



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

**March 27, 2017**  
**VP of Administration – SKAL International USA**  
**March Monthly Report**

**Administrative Duties;**

- Coordinated the NASC Booking for the EC members with SKAL Canada NASC Committee
- Coordinated the SI World Congress room blocking for SKAL USA EC
- Coordinated the collection of the monthly call reports from EC members
- Organized, participated and ran the President's Webinar that took place on March 15, 2017
- Assisted SI Atlanta with their Membership Development fund application
- Reviewed the Clubs records for the SKAL USA Club of the Year Elimination and contacted the Clubs who qualified as SKAL Club of the Year Nominee and invited them to send their presentations
- Reviewed the Quarterly Newsletter before submission for membership for edits.
- Preparing EC meeting Agenda
- Responding to individually submitted various questions/ assistance requests of SKAL USA members
- Membership Letter in regards to NASC Preparations for participating clubs/ delegates including deadlines is prepared and submitted to membership

**Overseeing the activities of the Director of PR/ Communications and website;**

- Participated in the Website Committee Meeting on March 8 to assist the new Committee with the goals for 2017
- Been in contact with the webmaster for new page creations and information additions on followings;
  - o Addition of content for Members at A Glance page
  - o Creation on new page per EC decision; Spotlight Member SKAL USA
  - o Submitting/Following up with the Web Committee based on requests coming from EC members or SKAL USA Club Officers for edits/ changes

**Committee Involvements;**

- **NASC Committee**; participated to webinar meeting on March 16
- Prepared Survey questions to go out to SKAL CAN and USA
- **Sponsorship/ Advertisement Committee**
  - o The committee is not working on the preparation of the Media Kit including the sponsorship/ advertisement opportunities within SKAL USA tools (website/ phone app/ newsletter etc) to be presented to targeted potential sponsors.
  - o By April the committee will finalize the media kit and start sending it out to sponsors

**Calls/ Webinars and Other Activities;**

- Participated to monthly EC Meeting Webinar on March 6, 2017
- Participated in NASC Committee monthly meeting Webinar on March 16
- Organized/ facilitated the webinar with SI Boise on March 28<sup>th</sup> evening at 9.00 pm US EST with President Holly; presented the new website to SI Boise members during the live connection

- Attended SI Atlanta Membership Drive event on March 30<sup>th</sup>; conducted a presentation about SKAL International and SKAL USA
- Conducted calls to SKAL USA reps on my monthly assigned list was able to speak to followings;
  - o SI Forth Worth
  - o SI Hawaii
  - o SI Kansas city
  - o SI Jacksonville SKAL USA Rep was not able to speak to me; I made 3 calls and sent two text messages was advised to call next week so I will follow up

Respectfully Submitted by,

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**April 30, 2017**

**VP of Administration – SKAL International USA**

**April Monthly Report**

**Administrative Duties;**

- Continued with Coordination of the NASC Booking for the EC members with SKAL Canada -NASC Committee
- AGM / NCM agenda's prepared and submitted on April 19
- Coordination of the NASC Items with President and SKAL USA Admin for the meetings
- Monthly EC Meeting agenda
- Save the date information submitted for clubs for the Presidents Webinar II for June 1<sup>st</sup> 2017
- Responding to individually submitted various questions/ assistance requests of SKAL USA members
- Membership Letter in regards to AGM/ NCM Voting sent to clubs/ delegates
- Reactivation of SI Phoenix request that came from SKAL Atlanta Past president William Torresala who is now living in Phoenix is submitted to VP of Membership Toni Koster after collecting initial information on the Club's closing down several years back.

**Overseeing the activities of the Director of PR/ Communications and website;**

- Submitted the Press Release #2 for release to PR Newswire which was prepared by Steve Richer
- Article of the Month; options coordinated with some SKAL USA members to be posted
- Creation of online submission for Club Data Form discussed with the Webmaster; pending project price

**Club Visits;**

- April 18 - SI Austin; attended their monthly dinner event where there was a group of 25 members/ guests; presented the new website and answered questions on website and other Skål USA activities.
- April 29- SI Atlanta; attended the annual SI Atlanta Auction event with 13 guests

**Committee Involvements;**

- NASC Survey prepared and submitted to membership in coordination with SKAL Canada and SKAL Mexico
- **Sponsorship/ Advertisement Committee**
  - o The committee held a conference all on April 24, 2017 with 7 out of 10 members of the committee

***Topics Discussed at the Committee meeting;***

- 1- Review of the Media Kit prepared by Marcelo Mattos;
  - Each Committee member was invited to review and express thoughts on the Media Kit prepared; following suggestions made;
  - Adding potential benefits to the advertisers; better description of the Audience that will be reached through advertisement
  - Offering samples of the placement of the add on newsletter and/or website

- Offering better description of size/ pricing
- Offering bundle/ discount for companies if they advertise on both platforms offered
- Revise the content of SKAL/ SKAL USA description with up to date details
- Review of spelling and grammar

**2- Target Group to send out the Media Kit as soon as it is finalized with revisions; What should be the starting point to get fastest results**

*The followings have been recommended by the Committee members on the call;*

- Send out the Media Kit to SKAL USA membership first;
  - o Some of them may already be advertising on the local club level on directories
  - o They can present this to the company they are working for
  - o They can send it out to their business network; interested advertisers that they already know
- Review the vendors/ service companies like Travel Guard
- Review major industry magazines/ other organizations websites to see the major advertisers and add them to the target list

**Next Steps/ Action for the Committee;**

- Revision of the Media Kit following above listed recommendations
- Sending it out to final review of the Committee Members
- After Committee final review sending it out to SKAL USA membership first inviting them to be involved in reaching out to advertisers in their own network
- Meantime following recommendations of the Committee on Number 2# above; sourcing out existing/repeat advertisers in the industry and sending them the media kit

**Next Committee Meeting will cover following topics;**

- o Review of the final version of the Media Kit
- o Discussing the use of the income generated; The committee members will make suggestions on how the income generated will be used towards the benefit of the SKAL USA and the membership. The suggestions gathered will be presented to the SKAL USA EC as recommendations.
- o The identification of the areas where the funds will be used will be key in getting the membership interest in assisting the committee with generating advertisers.
- o By April the committee will finalize the media kit and start sending it out to sponsors

**Calls/ Webinars and Other Activities;**

- Participated to monthly EC Meeting Webinar on April 5, 2017
- Conducted calls to SKAL USA reps on my monthly assigned list was able to speak to followings; the calls went very well; The Club Presidents I was able to speak were very pleased with the call; we talked about the new website/ answered questions about it; we discussed the upcoming NASC and the World Congress. Answered further questions on administrative topics.

SI Las Vegas	Ann Parsons – left a VM not returned call yet
SI Long Island	Donald Raad
SI Los Angeles	Stanton Jones
SI Louisville	Diedra Speight
SI Memphis	Jeff Crowe – left a VM not returned call yet

Respectfully Submitted by,  
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 VP of Administration / Skål International USA



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**May 30, 2017**

**VP of Administration – SKAL International USA  
May Monthly Report**

**Administrative Duties;**

- Continued Coordination of the NASC Booking/ Meeting details for SKAL USA Delegation / AGM-NCM with SKAL Canada -NASC Committee and host hotel
- Final AGM / NCM agenda's prepared and submitted on May 19
- Coordination of the NASC Items with President and SKAL USA Admin for the meetings
- Monthly EC Meeting agenda
- Presidents Webinar II Agenda Prepared/ Submitted for June 1<sup>st</sup> 2017
- Responding to individually submitted various questions/ assistance requests of SKAL USA members
- Membership Letter in regards to AGM/ NCM Voting sent to club presidents/ delegates confirming their voting delegate and deceased members since June 2016

**Overseeing the activities of the Director of PR/ Communications and website;**

- Contacted various clubs/ members for possible Article of the Month section and on May 14 issued first one
- Follow up with the Website Committee on Club Locator
- New Blog Topic set up; Evolution of Information Technology for members discussion

**Club Visits;**

- May 25<sup>th</sup> SI Atlanta May Meeting

**Committee Involvements;**

- NASC Survey Analysis completed and shared with NASC Committee
- Participated in NASC Committee Meeting Conference Call on May 16<sup>th</sup>
- Sponsorship/ Advertisement Committee
  - o The committee communicated in writing to finalize the Media Kit based on previous months conference call meeting targeted to go out first week of June 2017.
  - o The Media Kit ready to be sent out to membership
  - o The Committee recommends the EC to discuss/ consider giving back % to Clubs those who generate/refer Advertisement to SKAL USA website.

**Calls/ Webinars and Other Activities;**

- Participated to monthly EC Meeting Webinar on May 8<sup>th</sup> , 2017
- Conducted calls to SKAL USA reps on my monthly assigned list; was able to speak to Clubs listed below in list ; the calls went very well; The Club Presidents I was able to speak were very pleased with the call; we talked about the new website/ NASC/ World Congress answered questions about it. Answered further questions on administrative topics.

<b>Miami</b>	<b>Jerry-Max Theophil</b>
<b>Myrtle Beach</b>	<b>David Nelson – left a VM</b>
<b>Nashville</b>	<b>Donald Hartley</b>
<b>New Orleans</b>	<b>Brett Bares – NA</b>
<b>New York</b>	<b>Keith Hyatt</b>

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