



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

Quarterly Report, First Quarter 2018

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Media Relations. Press releases were produced on the new Skål USA Executive Committee and its goals for the year, growth of new clubs, and positions on travel industry issues in conjunction with Destination Capitol Hill. In addition, pieces were prepared for various Skål internal publications, including Skål Magazine, the Skål International Newsletter, and Journeys, the Skål USA newsletter on the subjects previously cited, Destination Capitol Hill, and feature stories on Skål USA members for Skål Magazine.

Advocacy. Skål USA focused on the key issues of freedom to travel with security and preservation of cultural, historic, and environmental tourism sites. The Skål USA Advocacy Committee had a telephone conference call and will continue support for public private partnerships at national parks, the continuation of Brand USA, investment in needed national transportation infrastructure, and expansion of visa waiver countries, as part of freedom to travel. The Advocacy Committee will be asking individual Skalleagues for input on key issues to advocate, in addition to those already identified.

Industry Relations. Once again, it was possible to acquire three registrations for IPW, the huge international trade show operated by industry leader, US Travel. President Burcin Turkkan, Vice President—Membership Dave Ryan, and I will be in Denver in May working on strengthening existing clubs and identifying individuals interested in new clubs.

National Tourism Leadership Award. A proposal to create this recognition was made, criteria provided, and an Executive Committee decision was rendered to establish this award after recommendations from this office. Christopher Thompson, President and CEO, Brand USA, is the first recipient. Chris, a Washington Skalleague, will be present at the North American Skål Congress to receive the award and deliver two addresses.



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Membership Development. This office recommended the use of Active Individual Membership as a tool to identify new club builders who qualify with a minimum of thirty prospects to be offered an opportunity to become Skalleagues immediately, as long as they commit to form a new club within a year. The Executive Committee adopted the procedure and awarded the first two AIM affiliations to organizers in California and Arizona.

Meeting Participation. This office attended the Winter Executive Committee Meeting in Raleigh, various club meetings in Washington, and Destination Capitol Hill, at which the responsibility to organize related meetings for visiting President Burcin Turkkan was part of the assignment. It was possible to do many of the liaison meetings at the event itself, while other opportunities (including speaking at Skal Washington) were altered due to a snow storm.

Looking forward to seeing Skalleagues in a few days in Playa Mujeres, Mexico!

Thank you.

Skal!