



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

**Burcin Turkkán,**  
**Skål USA President 2018**  
**January -April 2018 Report**

**April 1 – April 17 Report**

***Administrative***

- Assisted VP Alton Hagen with the SKAL USA Presidents Webinar PP for April 11th
- Completed registration for IPW in Denver taking place in May 20-23
- Notified SI Colorado about the registration table obtained from US Travel Association to be run by Skál USA.
- Reviewed the preliminary Agenda for upcoming AGM/ NCM at NASC in Playa Mujeres
- Continued to Coordinate the program content for NASC with Jane Garcia, NASC Committee and Lisa Conway
- Wrote anniversary letters to SI Tucson, SI PR, SI NYC, SI Arkansas, SI Hawaii, SI Atlanta
- Organized the Reminder notices to go out to SKAL USA Presidents and membership in general regarding to upcoming NASC/ AGM
- Worked with Membership Team for succession plan for Clubs in danger zone with 20 members and under and clubs that showed steep drop in membership numbers
- Approved and Issued the Press Release prepared by Dir of PR & Communications Steve Richer regarding to DCH 18
- Prepared Article for SI per their request to be published on SI magazine
- Reviewed the updates needed for the PR Communication and Website and shared/discussed with the committees in charged;
- Discussed the details of the new Job Board project with Website Committee and webmaster
- Discussed the details of additional communication channel with Skál USA EC and Skál USA Admin
- Several Communications on possible first Skál USA B2B event project with Sponsorship and Advertisement Committee Chairman Akbar Rohanifar.
- Continued communication with SI regarding to recent statement on digital transformation in coordination with Skál USA EC members collaborative decision
- Made an extensive research on DX and shared with Skál USA EC before submitting a reply to SI on CEO Daniela Otero's email from February 2018.
- Follow up on SKAL USA Club Data forms in collaboration with VP of Admin Lisa Conway and other EC members
- Obituary prepared for Matthew D. Upchurch
- Finalized the details/ paperwork preparations for SI Sacramento and SI Los Cabos twinning at NASC with SI
- Follow up with EC members line of duties and replied to EC members and SKAL USA members emails

***Webinars/Meetings/ Conference Calls***

- Conducted April EC meeting on April 2
- Participated in SKAL USA Presidents Webinar conducted April 11
- Conducted various individual phone calls with SKAL USA and SKAL USA EC and Committee members

## March 2018 Monthly Report

### *Administrative*

- Prepared President's video message for the two-launch meeting for the two new Clubs SI Central California (aka SI Fresno)/ SI Phoenix
- Assisted Dave Ryan with event finalization for SI Phoenix at The Buttes by Marriott in Phoenix, AZ
- Visited SI Orlando and participated to their March Event where Members of Distinction were recognized, and their 15-20-35-50 years plaques were presented
- Reviewed the preliminary Agenda for upcoming AGM/ NCM at NASC in Playa Mujeres with Lisa Conway VP of Admin
- Wrote anniversary letters to following Skal USA clubs; Baltimore/ Ft Lauderdale/ New Orleans/ NE Penn/ NNJ/ Philadelphia/ Seattle
- Prepared a Congratulatory letter for Doug Brown per SI NEPA's request for his 40<sup>th</sup> anniversary and retirement.
- Prepared the Presidents Message for the Newsletter
- Submitted an article to be posted at SI E-Magazine per SI Headquarters request
- Assisted SI Sacramento with their twinning plans with SI Los Cabos at the NASC Congress
- Reordered Business cards for Dave Ryan-VP of Membership
- Follow up on the NASC Website registration issues in coordination with Holly Powers Lisa Conway & Jane Garcia
- Created a follow up Call list for SKAL USA EC members to call clubs to remind on NASC Registration and Followed up myself with several Clubs in regard to their participation to NASC
- Participated in Destination Capitol Hill 2018 event between March 20-22 March 2018 in Washington DC
  - I am very happy to report that our presence at the Destination Capitol Hill 2018 was successful. Despite the snow preventing many to arrive as scheduled during the first day meetings at Mayflower Hotel there were over 300 industry representatives present. The meeting started at noon and ended at 5 pm followed by an hour reception. During the meeting several speakers took stage to discuss the current issues within the travel & tourism industry and educated the audience on the talking points for their meetings at the Capitol Hill for the following day. Following Skalleagues were present at the meetings besides myself and Steve Richer who travelled to DC for this event;
    - Andres Hayes – President SI Washington DC Club
    - Donetta Poisson – President Si Atlanta club
    - Monika Pasquerello – VP SI Atlanta Club
    - Marylou Foley – SI Washington DC Club
    - Jack Ward – President SI Southwest Florida
    - John Tavano – SI Boston

I had the opportunity to meet with our newest Skal Washington DC members;

Pam Inman– President of NTA

Jack Johnson – VP of Destination International

I also had the opportunity to meet Roger Dow – CEO of US Travel Association and Chris Thompson CEO of Brand USA who are current SI Washington DC members, in person. They both are great Skalleagues and very supportive to SKAL and appreciated our presence.

At the Capitol Hill; my team had 6 appointments with senators and House Representatives; we got to meet Rep. Barry Loudermilk and Rep. John Lewis in person. We presented the Skal USA Presidential Banner at each office and had the opportunity to talk about Skal International, Skal USA and what we advocate for. Our meetings went very well, and our points were well taken.

I am planning to prepare a summary of the DCH 18 to be sent out to membership summarizing the issues discussed and advocated for. In the same letter I will be asking our membership to inform our EC on the issues that they would like us to voice moving forward in any platform Skal USA will be present. The Advocacy Committee we have, can work on collecting the feedback from our members and creating our talking points for the next event.

- I strongly believe that Skal USA should continue its participation to the Destination Capitol Hill not only to support our industry partners but moving forward maybe be more proactive in creating talking points after receiving a feedback from our membership. During conversations with other members of the

industry I realized that in the past 10-15 Skal USA has been inactive and this has caused many in the industry to think Skal is no longer existing; many of those we spoke who were not a member of Skal did know about Skal but all mentioned that they remember Skal events and being active from late 90's they said after that they thought Skal dissolved! That tells us that since 2000 unfortunately Skal USA has lost its ground in the industry. As of 2000 the technology took a fast pace and with that everything started to change, and it seems like Skal USA was not able to catch the phase and/or adopt to the changes. So we are behind but important thing is we are catching up! However, we need to know we have no room slow down again if we want to take our place among the big players in the industry.

- I think we are in the right path; we have a great team on the EC and everyone is working hard on our issues, trying to increase our visibility and relevance.
- Sent out thank you messages to all met at the DCH 18 on behalf of SKAL USA EC
- Reviewed website and submitted reminders to SKAL USA PR/Communications and Website Team for some new additions and updates for the website
- Follow up with EC members line of duties and replied to EC members and SKAL USA members emails

### ***Webinars/Meetings/ Conference Calls***

- Conducted January EC meeting on March 5<sup>th</sup>
- Participated in the Webinar for SKAL USA Representatives on March 14
- Calls with Sponsorship Committee Chairman Akbar Rohanifar and Co Chair Andres Hayes in regard to possible SKAL USA B2B event and other sponsorship projects
- Participated in NASC Committee Webinar
- Conducted numerous individual phone calls with SKAL USA and SKAL USA EC members

### **February 2018 Monthly Report**

#### ***Administrative***

- Prepared the SKAL USA Presidents Webinar Meeting Details/ PP
- Registered for the Destination Capitol Hill that will take place between March 20-22 March 2018
- Reviewed the preliminary Agenda for upcoming AGM/ NCM at NASC in Playa Mujeres
- Coordinated the program content for NASC with Jane Garcia
- Wrote anniversary letters to SI Albany / SI Long Island / SI Washington DC/ SI Louisville
- Organized the Reminder notices to go out to SKAL USA Presidents and membership in general in regard to upcoming NASC/ AGM
- Approved the new SKAL USA T-shirt design proposed by ISC Holly Powers
- Follow up on the NASC Website registration issues in coordination with Holly Powers & Jane Garcia
- Approved and Issued the Press Release prepared by Dir of PR & Communications Steve Richer in regards to WECM
- Continued communication with SI in regards to recent statement on digital transformation in coordination with Skal USA EC members collaborative decision
- Created a follow up Call list for SKAL USA EC members to call clubs to remind on NASC Registration
- Follow up on SKAL USA Club Data forms in collaboration with VP of Admin Lisa Conway and other EC members
- Obituary for Klaus Billep
- Submitted letter/ invitation to Chris Thompson to accept his award during NASC
- Designed/Ordered new SKAL USA pop-up banners for the upcoming new club Launch events
- Follow up with EC members line of duties and replied to EC members and SKAL USA members emails

### ***Webinars/Meetings/ Conference Calls***

- Conference Call with VP of Membership Dave Ryan And Kate Heath in regards to SI Phoenix launch meeting
- Conducted January EC meeting on Feb 5th
- Participated in New Members Orientation organized by VP of Membership Dave Ryan
- Conference Call with Sponsorship Committee Chairman Akbar Rohanifar / Co-Chair Andres Hayes

- Met with Dir of PR & Communications Steve Richer for lunch in Atlanta and joined conference call in regards to protection of the National Parks
- Conducted various individual phone calls with SKAL USA and SKAL USA EC members

## **January 2018 Monthly Report**

### ***Administrative***

- Prepared the Annual Meetings & Events Agenda for SKAL USA EC/ SKLA USA Club Presidents/ SKAL USA Reps
- Prepared the important dates Calendar for the EC Members and posted online EC members view
- Prepared and Reviewed the VP of Admin Check List with our new VP Lis Conway
- Prepared the Committee Lists for 2018 and assigned SKAL USA EC members to each Committee and reviewed the goals for each committee with assigned Committee Chairman
- Prepared the President's Message to go out to membership
- Finalized the WECM Agenda with VP of Admin Lisa Conway
- Coordinated the WECM Program with SI RDU Board
- Wrote anniversary letters to SI Boston – 79<sup>th</sup>, SI Charlotte 5<sup>th</sup> and SI Anchorage 52<sup>nd</sup>
- Follow up on the NASC Website registration issues in coordination with the NASC Committee
- Reviewed the details of the new proposed SKAL USA – ABA Contract
- Shared the WECM 2018 Highlights/ decisions with SKAL USA Membership
- Communicated with SI in regards to recent statements issues to membership on Jan 24<sup>th</sup> and Jan 26<sup>th</sup> Based concerns addressed by several members and on decision of SKAL USA EC prepared a letter indicating question in regards to the new digital transformation project
- Replied to EC members and SKAL USA members emails

### ***Webinars/Meetings/ Conference Calls***

- Conducted January EC meeting on Jan 2<sup>nd</sup>
- Participated in Conference Call with VP of Membership Dave Ryan and Kate Heath in regards to SI Phoenix formation/ preparations of the launch meeting
- Participated in Conference Call of the Membership Team held by VP of Membership Dave Ryan
- Participated to WECM in Raleigh, NC and conducted the WECM 2018 with SKAL USA EC and conducted the installation of the new SI Raleigh Durham President Fred Platt
- Participated to SI Atlanta Meeting and conducted the installation of the new SI Atlanta President Donetta Poisson
- Conducted various individual phone calls with SKAL USA and SKAL USA EC members

In Friendship & Skal,

Burcin Turkkan

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