

675 North Washington Street, Suite 490
Alexandria, VA 22314

26 January 2015

Dear Region I Skalleagues:

It is a pleasure to ask for your consideration of my candidacy to fill the unexpired term of Region I Vice President, vacated due to the election of Ed Davis to the position of SIUSA Vice President-Finance.

As a veteran of more than twenty five years in Skal in clubs in three different regions, it will be possible for me to bring a national perspective, new ideas, and creative enthusiasm to the SIUSA board.

My involvement in Skal has been different than many others who have advanced in the organization by going through the various chairs. The highlights in my Skal career have been organizing a new club in Atlantic City, recruiting members, and finding big ideas to improve the organization.

Right now, my focus is in organizing a Skal event at IPW in Orlando and then looking at other Washington DC based national organizations to see if their leaders, either in our club now or prospective members, could also be encouraged to host Skal events at other national and international tourism conferences. The idea would be to raise the national visibility for Skal through such efforts.

Another project receiving my attention is the Washington DC Club's support to help organize a new club in Addis Ababa, the capital of Ethiopia. One of my recruited members, tour operator Yohannes Zeleke, has strong ties to his home country and is working with us on this. It is interesting to note that Ethiopian Ambassador Girma Birru has attended several of our meetings, hosted a club dinner at the embassy, and is considering membership, as his office is coordinating tourism marketing for Ethiopia in the United States.

This approach to Skal on a national level will result in a new voice focused on results, program enhancements, and improving the desirability of affiliating with Skal throughout the United States. I am aware of the issues and want to make a contribution which will help build more support for the work of the SIUSA board.

Thank you for your consideration. I would be honored to have the vote of your club.

Steve Richer