

## **Lisa Conway**

Lisa Conway has over 20 years' experience in the travel and insurance industries. She is currently working as the Head of Regional Markets – Americas in the International Business division with ERV, a leading global travel insurance underwriter.

A native of Los Angeles, California, Lisa received her Bachelor's Degree in Sociology and History from the University of California at San Diego. She has proudly serves as President for SKÅL International New York, one of the largest clubs in the United States. She is also a two-time Past President of the 41°-74° Club of New York, a philanthropic organization composed of New York Women Executives in Travel and has served on the Board of Directors for the New York Pacific Asia Travel Association. She also serves on the Leadership Council for the Sadie Nash Leadership Project, which focuses on helping disadvantaged teens become future community leaders.

### **2001- 2003 – Member, SKAL International San Diego**

#### **2003 – Current – SKAL International New York**

- 2006-2008 – *PR & Communications Committee Chair*
  - Social Media and Website Development Projects
- 2008-2009 – *Assistant Secretary / Treasurer*
- 2009 – 2010 – *Treasurer*
  - Implemented best practices through use of QBO.
- 2010-2011 – *Secretary*
  - 2013 World Congress Bid Committee
- 2011 – 2012 – *Vice President*
  - Represented NY SKAL during Seoul World Congress
- 2013 – 2014 - *President*
  - NY SKAL 75<sup>th</sup> Anniversary Celebration
  - Launched “The Edge” e-newsletter for members of NY SKAL
  - 2013 World Congress Organizer
  - Piloted “Young SKAL Internship” program with Kingsborough Community College.
  - Represented NY SKAL at Tourism Cares for NYC, ASTA Summer Outing, and other high-profile regional events.
- 2014-2015 – *SIUSA Representative*
  - Represented NY SKAL during the NAASC Congress and the 2015 World Congress.
- 2015-current – *NY SKAL Auditor*
  - Responsibilities include ensuring financial accounts are in order, and that money is spent in the best interests of club members.

### **Highlights of SKAL career:**

Managed the largest SKAL International LinkedIn Group, with over 2,400 members worldwide.

[http://www.linkedin.com/groups?home=&gid=55696&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=55696&trk=anet_ug_hm)

Introduced “best practices” to NY SKAL Treasury by implementing QuickBooks Online accounting software for better management and ease of reporting.

Introduced "Paypal Merchant Services" to the NY SKAL website, thereby allowing NY SKAL to take all major credit cards as payment for dues and meetings, thereby simplifying the payment process for all members.

Created NY SKAL e-newsletter "The Edge", a quarterly update on all things "SKAL New York", including new member bios, member profiles, news from the board, etc.

### **SKAL 2013 World Congress**

Successfully oversaw New York SKAL's 75<sup>th</sup> Anniversary Celebration with over 600 Skalleagues from around the world in attendance.

Managed over 750 members of the SKAL World Congress Facebook group, communicating "need to know information" as well as "fun facts" for those attending the 2013 World Congress.

Worked with Region 1 Clubs to provide promotions for Skalleagues attending the 2013 World Congress.

Worked successfully with General Secretariat, SKAL staff and Executive Committee to ensure smooth sailing for the 2013 World Congress.