

NAASC
Minutes prepared by ISC Cyndi Golden
June 11, 2016
Boise, ID

President John Mavros welcomed all delegates. He hung a banner and referred to it: Rule #1 Have Fun. Rule #2 Refer to Rule #1. Remembrance of the Skai Members that have passed away this past year:

Robert Aggard-SI Orlando
Wes Hallford-SII New Orleans
Roland Mahen-SI New Orleans
Nancy Teraputo-SI Long Island
Carl Bryant-SI Columbus
Emanuel Harrington-SI Los Angeles
Sheila Hamon-SI San Francisco
Charles Jones-SI N. Pacific
Dick Knorpp-SI Washington DC
Duncan Jones-SI Orlando
Jack Matt Parrish-SI Hampton Roads
John McCall-SI Chicago
Don Reynolds-SI New York
David Smith-SI Boston
Paul Simons-SI New Orleans

Holly Powers, VP-Admin took roll call: Club Present and Accounted for:

Albany, Anchorage, Arkansas, Atlanta, Atlantic City, Austin, Baltimore, Boise, Boston, Central PA, Charlotte, Chicago, Colorado, Columbus, Dallas, Fort Lauderdale-Palm Beaches, Fort Worth, Hawaii, Kansas City, Las Vegas, Long Island, Los Angeles, Louisville, Memphis, Miami, Myrtle Beach, Nashville, New Orleans, New York, Northeast PA, Northern New Jersey, Orange Coast, Orlando, Philadelphia, Pittsburg, Puerto Rico, Raleigh, Reno, Sacramento, San Francisco, San Jose, Seattle, Tampa, Tucson and Washing DC.

Clubs not attending: Connecticut, Hampton Roads, Jacksonville, Portland and Santa Fe.

45 Clubs attending, 6 with 2 votes for a total of 51. On issues requiring 50%, it will take 27 votes to pass. On issues requiring 2/3 votes it will take 34 votes.

We also have 2 Auditors present: Art Allis, Senior Auditor and Anita Peck. Anita paid her own way to attend.

John Mavros asked that we accept the minutes from the NCM held in Las Vegas that have been posted on the SIUSA Website for quite some time.

Carlos Banks, SI Ft Lauderdale/Palm Beaches motioned to approve the minutes as posted. Jim Reist, SI Austin 2nd. Motion passed unanimously.

John Invited Past President Martha McClintock to the podium.

Martha welcomed the delegates and board and Past President of Skai International, Salih Cene. She made mention that President Nigel was not in attendance.

It has been an honor and a privilege to serve as your 2015 SIUSA President. The year began with many challenges. The 2015 Board was asked by the membership, (in Boston at the Winter Board Meeting), to outline a Roadmap of a 3-year plan.

- 1) Better accountability of funds
- 2) Increased communication
- 3) Higher visibility among industry peers
- 4) Transparency

Results: Finances in 2015 fared well with 29,000+ remaining that was not spent from the 2015 budget and 25,000+ in savings. The SI Account Euros Afax secured. The Board invested your money wisely, as instructed in the Rivera Maya. 250,000 in (3) CD's, yielding 2,256.00.

CBoss and RedStone Credit Card Program to accept credit cards was implemented. A new travel policy for Regional VP's was put into place determining when they can travel and how far out to save money.

Active new members in 2015 was 297. We loss some members and some clubs but the net gain in 2015 was 36 new members.

Membership Committee implemented a welcome letter from the President to every new member that offered pertinent information and officers contacts, along with how to navigate the website. Five clubs made use of the membership funds available: Tampa, Atlantic City, Colorado,

Boise and Baltimore. Colorado hosted Martha to come to their event. She was skyped in to the Boise drive and Dave Ryan was present at the event, which was a savings to SIUSA.

You asked that SIUSA promote through tradeshows. We attended: IPW, ASTA, IMEX, OMCA and ABA generating 170 leads that were distributed to the RVP's to follow up on. SI Washington DC-Steve Richer met with Brand USA and USTA with opportunities to grow membership. We implemented a partnership with Tourism Cares for more community involvement and sponsorship.

We put out (4) quarterly Newsletters, quarterly conference calls to Presidents and quarterly conference calls to SIUSA Rep's. We made changes to the Website. All the officers were added. We purchased Constant Contact. We conducted a membership survey.

For education, we held webinars on PR, selling to Millennials, and how to attract Young Skal. We held a Young Skal Symposium at the NCM, Las Vegas. I want to give special thanks to the MGM Grand for providing a back of the house tour for the Young Skal. Created a YS Communication, YS Survey, YS Facebook Page and the Criteria for the YS of the Year Award.

I would like to recognize SI-Tucson and SI-Fort Lauderdale, Palm Beaches for winning 3rd place at World Congress for Club of the Year. I would also like to recognize Long Island for the Silver Award for most increased membership. I encourage you to take some notes from these clubs.

In 2015, we grew membership through increased awareness with the help of clubs, SIUSA and SI funding. We invested wisely with a profitable return. We only spent 39% of the travel budget for expenses of the Board. Provided better communication to the members with relevant education opportunities. It was a busy year and we couldn't have done it without the help of many individuals, clubs and a Board that worked tirelessly as a team for you. I want to thank the 2015 Board for all that you did and I am very grateful to have served with you. I would like to close with a saying from H.E. Leacock: No one can whistle a symphony; it takes a whole orchestra to play it.

I thank you all for the opportunity to serve you.

Can Ken Walls come forward? I would like to present my presidential tile for 3rd highest in new membership.

Can Cheryl from Boise please come forward? Presented presidential Banner and Tile and thanked for all You and Boise have done.

John Mavros thanked Martha and thanked the 2015 Board. John then said that (2) clubs were up for SIUSA Club of the Year. Fort Lauderdale, Palm Beaches and Long Island. Holly announced that the judges were John, Cyndi and herself, all acting independently of each other and voting anonymously. John announces the SIUSA Club of the Year-Fort Lauderdale, Palm Beaches. Plague presented to Carlos Banks. Carlos thanked the Board, and commented that many clubs missed the criteria by "that much," in some cases just one item. He would like to encourage more clubs to get involved this year.

John Mavros asked Alton Hagen, VP of Finance to give his financial report.

Skal International USA 2016 SIUSA Budget

2016 Budget approved during the NCM in Las Vegas is attached.

P & L Available on the SIUSA Website. File too big to fit into this document.

Alton stated that at the Thursday's Board Meeting a question was asked regarding where the SIUSA funds from the sale of jewelry donated to the FVF appeared on the P & L. Alton explained it is under miscellaneous expenses on the P & L. That credit has not been posted but will be posted by the end of the year due to a 45.00 per transaction fee there is an agreement amongst SI and SIUSA to just do one transfer at the end of the year. Ed Davis explained that Wells Fargo can do the transaction without fees.

Alton asked anyone with questions feel free to call him directly at any time. Recognize Art Allis for condensed report assistance issues. The 2017 Budget is based on historical information, not anticipated revenue. Using Carlos Banks year by year membership analysis we have lost an average of .5% per year since 1999, in membership. Projecting a shortfall of 13K in membership revenue in the Jan-May 2016 P & L. SIUSA membership dues Jan-May 2015 were 144,810 Jan-May 2016 dues are 139,972, and note that 95% of due revenue happens in the 1st quarter of the year. But only 47% of expenses are posted. SI facing the same issue as SIUSA down 1100 members and 22 clubs. In 2000, we had 3300 members and now we have 2100 which is down 34% and the SIUSA budget is based on downward trend. We have to manage too actual. 2017 is based on decline expected. The P & L and proposed 2017 budget are based on 2015 actual.

Tom White-SI Orlando questioned amount of revenue from membership dues and the travel and meeting expense of 40% of dues by individual officer based on history of the last three years. Then Gramm Mosley-SI Chicago said he needs the membership revenue shown by number of members, and by category to compare to previous years. Alton agreed to get that information for the delegates. John Mavros added that this is not a pie in the sky budget, Alton is running this like a business and being realistic.

Carlos Banks-SI Fort Lauderdale, Palm Beaches stated that we needed to note that a lot of the past board members donated a lot of time, miles and dollars and didn't charge the organization. That should be factored in.

Alton complimented the 2015 Board on control of expenses. Joanne Ford-SI Nashville had a question on expenses. Under Other Expenses what is the 1000.00 for? Alton said that is a line for items reimbursed by clubs, such as Travelers Ins.

Ken Walls-SI Long Island, stated this is a very negative presentation. It is depressing, sounds like we should just close up shop. Need to drive membership and turn this around.

Toni Koster-SI Reno stated you are increasing the VP's by 1000.00 and the President by 3000.00. Why budget more expenses when revenues are down? Alton stated that 40% of Revenue for travel is the cap. Toni said she did not think it was a realistic budget with the proposed changes to eliminate the RVP's, there should be another budget presented. This doesn't do us any good.

Alton: this budget wasn't based on proposed changes and won't be until the changes are approved. When that happens he will present a new budget.

Jim Reist-SI Austin, would like to see emphasized budget based on 5% growth to encourage members, as this is where we could be with just 5% growth-something to shoot for and maybe offer an incentive back to clubs for doing so.

Ed Davis-SI Atlantic City, in 2015, 22,050 above that number at the end of the year. Referring to 2013, 68.1% travel expense, 2014 54.58%, 2015 39.54% and you are proposing 67.8% in 2016. And according to the website, some of the expenses from the 1st quarter are not even reported yet. Alton restates, budget is 40% Travel. Ed states, not including World Congress, Special Events, and says it is 92K increase for 2017. Bob Burke asked us in Las Vegas to reduce the travel cost. Ed wants reduction made. Then he states that the 2017 budget was already approved by the membership in Las Vegas. Alton states he thinks that it was proposed rather than approved. Carlos Banks-SI Fort Lauderdale, Palm Beaches looks it up in the minutes and states the 2017 budget was not approved in Las Vegas. Alton, if the numbers fall below the budgeted revenue then we will have decrease expenses proportionally. Gram Mosley-SI Chicago, we need to baseline based on budget from Las Vegas if it doesn't show it was approved. Vicky? -SI San Francisco ask where is the money going to come from to pay for 1 VP of Membership and 2 Directors and give back 500.00 to each club? What line is that on?

Alton, not in this budget, changes are not approved.

Martha McClintock-SI Jacksonville, stated that the 2017 proposed budget was presented to this Board in Louisville at the Winter Board Meeting by Ed Davis. Robert Powell-SI Northern New Jersey, obviously lots to be done here with the changes we are trying to do. Let's move on and see if the new structure passed and see what happens. Robert motions to table the approval of the budget until we see if the change is made. Paul Daddha-SI Sacramento 2nd the motion. Motion passes unanimously. Carlos Banks motions to approve the Financial Reports for 2016 2nd by Ian Sauer-SI Raleigh. Motion passes unanimously.

Senior Auditor Report-Art Allis: Audit was conducted for 2015 on 3/2/16 in Washington DC and has been posted on the SIUSA website. They followed the checklist and found procedures were maintained. Stated that the VP of Finance and ABA, administrators did an outstanding job and everything was in order. Martha McClintock SI-Jacksonville stated that the audit was excellent. She said it has been stated that the President and the VP of Finance had access to the QuickBooks files and she wanted in noted that all previous boards have had access to that too. Ian Sauer-SI Raleigh motions to accept the auditor's report and it is 2nd by Jim Reist-SI Austin. Motion unanimously passed.

ISC Report-Cyndi Golden

ISC Meeting, Christchurch, New Zealand-(April 11-14, 2016) Challenge was brought forward by President Nigel Pilkington, that each ISC bring on 4 new members this year. Additionally, he put out the, "Nickel Challenge," decrease the age of your club by 5 years. (By continuing to add young Skal Professionals to your club). Less focus on YS because overall the conversion rate is less than 2%. This is in an effort to entice young professionals such as marketing coordinator, sales manager, concierge etc. to join Skal. Rather than focusing on students, focus on young professionals that have already started their careers in tourism and travel.

There is over 750K in the FVF fund. A motion will be made at World Congress for future donations to be available to clubs in need. This money would then be available for membership development. (It would still go through an approval process, but the thought was that we have many clubs that could benefit be funding initiatives).

(2) New Skal Categories have opened: Medical Professional and Sports Tourism Professional. This would include professional sports, collegiate sports, any sports activity that generates tourism. Medical Professional would be defined as a Dr. or Clinic Administrator that does a special procedure or treatment that people travel from the region or other countries to obtain, ISC should be involved in approving all new memberships in their respective countries. So, if there is a case in the USA where a club is having a hard time understanding what category to place a prospective member in, they should ask the ISC. If a club wants a professional person in their club and they know they are in the tourism business, it is essential that we categorize them and get them approved. Consult with us first if you do not see an exact category to submit.

A motion will be made to change the threshold for delegate votes at World Congress to 40/80/80+. This would mean 40 or less members, 1 vote, 80 or less members 2 votes, over 80 members 3 votes. This is to encourage more participation at World Congress and give clubs an incentive to grow membership.

20/20 was designed as a think tank that brings recommendations to the ISC and the ISC would recommend and advise the EC. There was talk about membership not seeing the relevance of the ISC. The EC would like the ISC to stay intact. They look to the ISC to bring issues forward that members bring to them. Realistically, we cannot have each issue heard at the World Congress. ISC are the liaison between the national committees and the Executive Committee. Relevancy is another focus. Individuals paying for themselves to belong or companies paying an employee's way need to show the return on investment.

Worldwide, membership development is our challenge because our members are aging. A questionnaire was done that there were 234 responses. How to retain members and recruit new ones is the top priority. The second thing is showing a return on investment and thirdly that people need to understand we a bottom up organization, meaning that the membership decides on what actions the board takes. Clubs are very discouraged because SI has been without a CEO for about 9 months. The EC has received over 120 applications and should have someone chosen and in place by June.

The format for the World Congress will be slightly different this year. The B2B will be more enhanced and for years to come become a marketplace. Booths will be sold and non-Skal members will be invited in. Look for info on acquiring a booth to promote your business or destination. A decision was made to move forward with Electronic voting this year in Monaco. There will also be a professional MC to monitor and manage the floor. Delegates speaking will all be allotted the same amount of time to speak. This will be in an effort to keep the meeting timely.

ISC need to focus on calling clubs and getting their participation in Monaco. Remember if you do not send a representative, your club has no vote. USA does not have a representative on the EC anymore, so we have to be there in number to campaign for issues and candidates that we want to get approved. ISC should be called for any membership that is having an issue getting approved. If a club wants a professional person in their club and they know they are in the tourism business, it is essential that we categorize them and get them approved. Consult with us first if you do not see an exact category to submit.

Our ISC President, Bernard Whewell, is having each ISC sign an International Skat Council Declaration and Memorandum of Understanding that must be countersigned by the President of Skat USA. This is to stress that although we are a volunteer committee, each of us needs to be strong in our commitment and agree to come to the meetings, be on the conference calls, provide quarterly reports and handle tasks that are assigned to us.

A lot of our time was spent on best practices and how we as ISC's can be more effective. The Mayor of Christchurch joined us for dinner. She expressed her thanks and our commitment to tourism.

Overall, it was a very important meeting for me as my first year as ISC. Learning the different cultures and challenges each ISC faces, was very informative and helpful to me. I thank you all for allowing me to attend and represent Skat USA.

Cyndi mentioned that there are still booths available at the B2B Marketplace at World Congress if anyone was interested. She mentioned that as ISC's they were asked to sign a commitment agreement, stating that they would fulfill their Councilor obligations. She thinks it would be great for SIUSA volunteers to adopt.

Cyndi gave the Florimond Volckaert Fund Report
2016 Cumulative Contributions

Club/Donor	Date	Amount
SI Sacramento - In memory of Dick Knorpp	1/18/2016	\$100.00
John H. Bogrette, Jr & Mary Ann Bogrette - In memory of Dick Knorpp	1/18/2016	\$25.00
SI Jacksonville	1/18/2016	\$200.00
SI San Jose	2/10/2016	\$500.00
SI Reno/ Tahoe	2/16/2016	\$400.00

SI Atlantic City	2/16/2016	\$250.00
SI Arkansas	2/16/2016	\$150.00
SI Boise	3/1/2016	\$250.00
SI Ft. Lauderdale & Palm Beaches- Carlos Banks - In Memory of Dick Knorpp	3/1/2016	\$50.00
SIUSA - In Memory of Dick Knorpp	3/7/2016	\$50.00
SI Memphis	3/10/2016	\$300.00
SI Orlando	3/28/2016	\$500.00
SI Washington	5/13/2016	\$500.00
SI Pittsburgh	5/13/2016	\$400.00
		\$3,675.00

Plus 387.41 from SIUSA jewelry sales, just over 4K. Carlos Banks indicated SI Fort Lauderdale, Palm Beaches
Also sent another donation in Dick Knorpp's name.

John Mavros introduced Bob Major with the N. Little Rock CVB and Chuck Magill with the Capital House Hotel to present their package for the NCM in N. Little Rock.

Bob stated that the President's rules apply in N. Little Rock. Distributed the brochure and would like you to take home to your clubs and invite everyone. The pricing cannot be beat: 375.00 per person or 262.50 if you want to bunk with someone. Also a great Young Skal Symposium will take place. The 1st night will be at a Yacht Club tour of a private museum. 2nd night will take place in a Maritime Museum and party on the deck of a WWII submarine. Great city tours pre and post. Karen Trevino worked really hard on this and you know she loves this organization. She would have been here but she is expecting! Her first grandchild. Great air pricing and great drive market, very affordable.

John Mavros made the presentations of the President's glasses, his gift to everyone. He stated he got the idea from Lou Conkling as he had done this in the past. However, he feels really bad because he spelled Lou's last name without the "g". He said Lou had been a complete gentleman about it but he apologizes for the mistake.

Jim Dwyer-Region I Report: Thank you to his (4) member committee, Carlos Banks, Dick Stafford, Tom Moulton and himself, Jim Dwyer.

PROPOSED AMENDMENTS TO THE Skal International USA Articles of Incorporation Presented by Skal International USA Current Proposed Reason ARTICLE III Duties of SIUSA Section 3 – In its relations with the Skal Clubs or Skalleagues: (e) To assist the training of the Club officers by organizing an annual seminar aimed mainly at those officers who are fulfilling a function for the first time. ARTICLE III Duties of SIUSA Section 3 – In its relations with the Skal Clubs or Skalleagues: (e) To assist in the training of Club officers who are fulfilling a function for the first time. To clarify article and not require a specific type of training.

Basically, we want to remove all job descriptions from the By-laws into the MOI which it is consistent with SI. Lou Conkling- SI Louisville said for ISC to be elected they have to have served on the SIUSA Board for 2 years and have been an officer in their club and I think it should state a senior person, knowledgeable about Skal the organization. He also stated that we needed to leave the job description for the ISC in the By-laws because that is where it is in SI. So then Jim suggested leaving the ISC job description in the By-laws. Lou Conkling made the motion, Carlos Banks 2nd. Motion carries.

Gram Mosley-SI Chicago ask to leave Article 6 in the By-laws. Lou agrees. Lou makes the motion, Ian Sauer 2nd, motion carries.

Article III duties of the SIUSA club, just a wording change/clarification no change in meaning. Lou Conkling motions to make the change, Long Island 2nd, motion passes.

Dave Ryan-Region III Report

Looking ahead to 2017...

Tourism Cares for Our Cities



Team Sponsorship Opportunities Available Now!

Dave states that we have basically heard all about the Tourism Cares projects listed above in the Tourism Cares presentation yesterday in the general session. Thanked Martha, Llana and Holly for their very passionate involvement. Especially Holly, as she worked with this organization for years and was able to negotiate a great sponsorship for SIUSA at no cost. As a Board we feel that this partnership elevates us in awareness and community service both through visibility and benefits both organizations. Paul Dhadda-SI Sacramento asked how many emails are sent out by TC? What is their data base? Dave said he isn't sure but that the emails go out to ASTA, USTO, NTA, USTOA, ABA-many thousands.

SIUSA is participating in 3 of the 4 events shown. The last one already sold out. We are on a waiting list. Request to have the TC report in the next Newsletter. Holly stated that she spoke with Dennis Smith, SI-Canada and they are considering moving the October event to coincide with the NAASC 2017 in Toronto. Steve Richer-SI Washington met with the Director of the TSA. Conference call followed to discuss a TSA Pre-check here at NAASC but it was determined most of the Skal Members present already had TSA Pre-Check. They are willing to come and set up at your location to pre-approve people. The TSA courtesy pre-check you may be seeing on your boarding pass will be going away and security lines are getting longer so this might be a good option. It cost 2500.00, so if you think you could get 250 people, charge them each 10.00 and break even. The cost is 85.00. More to come on a webinar next month.

Carlos Banks-SI Fort Lauderdale, Palm Beaches stated for 15.00 difference you can go for Global Entry, it's worth it. Dave replied it is harder to get and there is a mobile App called Mobil Passport you can download and basically have everything ready for quick processing through customs. Katy ??-SI-Baltimore asked, how does this benefit Skal? It seems we are helping them out. Dave replied through awareness, such as sponsored by Skal Club Sacramento, do the PR, do it for a benefit to your clients. Motion by Lou Conkling to accept Region III Report, 2nd by Robert Lowell-SI Northern New Jersey. Motion is passed unanimously.



Situation Analysis

- Skal International in the U.S. is at a critical point in its history.
- Membership has been in steady decline over the course of the past 10 years.
- There is little or no awareness of what Skal represents.
- No standing among national tourism related organizations.
- No relevance to attract net new members.
- Byzantine model not attractive to younger prospects.

Happiness, Good Health, Friendship, Long Life...

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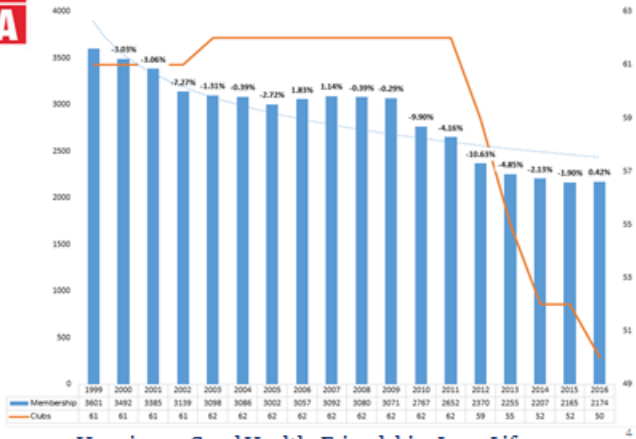
Membership & Change Committee

- Exhibited in the ABA Marketplace in Louisville resulting in 30 membership leads.
- St. Thomas and Minneapolis clubs were deactivated.
- Santa Fe was rescued from deactivation.
- Dallas has been on the brink of deactivation.

Happiness, Good Health, Friendship, Long Life...



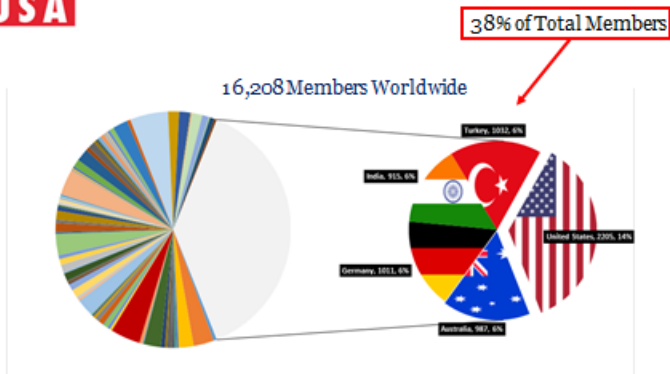
Trends



Happiness, Good Health, Friendship, Long Life...



Trends



Happiness, Good Health, Friendship, Long Life...



Action Plan

- Select several national tourism organizations to informally or formally affiliate with such as USTA, ABA, NTA, IIPT, DMAI, GBTA, Tourism Cares.
- Consider affiliating other SIUSA meetings with tourism conferences.
- Be tactical with efforts to rescue or create a club.

Happiness, Good Health, Friendship, Long Life... 7



20/20 Project

To provide objectives that when implemented will make SKÅL relevant, exciting and the “Trusted Voice in Travel & Tourism” by 2020

- | | |
|-----------------------|--------------|
| • ORGANISATION | • FINANCE |
| • BENEFITS | • BRANDING |
| • TECHNOLOGY | • YOUNGSKAL |
| • INTERNATIONAL CO-OP | • INNOVATION |

Happiness, Good Health, Friendship, Long Life...

Tim states he is sad to be the one to bring sobering news, especially since he is from New Orleans. He changed the name of his committee to the FUTURES Committee. His report is above and indicated the results of the SWAT Analysis that went out to all members. We need to roll up our sleeves and work on who we want to be. There are 3 more conference calls scheduled and there will be a meeting at the NCM. We have had declining membership for 10 years. We don't have relevance to young people or industry professionals. Santa Fe closed, Dallas is on life support....Reason to be optimistic is that with just under 2200 members, the USA represents 10% of the total SKAL International membership. We could carry the ball and be a voice to be heard.

40 some entries were received for the SWAT, (Strengths, Weaknesses, Opportunities and Trends), analysis. Most important is relevance, ROI and affiliation with other tourism industry partners such as USTA. We need to look at tradeshow and be tactful in rescuing clubs or starting over in some cities. I think we have lost our way. The 20/20 project is great but we can't wait for 2020 to enact change. I want to quote Mark Twain, "Travel is fatal to prejudice, bigotry, and narrow-mindedness, charitable views of men and things cannot be acquired by vegetating in one's little corner of the earth, all of one's lifetime."

Carlos Banks-SI Fort Lauderdale, Palm Beaches: We are moving the deck chairs, that's why we brought these in. March 2015-March 2016 20% of clubs had a 10% increase.73% of clubs maintained members. The loss was a couple of clubs closing. We need to go back and grow membership.

Toni Koster-SI Reno: That was a good presentation but what have you done in the last 5 months to promote membership? What is the immediate plan? Delegate from San Francisco: I have an idea to have local travel writers write articles about Skal.
Tim states that Santa Fe deactivated and Dallas may be soon. We have identified cities we should have a presence in and put things in motion. Burcin will talk about some other things we have going on to promote membership. We have a list of 5000 IPW folks we are working to attend a reception at IPW in New Orleans. Does anyone know what happens in New Orleans in 2018? 200th Anniversary of the City answers Lou Conkling-correct. 3 clubs eligible for SI Club of the Year: Atlantic City, Jacksonville, and Arkansas.
Ian Sauer-SI Raleigh motioned that we accept Tim's report, 2nd by MaryLou Foley-SI Atlanta. Motion passes with 1 abstention.



Burcin Turkkan-Region IV Report



Mission of the Committee

Promote SKAL USA Brand in USA to potential members while refining the current communication channels to increase membership satisfaction.



Goals of the Committee

- Establish a systematic/ professional PR using external channels at low or no cost
 - Find media channels to promote SKAL USA; have more visibility in industry through media channels at no cost
 - Organize/ Participate in Industry events that has PR value
 - SKALITE Awards SKAL USA
 - Cooperation of International Tourism/Peace Organizations
 - IPT - Peace through tourism
 - Participation in important/ newsworthy industry trade shows/ events
 - Need of advance planning of trade show/ event participation
 - List of Important Trade Shows to participate at no cost for SKAL USA or low cost for SKAL USA members



Goals of the Committee (cont'd)

- Revision of SKAL USA website;
 - Better Representation of SKAL USA brand and its mission/ history
 - Make it more user friendly
 - Easy maintenance with quick update opportunities
 - More appeal to potential and industry members in general



Goals of the Committee (cont'd)

- Continue the activities started by the PR/Communications Committee in previous years
 - Offer educational Webinars for Members
 - Goal for 2016 to have 3 Webinars
 - Conduct Membership Surveys for more interactive Communication with membership
 - Goal for 2016 is to have total of 3 Surveys



Activity Report (Jan-June'16)

- SKAL International Press Kit reviewed/ in process to be revised/ finalized for SKAL USA
- SKALITE Project Meeting taken place with SI Past President Hulya Aslantas and Committee Members
- First Webinar conducted in April 15 by Kathy Hernandez / next scheduled for July 2016
- Membership Survey – went out in end of April / next scheduled for August 2016



- Next Press Release scheduled for end of June to be followed with additional Releases every 4-6 weeks until end of 2016
- Website Renewal Project;
 - Marcelo Matteos has prepared an analysis based on what discussed in initial meeting
 - The analysis is shared with 6 Website/ Design companies
 - At the end SKAL USA Board selected Novatross who offered the lowest bid with best features matching SIUSA Admin's expectations



SKAL USA New Website Highlights

- First Impression Last Impression
- www.skalusa.org new domain
- User friendly site map; easy to navigate
- Many professional photos representing SKAL's vision/mission/ goals
- History of SKAL International & SKAL USA
- Press Room
- Featuring success stories of members



- Blog for interactive communication and more business among friends
- Membership Login simplified
- Industry News Featured
- Industry Trends Features with Articles from Members
- Club Meetings Featured



Special Thanks to all Committee Members who have spend their valuable time on volunteering on the projects within the first 6 months and thank you to SKAL USA Leadership/ Board for their support in realizing the projects.

Thank you & SKAL!



Burcin acknowledged John Mavros, President SIUSA, Nigel, the Board and delegates. She made her presentation above and thanked her committee for all of their work.

Bruce-SI Charlotte: I'm in PR and I would like to know how you are going to man the tradeshow booths and more importantly how are we going to pay for them?

Burcin clarified that they are working on co-op for tradeshows and minimal or no cost to exhibit, Bob Burke-SI Miami helping with that.

John Mavros mentioned that there is money in the budget also.

Bruce: What news release? Do we even have a clipping service/

Burcin: The news release went out at the beginning of June and announced the officers of Skal and their respective roles. And yes, we do have a clipping service.

Paul Dhadda- SI Sacramento: Great job on the Website and the cost of 1200.00. What is the cost of monthly maintenance? And what other associated cost?

Burcin: It is simple to do ourselves, really. Hopefully the new PR person will take on this responsibility.

Paul: Did we sign up for multiple websites, and who will manage those?

Burcin: not at this time but we can.

Lou Conkling SI-Louisville: I have a big concern about dropping the SI in the logo, it needs to say SKAL Int'l USA because it is important that people know we are part of a worldwide organization.

Burcin answered: Yes, that will remain the same we are only changing the website address.

Dave Barela-SI Colorado: 1200.00 total cost to develop the site? No hosting fees? Do you understand how much time goes into updates and changes?

Burcin: The site is updated by SIUSA Admins, minimal work just adding documents and such. Most changes we can make ourselves but if we want the company to do it, it is 65.00 per task, not per hour.

Dave: I have no problem with that but I don't think you understand the time involved.

Bruce SI-Charlotte: Wouldn't it be beneficial if didn't have to log in? Could we do away with the Member log in?

Burcin: Not so sure the membership might not want that because when we opened up the Facebook page to non-members we got a lot of back-lash about, why be a member if everyone can see this page. We are making the log in more simplified.

John Mavros: We could have another SIUSA site for our own issues that we only want our members to see. This is more of a selling site. It can be complex. Why not join the committee? Thank you Burcin, for getting 6 bids and working out such a great agreement. I commend you and your committee.

Dave Ryan: Part of the reason to have a member only section is to protect our member's privacy. We wouldn't want all of that information to be public, along with some internal documents.

Jim Reist-SI Austin: Having a wife that manages websites for multiple associations can I make a comment or suggestion to add 500.00 to the budget for intermittent changes that might come up-based on his experience.

Motion made by Ian Sauer-SI Raleigh to accept Burcin' s report and 2nd by Paul Dhadda-SI Sacramento. Motion passes unanimously.

John Marvos took this time to announce the Resignation of Klaus Billep as Region V VP. Sorry this has happened but sometimes work and health make it impossible to fulfill the duties. Klaus sends his apologies. Next up Tom White SI-Orlando.

Tom White SI-Orlando: SI Orlando has been working on By-law changes for well over 2 years now. 12 to 14 clubs involved and 35+ people have been working on this. Let me lay the foundation. We are a relatively small organization with 2180 members, 1793 Active, 292 Life, 97 Young Skal. Membership has to go up. Only 2 years in the last 15 years have we gained members and that was in 2006 (55), and 2007 (75). 1375 members lost over this time.

I was on the board in 2002 and we had 7 Regions, sometime we reduced it down to 6 Regions. Then in 2014 we reduced it down to 5 Regions. Losing 50-60 members a year. All the changes we are proposing are redirecting our resources. VP of Membership, with (2) Directors of Membership, 1 VP of Communication/PR, VP of Admin, VP of Finance, ISC and President to stay the same. Last year Lou had some issues with the proposal so we sent it to another statues director and now both say it is legal. I need you to look at this in 2 parts.

- 1) Articles of Incorporation or Statues to be voted on separately require a 2/3 vote.
- 2) Page 1 is only a language change. Article 4 is a major change to the organizational structure, which I already mentioned.

I am not a word smith and typos will be corrected. Article 5 is a language change. Article 7 is a language change.

There would be the Executive Committee consisting of the people I mentioned and then the board would be the 50 club delegates-that would be y'all. Article 9 term of office.

VP would be 1 year; all VP's would be 1 year. Director's would be a 2-year term with no re-election.

ISC-no change. Maximum time on the EC would be 7 years total, except ISC which is dictated by Skal Int'l. If a vacancy occurs with 6 months or less, the position would stay vacant until the next election. All EC Members would be voted on by a national election, not by region.

Carlos Banks SI-Fort Lauderdale, Palm Beaches motioned to accept these changes.

Discussion: Jim Reist -SI Austin: Would the Membership Director's be East and West? And voted on by the regions in those divisions?

Because we would not know the resumes of people out of our regions.

Ed Davis SI-Atlantic City: Is that no re-election of the same position?

Lou Conkling SI-Louisville: We need permission to talk about the term of offices from the body to accept. No election to the same position. But if you are a Director of Membership you could still run for VP of Membership or go for something else. Tom states changes will be made. Ian Sauer SI-Raleigh motions to accept motion made by Lou. Carlos states he has to accept it because it was his motion and he accepts the changes. Lou Conkling 2nds the motion.

SI Hawaii- I might be stating the obvious, but if some is doing a great job why would we want them to run for re-election for continuity purposes too. Vicky-SI-San Francisco: Why are the ISC allowed to be on the board for 6 years? That is direct for SI-states Lou Conkling.

Paul Dhadda-SI Sacramento: I have a concern that 2 Directors of Membership can come from the same city and not help in my area. How do we make sure that all clubs are represented?

John Mavros: Maybe say not two Directors of Membership from the same club or region?

Ian Sauer SI-Raleigh: Can we call for the question? We can sit here and debate hypotheticals all day.

Tom White: This isn't perfect we are just lining it out. In the next part whether it is East/West – North/South we will tweak it.

Lou Conkling recommends that we figure out the territories but in principle we agree.

Carlos Banks accepts the amendments made by Lou to his motion. Presented with modifications Lou makes revised motion. Motion passes.

Tom White: The By-law changes would be tweaked at the NCM and be ready to go by January 2017.

Lou Conkling, we may need to look at some of these separately.

Tom White: When the SIUSA Rep is unable to come as a board member to NAASC they can designate someone to come and vote in their place. Article 5: is a language change. We will work on the segment of the Directors of Membership and their territory at NCM.

Further the total travel expense shall not be greater than 40% of dues collected.

Gram Mosley-SI Chicago: If we are trying to grow membership, it just seems like the deck chairs are being shuffled. Changing names etc. Let's accept this as is and allow the changes to be worked on at the NCM and see where it goes. I make a motion to accept as is and tweak at the NCM.

Lou is fine with that but has 2 things he needs pulled up. Lou Conkling: Clubs must have 15 members to vote. I have a problem with this because it is not consistent with SI standards. I think we should follow IS and theirs is a club in good standing 14 days before the meeting can vote. This way it does not restrict small clubs.

Robert Powell SI-Northern New Jersey: I disagree. The clubs with less than 15 members don't even come to meetings anyway. If they have to have 15 members to vote it is an incentive to get to 15.

Ian Sauer SI-Raleigh: Leave it as an option right now and up to the Board at the time.

Lou Conkling: I still have an issue with the May 31st time frame, let's go with 14 days prior.

John Mavros: 30 days prior to the AGM and in good standing and Orlando will need to accept.

Salih Cene Past President of Skal International: I think it should be the same as SI so change to 14 days to concur with SI

Motion to accept all By-laws in block-Gram Mosley SI Chicago, discussion

Dave Barela SI Colorado: I would like to know more about the 500.00 per club refund. Colorado raises its own funds to go. To be a viable club and we have 55 members, we pay our bills, come to NAASC. We are not in favor to give each club 500.00. They need to raise their own money. Why should we pay for clubs not doing anything on their own?

Tom White: Rather than giving to only small clubs, this gives the same credit to all clubs. Funds can be used for attending NAASC, or membership drives. Wouldn't that 500.00 be better to offset the conference fees? 2nd part money allotted for EC to attend World Congress. But limited to 50% of dues collected the previous year. Using 2085 members as a membership count for next year and dues of 5.50 a month that is 137,000 which means the EC could not go over 69,000 in all travel. To exceed that, the board would have to approve.

Joanne SI Nashville: 500.00 credit per club? Where is that 25,000.00 going to come from?

Tom: 2015-16 Budget income was 155,000

Ed Davis SI Long Island: The includes 3.00 per member for member development-you can't use that. Real budget is 148,50. Your spending 32

Tom: 69K max travel, 32K ABA Admin contract, 25K the 500.00 credit back to clubs, (if all clubs apply for it), 11,600 for other business.

Martha McClintock SI Jacksonville: I need to remind you that the proposed budget was proposed last year. We asked for 200.00 per club rebate and you the membership voted against it. When Carlos Banks was president you screamed loudly that you did not want the Board to go to the World Congress. We made the change that only the ISC and President will be paid to go, unless voted on or in the USA. I do not support this and you need to adhere to the decisions already made and voted on.

Lou/lan still waiting for discussion to end and call of the vote.

Toni Koster-Reno: We are a small club and we could use the money but there are 45 clubs here, how useful would it be to get 5 more clubs to attend? It is unnecessary.

SI Nashville: Possibly we could see what funds are left at the end of the year and divide money out that way.

Vicky SI San Francisco: We discussed this last year and decided against this.

Ian Sauer SI Raleigh: Tom, wouldn't you need to apply for the funds to be reimbursed?

Tom: Yes

Cyndi Golden SI Fort Worth: In response to Toni, I just want to say this is not about getting 5 more clubs to show up, it is about getting more attendees to come. To try to get this club back to the numbers we used to be.

Jim Reist-SI Austin: Up to 500.00 if funds are available, it states as a maximum. Austin would love to have 500.00 and maybe send another delegate. I would like to see this incentive rather than the punishment we have now of 1000.00 if you don't send anyone.

Carlos Banks: Let's look at the Aussies 100% attendance at National Meetings, 75-100 to World Congress. And their dues are double what ours are.

Larry? SI Northeast PA: I am hearing conflicting sides. Obviously, a lot of time has been put into this. Maybe we go through them line by line because accepting in block leaves a lot of the table.

Gram Mosley SI Chicago: NCM we could rework all the details. But we should decide today to simplify. I remove my motion to approve in block.

Anita Peck SI Albany: Hoping we can just discuss changes as all of this has been distributed previously

Vicky SI Boise: Travel Expense clarification why are we going to less than 40% on travel in 2015 to 50% in 2016 and beyond? When I was in Spain only 2 board members were there. And fine if we have the money we send more.

Tom: States any and all EC could attend World Congress only if Board, (y'all) decide on it. But cannot exceed 50%

John Mavros: Trying to be systematic ladies and gentleman. 50% max period unless voted on by the board.

Holly Powers SI Boston: Confused because the budget presented this morning will not exist if these changes pass. I think this needs to be tabled until a new budget is proposed for the changes forthcoming.

Lou Conkling makes the motion to leave it as the President and ISC only approved to go without vote of the Board

Ian Sauer SI Raleigh 2nds. Motion passes, 1 opposed.

Tom: Page 5 © have to have special election within one month. Proposing if only 6 months left we leave the position vacant.

SI International page 12 Article X memorandum of understanding the duties and responsibilities of positions.

Page 13 support for Skal USA clubs retain a restricted account to be established where 1.00 per member not including YS to be using by a club hosting NAASC.

Page 14 Article XX Any candidate for officer.

Skal contracts will be listed on the website.

Holly Powers SI Boston: I am not sure posting contracts on the website is a good idea. Private agreements like the one with ABA, I am sure they would not want that on a public site because they would not want other organizations to see their deal with us.

Ian Sauer SI Raleigh: I make a motion we change it to any club can request a copy of any contract we have. Lou Conkling 2nd.

Motion passed. 1 abstention

Gram Mosley SI Chicago: Re make motion to accept amended proposals provided based on changes made today.

Ian Sauer SI Raleigh 2nd.

Toni Koster Si Reno: Clarification: Every club will have a delegate on the Board? And the Nat'l Committee will need a quorum to decide a vote. Explain how that will work?

Tom: Toni, just like today governing body is you the delegates, the Board which will be the governing body of the EC.

Carlos Banks: Could be electronically too.

Motion passes: Opposed 2 Abstentions 2

John Mavros thanked Tom White and all involved for a job well done but still much work to do.

Lou Conkling stated 1st By-law changes since 2010.

Adjourned.

PROPOSED AMENDMENTS TO THE SKÅL ARTICLES of INCORPORATION
These amendments are being presented in conjunction with proposed amendments to
“The By-laws of Skal International United States of America (SIUSA)
And to be voted en bloc along with all other Articles of Incorporation and By laws being
presented
Submitted By Skal International Orlando

05112016

ORIGINAL	PROPOSED AMENDMENT	RATIONALE	Nº
<p>ARTICLE II - REPRESENTATION AND AUTHORITY</p> <p>3.The Members of SIUSA can attend with the right to speak at any meeting of a Club grouped within the National Committee. As a courtesy the President of the Club should be advised in advance.</p>	<p>ARTICLE II - REPRESENTATION AND AUTHORITY</p> <p>3.The members of the Executive Committee can attend with the right to speak any meeting of a Club grouped within the National Committee. As a courtesy the President of the Club shall be advised in advance.</p>	<p>For a summary please read the “Rationale” located in the proposed By-Law changes.</p>	
<p>ARTICLE III – DUTIES OF SIUSA, Section 3</p> <p>a) To maintain regular contact with the Clubs to ensure that the National Committee is aware of the situation of the Skål Movement nationally.</p>	<p>ARTICLE III – DUTIES OF SIUSA, Section 3</p> <p>To maintain regular contact with the clubs to ensure that the Executive Committee is aware of the situation of the Skal Movement nationally.</p>		

**PROPOSED AMENDMENTS TO THE SIUSA PUBLICATION TITLED
“THE BY-LAWS of SKAL INTERNATIONAL UNITED STATES OF AMERICA (SIUSA)”**

Approved – October 2015

This publication has both the Articles of Incorporation and By-Laws that are being proposed for amendment

**And to be voted en bloc along with all other Articles of Incorporation and By laws being
presented**

SUBMITTED BY SKAL INTERNATIONAL ORLANDO

05072016

ORIGINAL	PROPOSED AMENDMENT	RATIONALE	Nº
<p>Article 2: Representation and authority</p> <p>3.The Members of the SIUSA Board of Officers can attend with the right to speak at any meeting of a Club grouped within the National Committee. As a courtesy the President of the Club should be advised in advance.</p> <p>Article 3: Duties of the National Committee</p> <p>3(h) To maintain regular contact with the clubs to ensure that the SIUSA Board is aware of the situation of the Skal Movement nationally.</p> <p>Article 4 Composition</p> <p>4. SIUSA Representatives: The structure of the SIUSA National Committee provides for elected Regional Vice Presidents</p>	<p>Article 2: Representation and authority</p> <p>3.The members if the Executive Committee can attend with the right to speak any meeting of a Club grouped within the National Committee. As a courtesy the President of the Club shall be advised in advance.</p> <p>Article 3: Duties of the National Committee</p> <p>3(h) To maintain regular contact with the clubs to ensure that the Executive Committee is aware of the situation of the Skal Movement nationally.</p> <p>Article 4: Composition</p>	<p><i>In the March 2014 Skal International newsletter there was an article titled EXECUTIVE COMMITTEE MEETING TO PLAN SKAL ORGANISATION following is an excerpt from that article “We believe that it is the right time to consider changes to our organisation and adapt Skal International to today’s business environment. It is important that every organisation look at its structure from time to time to make sure that not only the best practices are used but also the membership’s resources are invested wisely.”</i></p> <p>In 2000 Skal USA had approximately 3500 members and over 75 clubs. As of March 2016 Skal USA had approximately 2100 members and 51 clubs. This represents a 40% loss of membership and a loss of 24 clubs.</p> <p>These proposed amendments can be one of the key components in reversing this downward trend.</p>	

Other documents are available on the SIUSA Website; file is too big to print in this document.