



**Skål USA Executive Committee Winter Meeting
Residence Inn Raleigh, NC
Meeting Agenda
Friday, January 19, 2018 at 9AM**

Type of Meeting: Winter Meeting
Meeting Facilitator: Burcin Turkkan, President
Invitees: Skål USA Executive Committee and Observers

Call to order - President Burcin Turkkan

Pledge of Allegiance and Skål Toast lead by President Burcin Turkkan

Roll call – Vice President Administration, Lisa Conway

President's Welcome – Burcin Turkkan

- Introduction of 2018 Executive Committee
- Introduction of 2017 President Holly Powers

2017 Presidential Review – Past President Holly Powers

Approval of "Consent Agenda" of Executive Committee 2017 Reports

- VP of Administration- Burcin Turkkan
- International Skål Councilor – Cyndi Golden
- VP of Membership – Toni Koster (absent)
- Membership Director – Dave Ryan
- Membership Director – Jim Dwyer
- Director of PR/ Communications & Website – Steve Richer
- Approval of minutes and Financials from Dec 4th, 2017 EC Webinar Meeting
- Nov 30, Financial Report

Financial Report – Alton Hagen

- 2017 YTD P&L vs. 2017 Budget
- 2019 draft Budget
- Outstanding Accounts Receivable

Other Business

- NAASC Playa Mujeres, Mexico update

Review of 2018 Goals & Planning

- Creating the Job Board for SKAL USA Members
- Membership Benefits Addition to website for SKAL USA members
- SKAL USA Membership Benefits – Listing members/member businesses offers/discounts etc. to SKAL USA members on SKAL USA Website
- National Fundraising Program for SKAL USA – model SI MDF Fundraising
- 2018 Advocacy for SKAL USA en route in becoming the Trusted Voice
- Do we need a SKAL USA Emergency/ Disaster Fund – SI PR Case Study?
- Strategic Planning for Membership Development & Retention 2018
 - Potential Cities to launch new Clubs
 - Data for Clubs that Closed down in in the past 9 years – Any potential to launch them back

- Funds for Starting New Clubs – Proposal for AGM
- Clubs in danger zone to be added on close watch/support list for 2018

2018 Committees and goals

- Industry Relations Committee – Lisa Conway / Holly Powers
- Membership Committee – Dave Ryan
- YS Professional Development Committee – Richard Scinta
- Sponsorship & Advertisement Committee- Alton Hagen
- Advocacy Committee – Steve Richer
- PR & Communications – Jim Dwyer
- Website – Tom Moulton
- Standards & Processes Committee –Art Allis

Adjourn