel professionals would also tour their resort. There were 80+ booths that all paid to participate. This was a profitable venture for Skal S. Africa. This was a half day show. Niel Els is writing the business model and it will be available for any Skal Clubs that would like the footprint.

Election of New EC Positions

Two people will go off the board at World Congress. David Fisher, will be replaced by either Susanna Saari or Rafael Milan who will run for President. That will leave one seat open. And another seat is vacated by an EC member that will not continue next year. (To be announced by letter from the President). That is the second seat. Peter Morrison, New Zealand and Mark Alexander, U.K. announced they will make a bid for those 2 seats. If the EC's proposal to reduce to 4 EC Members passes in 2017 it won't be adopted until the following World Congress, so these seats would then be a 1 year position. USA has been asked to support these two candidates. I made no commitment, as that still leaves the USA with no representation on the SI Board.