



## Skål USA Monthly Report – Jim Dwyer

January 2018

### Visits

1. Philadelphia – Attended their Installation meeting Jan. 23
2. Northern New Jersey – Attended their Installation Jan. 9
3. Attended the Winter EC meeting in Raleigh Jan. 18-20

### Projects

#### Skål USA Social Media

1. **Contacted Rafael Millan Skål Mexico City and Jean-Francois Cote Skål Quebec to prepare a short bilingual video for NASC. I intend to post it on our website and various social media sites.**
2. **Will have our first conference call Thursday, Feb.1. Members of the committee include Kathy Hernandez, Marcelo Mattos, Paul Dhadda, Troy Lambert-Zaffino and Amy Bendekovits. The latter two are Young Skål Professionals who have belonged for a few years and are passionate about Skål.**
3. **Our goal will be to engage and attract current and potential members**
4. **Use the Skål USA Youtube channel and Facebook to livestream, post videos and podcasts highlighting members and events.**
5. **Create fun activities for both our members and Skål worldwide.**

### Membership Activity

This is the time of year when clubs are finalizing their rosters. There should be an initial drop in numbers but the “late” payers can be added without penalty.

I try to keep clubs aware of meetings in their regional area and encourage guests.

Skål Northern New Jersey will travel to Portugal in April to meet with Skål Porto and have a membership development meeting which hopefully will benefit both clubs. There is a large Portuguese population in Northern New Jersey.

I’ve asked various clubs to fill out their Skål USA database form and to advise me of any significant rise or fall in their membership numbers.

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February 2018

### Visits

4. Northern New Jersey – attended monthly meeting Feb. 9

### Skål USA Social Media

6. President Burcin Turkkan and Rafael Millan Skål Mexico City have submitted videos to be posted on Social Media promoting NASC in Mexico in May. I'm waiting for Jean-Francois Cote of Skål Quebec to submit his video.
7. Our Social Media conference call was Thursday, Feb.1. Members of the committee include Kathy Hernandez, Marcelo Mattos, Paul Dhadda, Troy Lambert-Zaffino and Amy Bendekovits. We had many suggestions and Paul Dhadda posted a suggestion sheet on Google Plus so anyone on the committee can share with the group.
8. I have been trying to create more interest in NASC and also for our 2019 World Cruise on Royal Caribbean with a few significant posts about the ship and one notable post with Steve Richer and Adam Goldstein, President and COO of Royal Caribbean. I posted this photo on various sites and sent it in messages to four RC BDMs and suggested they join Skål to promote the cruise.

### Membership Activity

Unfortunately I haven't heard from Jeff Penner from Oklahoma City. I've emailed and sent him messages via LinkedIn but nothing to date. I will try to contact other former members of Skål OKC

Sadly the overall membership has dropped again but may bounce back once all the dues are paid.

Skål Baltimore will celebrate their 60<sup>th</sup> anniversary on March 15 and I hope to attend the meeting

I've made arrangements to meet Dave Ryan in Fresno and Phoenix to help him open new clubs in both places. I'm flying to Sacramento on March 6, driving with Dave to Fresno on March 7, flying from Fresno to Phoenix on March 8 and flying back to Newark on March 9.

I constantly spread the word about meetings when I'm contacted. I would encourage all clubs to either contact me with their meeting notices or post them on Skål International USA. That way I can share not only on Facebook but other social media platforms like LinkedIn, Twitter and Instagram.

I mentioned in some emails that Skål Northern New Jersey had a great meeting on Feb. 9 which was attended by 16 members and 14 guests. One of the guests filled out her application at the meeting and she has been approved. Two others took applications with them and are considering joining as well.

## **Skål USA Monthly Report – Jim Dwyer**

**March 2018**

### **Visits**

1. March 7 - Attended membership development meeting for Skål Central California
2. March 8 – attended membership development meeting for Skål Valley of the Sun
3. March 14 - Northern New Jersey

### **Skål USA Social Media**

9. Currently working on a membership ad for Facebook and other social media
10. Concentrating on posting more on LinkedIn and adding more members and potential members to our Skål USA site.

### **Membership Activity**

I flew to Sacramento on March 6 to meet Dave Ryan. We drove to Fresno on March 7<sup>th</sup> to meet with Jackie Cross, who organized the membership development meeting. The meeting at Fresno Airport had a very good turnout with over 25 potential members. Several members of San Francisco, San Jose and Sacramento also attended.

On March 8 Dave and I flew to Phoenix where we met with Kate Heath who organized the membership development meeting for Skål Valley of the Sun (name suggested by Arthur Allis). There was another great turnout which included Skål Tucson members Tom Moulton and Art Allis.

Both clubs have April meetings planned and have collected several applications.

Subsequently, I've asked both Jackie and Kate to send me completed membership applications which I submit as Active Individual members until each club is "official".

Jim Dwyer  
Director of Membership  
1st Quarter 2018 Report

### **Visits**

Northern NJ Jan, Feb, Mar  
New York Jan  
Philadelphia Jan  
Fresno March 7 startup dinner  
Phoenix March 8 startup dinner

### **Membership**

I flew to Sacramento on March 6 to meet with Dave Ryan. On the 7th we drove to Fresno to meet with Jackie Cross who is spearheading the proposed Fresno club which will be called Skäl Central California. There were approx. 26 potential members there as well as Skäl members from San Jose, San Francisco and Sacramento. On Thursday we flew to Phoenix and met with Kate Heath who organized the startup meeting there. They plan to call the club Skäl Valley of the Sun. Like Fresno there were 26 potential members present as well as Tom Moulton and Arthur Allis from Skäl Tucson. Both events were marked by enthusiasm and great interest.

Since then I have been gathering names and applications from Jackie and Kate and completing the online applications and submitting them as Active Individual members until their clubs become official.

In addition to these clubs I have spoken with Ken Walles of Skäl Long Island about a possible new club in the Hamptons. And also with Skäl AC member Donna Carlin about a Skäl club on the Jersey Shore about 50 miles north of Atlantic City.

### **Social Media**

My Facebook Skäl Toast Challenge ended in March with over 60 clubs worldwide participating. I just met with Skäl Porto and Skäl Girona who also filmed and posted their toast.

I have been constantly posting upcoming meeting and special events on Facebook, LinkedIn, Twitter and Instagram. These include major events like NASC, Skäl Congress in Mombasa and Skäl New York 80th which will be attended by SI President Susanna Safari and SI CEO Daniela Otero.

I constantly work with and help other clubs with their postings and with our websites. I just met with Eric Hoffman, a New Jersey native who is with Skäl Girona. He and his wife, Amber, are bloggers and social media experts. Eric said he would send me some webinars he had done on Social Media.