



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

Holly Powers, Skål USA President, March 2017 Monthly Report

- Conference Call with President of USTOA, Terry Dale who agreed to do a mailing to all members urging them to join. USTOA will be featured on our Website with logo and more
- Schedule to participate in Skål Orlando Installation on March 11 but was forced to cancel because of death in Family
- Wrote anniversary letters to FLL/Palm Beach club for 40th, New Orleans for 67th, Austin for 40th, Northeast PA for their 20th, Northern NJ for their 40th, Philadelphia for their 63rd, Seattle for their 63rd
- Participated in NASC Committee call with Canada, USA and Mexico
- Called all members of Skål Charlotte to find a consensus about membership and the club moving forward. Followed up with many emails and return calls. Hours were spent on trying to get this club not to fold. Trip planned to attend Board meeting and club meeting on March 21. Attended both meetings and gave officers suggestions. Feel this club will survive. Special thanks to Ian Sauer for providing complimentary room in Charlotte.
- Sent all former members of Charlotte a personal letter urging them to give the club another chance. Helped a Board Member to contact high power people in the Bermuda Skål club so he could do a story on the Island. He is a journalist with the Charlotte Newspaper specializing in travel destinations. Reaction was mixed with most saying they were going to wait until officers change next year before returning.
- Sent personal letters to members of Skål Bermuda asking them to consider coming to NASC and rejoining the process of hosting in a rotation in the future.
- Contacted Keith Hyatt and John Ruzich to suggest they consider bidding on the World Congress in 2019. They have contacted SI to see if they will accept a 7-night program and they will. The cruise will be planned with the Miami club and will feature a cruise of the Caribbean. I also asked them to consider offering a cruise for the 2019 NASC to Bermuda from New York. With personal contacts, it could be an amazing destination and event.
- Worked with Hampton Roads club to try to hold off closing. They are down to 4 or 5 members who want to continue. President says there is no hope of getting new members but is hoping a new club in Richmond can be formed and her 4 – 5 people will join that club.

- Organized meeting on March 23 with potential members in Richmond along with Andres Hayes of the Washington DC office. Met with the Mayors deputy and with an interested group who will meet on 3/30 to start process of starting a new club. Followed up with personal letter to each person that attended and offered help to the 3 people who will meet to organize the club. This is an up and coming city with lots of growth and many hotels.
- Travelled to Washington DC March 22 – 25 to meet with MGO's to discuss relationships to secure Skål is trusted voice in the industry. Met the following companies and discussed
 - Website Links
 - IPW presence and reception
 - India twinning
 - Advocacy
 - ABA, IPW, NTA presence

Met with the following organizations:

- AH&LA
- US Travel
- Brand USA
- NTA
- ABA
- National Travel and Tourism Office
- SYTA
- Sustainable Travel
- DMAI

In process of writing thank-you letters, providing overview of meeting and advising groups that Steve Richer will be their contact person. Thank you to Giselle Skillman of the Hyatt Regency in Boston who was able to provide a Friends and Family rate for me at the Hyatt Capitol Hill for \$129 per night rather than the lowest rack of \$280 per night.

- Met with Pete Pantuso, Eric and Matt at ABA to discuss our contract and how we are doing. They feel we are working well but did mention they would like to be omitted from all emails that don't pertain to them directly as it is taking a great deal of time to read everything to make sure there is no action items to complete. We discussed the NCM in August and saw the room we will be using that will work well for our needs.
- Booked World Congress online in host hotel and still trying to book air transportation and extra nights.
- Called Skål USA Reps on my list
 - Austin: Jim Reist – Want webinars and clarification in MOI on how to run a club and a meeting
 - Baltimore: Tina Comma – thanked for membership development funds that worked and club is starting to grow
 - Boise: Cheryl Perry – invited me to speak via webinar during their 3/28 meeting. Burcin will also join and go over the new website
 - Boston: could not reach Dan Donahue but called Mike Cataldo. Said that club is up to 168 members and growing again with new younger members. Will help with names of contacts for new So. New England club. Carrie Campbell and Dan Donahue will attend NASC.
 - Central PA : Jay Harry – loved the calls and thought we were working hard but upset that Toronto cost is 13.5% higher than stated as tax is in the fine print. I sent Denis Smith asking why.

Will participate in the Boise meeting via webinar on March 28 at 9 PM EST. Will give the Skål Toast and then go over updates and discuss NASC and the NCM in August and inviting all members to participate. Burcin will join the call and go over the website.

Been invited to Hawaii for their 65 Anniversary on May 26 and also the New York Clubs Past Presidents luncheon on May 24.



Skål USA Presidents Monthly Report – April 2017

- Hosted the Executive Committee monthly call on April 3
- Wrote and sent anniversary letters to Hawaii, Arkansas, Atlanta, New York, Puerto Rico and Tucson
- Advised Skål Orlando that the Skål USA Executive Committee approved their by-law changes if made Finance position a VP and not Director
- Wrote letter of condolences for members who have passed away from Albany, Tampa and Colorado clubs and sent to membership
- Wrote to Presidents and Skål USA Reps with information on NASC and urged them to book.
- Wrote to Presidents and Skål USA Reps with history of Skål International
- Sent membership letter advising 83rd birthday of Skål International and included history
- Made 5 calls to club Presidents: Charlotte, Chicago, Colorado, Columbus and Ft. Lauderdale. Call details attached. All Presidents said they enjoyed the calls and felt our communication was the best it has ever been.
- Participated in NASC monthly call with Canada, Mexico and Toronto Committee
- Advised Thomas White, SI Orlando and Carlos Banks, SI Ft. Lauderdale/Palm Beaches that they had been nominated by the Executive Committee for the “member of Distinction” Award to be voted on by the membership during the AGM at NASC. Compiled Skål resume for both Tom and Carlos to be posted and sent to delegates attending NASC.
- Attended Skål Boston Board and luncheon on April 20 and discussed NASC and twinning with a club from India. Boston will send 2 delegates to NASC and are not sure if they will attend the World Congress. They might give vote to me to carry. TBA
- Discussed contact for a new Southern New England Club with Mike Cataldo of the Boston club who will forward names and contact information
- Discussed Richmond Club progress with Andres Hayes who said the group will meet by end of April with the club potential start in June. I suggested that with SI President being in town for IPW it would be great if we could get this club up and running during that week.

- Finalized plans to attend a special meeting of the Northern NJ, Atlantic City, Central Pa and Philadelphia club on May 18. Air ticket \$237 and staying with Jim and Roberta Dwyer. Great opportunity to visit 4 clubs for very minimal expense
- Finalized plans to attend Skål NY Presidents Luncheon on May 24. Air ticket complimentary and staying comp at Hyatt Centric Time Square (Thanks Phil Stamm)
- Last week of April recovering from surgery.



Skål USA Presidents Monthly Report: May 2017

- Hosted Executive Committee meeting on Monday, May 8
- Wrote personalized letters to the following clubs celebrating anniversary's
 - SI Atlantic City - 25 years
 - SI Kansas City - 68 years
 - SI San Jose – 24 years
- Ordered new Mission Statement Banner for NASC
- Updated Club Presidents, Skål USA Reps and voting delegates to NASC and urged the following clubs to send delegates
 - Puerto Rico
 - Portland
 - Los Angeles
 - Miami
 - San Jose
- Made May calls to Skål USA Representatives. Was unable to reach Jacksonville after repeated calls and email and Hampton Roads is now a disbanded club but we were able to save 6 members that have become Active Individual Members and are hoping to become members of a club to form in Richmond. The calls were successfully made as follows:
 - Dave Leck – SI Ft Worth – looking forward to NASC for the first time as in-fighting and bad politics ruined it for him in the past. Clubs need to change and go toward younger members and their ideas to survive.
 - Hawaii – Doug Okada – enjoy the calls from the EC. Hawaii club doing well. Just completed yearly raffle and are waiting on results. Planning a golf outing for October. Happy with results of EC and the improved communication. Looking forward to Hawaii 65th anniversary and attending NASC.
 - Kansas City – Ken Hamm – thankful for calls and better communication. Working to get younger people into club but growing overall. Looking forward to NASC and no drama.
 - Jacksonville – Martha McClintock, called every day May 1 – 11 but only got voice mail. Sent email on May 11 and got reply that was very busy season and did not have time to talk.
 - Hampton Roads – club closed
- Working closely with Andres Hayes, VP SI Washington DC to establish the first new club in the USA in 17 years. Met with group in early March and they have taken the challenge to start a new club that should be up and running by the end of June. Officers have been chosen, By-laws written and invitations to join sent out and new members have sent in dues. In the next few weeks a bank account will be opened and club application will be sent to Spain for approval. A great thank you to Andres Hayes for doing such a tremendous job to establish this club. Andres is now working with a group in Savannah to see if we can establish a new club in that city.

- Reached out to a group of travel professionals in Providence and Newport, RI to discuss the possibility of starting a new Skål club. Will meet with these people at IPW to follow up the conversation.
- Discussed NASC protocol with Carlos Banks and referred SI Canada to Carlos for help with protocol for opening ceremony. Thank you, Carlos.
- Participated in NASC committee call with Canada and Mexico to finalize RFP for future NASC. This will be sent to all club after our next meeting in Toronto.
- Worked with Alton Hayes on 2018 budget proposals.
- Updated NASC – AGM and NCM agendas
- Wrote and submitted By-Law change for Member of Distinction Award name change
- Wrote and submitted By-law change/clarification for \$500 AGM credit
- Wrote and submitted suggested By-Law change for SI to adopt to allow members with lapsed membership to come back without paying past dues or another initiation fee. If passed by Skål USA members it will be sent to Skål International for consideration.
- Participated in the joint meeting of the Norther NJ, Philadelphia, Atlantic City and Central PA in Princeton, NJ. Meeting also attended by Keith Hyatt, President of SI NYC. A great time was had by all. It was my pleasure to participate.
- Jim Dwyer and I met with Ed Davis and Allan Doer of the Atlantic City club to address questions from past meeting minutes in order not to spend time on them during the AGM. An open discussion followed and action taken. Thanked Ed and Allen for asking as “I can fix what I know and can’t fix what I don’t know.
- Attended SI New York Past Presidents luncheon
- Worked on plans for attending IPW and the SI Washington IPW event on June 5. President David Fisher was to participate but because of a problem obtaining a travel visa to the US, Steve Richer, Skål USA Director Public Relations and Communications and I will represent Skål at IPW and the Washington event. Steve and I will identify locations where there is a possibility of starting new clubs and focus on those delegates.
- Continue to work our relationship with NGO’s to help build stronger relevance for Skål USA