

**Skål USA Executive Committee Winter Meeting**  
**Hotel Commonwealth, Boston, MA**  
**Meeting Agenda**  
**Friday, January 18, 2019 at 9AM**

Type of Meeting: Winter Meeting  
Meeting Facilitator: Lisa Conway, President  
Invitees: Skål USA Executive Committee and Observers

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Call to order - President Lisa Conway

Skål Toast lead by President Lisa Conway

Roll call – Vice President Administration, Jim Dwyer

**President’s Welcome – Lisa Conway**

- Introduction of 2019 SI President Lavonne Wittmann
- Introduction of 2019 Executive Committee
- Introduction of 2018 President Burcin Turkkan
- Introduction of Observers

**2018 Presidential Review – Past President Burcin Turkkan**

**Approval of “Consent Agenda” of Executive Committee 2018 Reports - Lisa Conway**

- VP of Administration- Lisa Conway
- International Skål Councilor – Holly Powers
- VP of Membership – Dave Ryan
- Membership Director – Jim Dwyer
- Membership Director – Richard Scinta
- Director of PR/ Communications & Website – Steve Richer
- Approval of minutes and Financials from Dec 4, 2018 EC Webinar Meeting
- Nov 30 2018 Financial Report

**President – Lisa Conway**

- Housekeeping
  - Monthly EC Calls
  - Monthly Webinars for Presidents/SKAL USA Reps
  - Monthly Calls to Presidents.
- Goals for 2019
  - Membership Growth & Retention
  - Member Engagement

**Financial Report – Alton Hagen**

- 2018 End of Year P&L vs. 2018 Budget
- Outstanding Accounts Receivable
- Cost of New Member Acquisition – Pros & Cons

**VP Admin – Jim Dwyer**

- Status of Data Form

**ISC Report – Holly Powers**

- FVF Update
- ISC Update

**Membership – Dave Ryan**

- Update on new clubs
- Funding for New Club Kickoff Events
- Discussion regarding “troubled” clubs

**PR & Communications – Tom Moulton**

- Strategic Plan for PR & Communications
- Strategic Plan for Social Media
- Newsletter

**Other Business**

- NASC Hawaii Update
- World Congress Update
- Club Fundraising for NASC
- Rebound TAG Proposal
- WEC 2020 – date change
- Tourism Cares for Puerto Rico – May 8-10, 2019
- Destination Capitol Hill – April 10-11, 2019

**Adjourn**