



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

April 30, 2017
VP of Membership
January – May Report

As we all know, our focus for 2017 has been Membership and Retention. It is imperative that we continue to grow our membership and show that this organization has meaning and is relevant. The following is accomplishments that we have had so far.

Membership

- A new club in Richmond, VA will be opening. This club should be up and running as of the end of June. They have approximately 15-16 members and the 5 from the folded SI Hampton Roads club. Thanks to Andres Hayes for spearheading this accomplishment. He is also going to Savannah to see if we can open a club there too
- We are working with William Torresala, SI Tucson, to open another club in Phoenix. Hopefully this will be accomplished within the next 3 or 4 months.
- We have a potential new club in Fresno, Ca, possible start more news to come on that
- We will continue to work on bringing back SI Dallas
- We sent out an incentive plan for both new members and a referral incentive for those members that are bringing in new members. This plan is growing with other destinations willing to put stays available in their markets. An email will go out to membership to ask if there are others who would like to participate. So far, we have SI Reno/Tahoe, SI Nashville, SI Myrtle Beach and SI Raleigh interested in helping with the program.
- We are working with John Rusich, SI New York, SI Philadelphia and SI Los Angeles on the "Conditional Membership" through SI International. SI International has given us 30 memberships

that we can use. SI New York - 10, SI Philadelphia - 5 and SI Los Angeles – 5. We have 10 more spots to offer other clubs in the USA.

- We are looking at another plan that has been submitted by Stephanie Abrahms of SI Boston for a similar program called “The Skäl Rising Star” program, focusing on the Young Professionals, 25-35 age group

Futures Committee

- I have been working on the “Futures Committee” roadmap. I presented to the EC, the national award program that I would like to put out to the membership. The EC chose to rename the “Member of Distinction Award” to the “The Bill Sweet Member of Distinction Award”. This will be brought before the membership for a vote at the NASC Conference. We still need to come up with a name for the National award.
- We have had 2 conference call with the Futures Committee – next one will be right after the NASC conference

Events Attended

- SKAL Reno – Jan – Feb - April Meeting, was dark Mar and May

Monthly Phone Calls

- I have made all monthly calls to our Presidents and SI USA representatives over the pasts months Las Vegas, Long Island, Los Angeles Louisville, Memphis, Miami, Myrtle Beach, Nashville, New Orleans, New York, NE Pennsylvania, Northern New Jersey, Orange County, Orlando, Philadelphia, Pittsburgh, Portland, Puerto Rico, Raleigh and Reno

EC Conference Calls

- I have attended all conference calls with EC.
- I had two conference calls for membership
- I participated in the webinar in March and June

Sincerely,

Toni Koster

Skal USA
VP of Membership