



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

August, 2017 Report
VP of Membership

Membership

- We are working with William Torresala from Phoenix to start the Phoenix club. I have sent him hotel contacts that I received from American Airlines with names, email addresses and phone numbers. We have a meeting planned to talk on 8/17/17.
- We still have a potential new club in Savannah, the Northeast, Naples & Fresno areas and will continue to pursue those.
- We are working on a sales plan for SKÅL USA for future growth for both membership and retention of clubs. This will be presented at our EC Board meeting on August 25.
- We had a conference call today with John Rusich, SI New York, SI Philadelphia and SI Los Angeles on the "Conditional Membership" through SI International. It looks like SI New York and SI Philadelphia is doing pretty good with their memberships but we had no response from SI Los Angeles or SI Orange Coast. We have given additional 3 spots, SI Austin, SI Nashville and SI Long Island
- We held a New Member Webinar on August 9. This webinar was very well received. We had 40 registered to attend and we had 35 that did attend. We will hold another webinar in October and December for new members. I think that this is very important to continue. Reaching out to the new members will get them vitalized about SKÅL USA and SKÅL International.
- I will be transferring my SKÅL membership from Reno to Tampa Bay in two months

Futures Committee

- I will send an update to the Futures Committee after our meeting in August

Events Attended

- SKÅL Reno – August – we had 6 new potential members come to the dinner

Monthly Phone Calls

- I have made all monthly calls to our SKÅL reps this month.
 - SI Albany – all is well in Albany. I talked with Ernie Bruno, they sent Burcin the name of the voting member for the NCM
 - SI Anchorage – Left a message for both the President and May Pigilinari. She will be the voting member for the NCM.
 - SI Arkansas – talked to Chuck Maggil. They are doing well. Would like to see SI USA get back to where people are waiting to be a member.
 - SI Atlanta – talked to Lorene Sartan . They are doing ok. We talked about how they could grow their membership. She appreciated that. They will be attending the NCM conference
 - SI Atlantic City – talked to Allan Doerr. Says the club is doing good. New potential members now that Atlantic City is coming back around. He thinks that they can get some more hotels involved. Ed Davis will be their person for the NCM

EC Conference Calls

I have attended all conference calls with EC.

Sincerely,

Toni Koster

SKÅL USA
VP of Membership