



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

**Burcin Turkkan, Skål USA President,  
March 2018 Monthly Report**

**Administrative**

- Prepared President's video message for the two-launch meeting for the two new Clubs SI Central California (aka SI Fresno)/ SI Phoenix
- Assisted Dave Ryan with event finalization for SI Phoenix at The Buttes by Marriott in Phoenix, AZ
- Visited SI Orlando and participated to their March Event where Members of Distinction were recognized, and their 15-20-35-50 years plaques were presented
- Reviewed the preliminary Agenda for upcoming AGM/ NCM at NASC in Playa Mujeres with Lisa Conway VP of Admin
- Wrote anniversary letters to following Skal USA clubs; Baltimore/ Ft Lauderdale/ New Orleans/ NE Penn/ NNJ/ Philadelphia/ Seattle
- Prepared a Congratulatory letter for Doug Brown per SI NEPA's request for his 40<sup>th</sup> anniversary and retirement.
- Prepared the Presidents Message for the Newsletter
- Submitted an article to be posted at SI E-Magazine per SI Headquarters request
- Assisted SI Sacramento with their twinning plans with SI Los Cabos at the NASC Congress
- Reordered Business cards for Dave Ryan-VP of Membership
- Follow up on the NASC Website registration issues in coordination with Holly Powers Lisa Conway & Jane Garcia
- Created a follow up Call list for SKAL USA EC members to call clubs to remind on NASC Registration and Followed up myself with several Clubs in regard to their participation to NASC
- Participated in Destination Capitol Hill 2018 event between March 20-22 March 2018 in Washington DC
  - I am very happy to report that our presence at the Destination Capitol Hill 2018 was successful. Despite the snow preventing many to arrive as scheduled during the first day meetings at Mayflower Hotel there were over 300 industry representatives present. The meeting started at noon and ended at 5 pm followed by an hour reception. During the meeting several speakers took stage to discuss the current issues within the travel & tourism industry and educated the audience on the talking points for their meetings at the Capitol Hill for the following day. Following Skalleagues were present at the meetings besides myself and Steve Richer who travelled to DC for this event;
    - Andres Hayes – President SI Washington DC Club
    - Donetta Poisson – President Si Atlanta club
    - Monika Pasquerello – VP SI Atlanta Club
    - Marylou Foley – SI Washington DC Club
    - Jack Ward – President SI Southwest Florida
    - John Tavano – SI Boston

I had the opportunity to meet with our newest Skal Washington DC members;

Pam Inman– President of NTA

Jack Johnson – VP of Destination International

I also had the opportunity to meet Roger Dow – CEO of US Travel Association and Chris Thompson CEO of Brand USA who are current SI Washington DC members, in person. They both are great Skalleagues and very supportive to SKAL and appreciated our presence.

At the Capitol Hill; my team had 6 appointments with senators and House Representatives; we got to meet Rep. Barry Loudermilk and Rep. John Lewis in person. We presented the Skal USA Presidential Banner at each office and had the opportunity to talk about Skal International, Skal USA and what we advocate for. Our meetings went very well, and our points were well taken.

I am planning to prepare a summary of the DCH 18 to be sent out to membership summarizing the issues discussed and advocated for. In the same letter I will be asking our membership to inform our EC on the issues that they would like us to voice moving forward in any platform Skal USA will be present. The Advocacy Committee we have, can work on collecting the feedback from our members and creating our talking points for the next event.

- I strongly believe that Skal USA should continue its participation to the Destination Capitol Hill not only to support our industry partners but moving forward maybe be more proactive in creating talking points after receiving a feedback from our membership. During conversations with other members of the industry I realized that in the past 10-15 Skal USA has been inactive and this has caused many in the industry to think Skal is no longer existing; many of those we spoke who were not a member of Skal did know about Skal but all mentioned that they remember Skal events and being active from late 90's they said after that they thought Skal dissolved! That tells us that since 2000 unfortunately Skal USA has lost its ground in the industry. As of 2000 the technology took a fast pace and with that everything started to change, and it seems like Skal USA was not able to catch the phase and/or adopt to the changes. So we are behind but important thing is we are catching up! However, we need to know we have no room slow down again if we want to take our place among the big players in the industry.
  - I think we are in the right path; we have a great team on the EC and everyone is working hard on our issues, trying to increase our visibility and relevance.
- Sent out thank you messages to all met at the DCH 18 on behalf of SKAL USA EC
  - Reviewed website and submitted reminders to SKAL USA PR/Communications and Website Team for some new additions and updates for the website
  - Follow up with EC members line of duties and replied to EC members and SKAL USA members emails

#### **Webinars/Meetings/ Conference Calls**

- Conducted January EC meeting on March 5<sup>th</sup>
- Participated in the Webinar for SKAL USA Representatives on March 14
- Calls with Sponsorship Committee Chairman Akbar Rohanifar and Co Chair Andres Hayes in regard to possible SKAL USA B2B event and other sponsorship projects
- Participated in NASC Committee Webinar
- Conducted numerous individual phone calls with SKAL USA and SKAL USA EC members

In Friendship & Skal,

Burcin Turkkkan

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March 2018

SKAL USA VP of Administration Report

Respectfully submitted by Lisa Conway

- Hosted Monthly President's Webinar.
- Sent Data Form Requests to clubs that had not updated information in January or February. All except Richmond have been received.
- Contacted Memphis, Jacksonville, Chicago, Central PA and asked Dave Ryan to contact Los Angeles and Portland regarding attendance at NASC.
- Finalized EC travel plans to NASC and forwarded to Jane Garcia.
- Reviewed, finalized and approved Winter 2018 Journeys Newsletter. Sent to members by Administrators.
- Sent Jane Garcia final NASC attendee list for SKAL USA.
- Forwarded IPW invitation from SI Colorado to Administrators to send to SKAL USA membership.
- Attended NY SKAL meeting
- Attended March EC Monthly Webinar.
- Prepared and sent EC March 2018 meeting and consent agenda
- Received, reviewed and forwarded March EC Meeting Minutes to SKAL USA EC for review
- Prepared EC March 2018 meeting and consent agenda
- Attended Special Board meeting.
- Prepared Special Board meeting minutes and posted to website.
- Prepared second draft of AGM meeting agenda and posted to website.
- Reviewed second draft of NCM meeting agenda prepared by Burcin and posted to website.
- Reviewed bylaws amendment proposal by EC.
- Prepared and sent EC Monthly Reports to EC Members
- Prepared voting and delegate rosters for NASC
- Prepared Club of the Year Award Powerpoint Presentation for NASC
- Prepared "In Memorium" Powerpoint Presentation for NASC
- Emailed SKAL USA Club Presidents for names of Members who have passed for NASC presentation.
- Reviewed and clarified qualifications for SKAL USA Club of the Year Award.
- Emailed NASC 2020 Bidding Instructions to Club Presidents.



## **Vice-President Membership Report**

**Date: March 28, 2018**

**To: Skal USA Executive Committee**

**From: Dave Ryan / Membership Director**

**Subject: March 2018 Vice-President Membership Report**

### **Club visits**

Sacramento monthly meeting March 22<sup>nd</sup> – Fox and Goose Public House / Sacramento

Fresno launch event – March 7<sup>th</sup> / Fresno Yosemite International Airport

Phoenix launch event – March 8<sup>th</sup> / Marriott Tempe at the Buttes

### **Central California Club restart / update**

- Launch event held on March 7<sup>th</sup> at the Fresno Airport. 26 people in attendance with 20 of them being potential new members. Had visiting Skalleagues in attendance from San Jose, San Francisco and Sacramento. Very successful event and I would say the majority of those in attendance will join the new Club which will be called Skal International Central California. Next official meeting to be held April 24<sup>th</sup>.

### **Phoenix Club restart update**

- Had a great launch event on March 8<sup>th</sup> at the Marriott Tempe at the Buttes. Thanks to Art Allis and Tom Moulton from Tucson for joining Jim and I at the launch event. Event was attended by 27 people and most expressed a great interest in joining. We received 2 completed applications that night and have 7 in hand so far. Next meeting will be held on April 25<sup>th</sup> and hope to have enough completed and paid applications to officially start the Club by that date. This Club will be known as Skal International Valley of the Sun (credit to Art Allis for the name).

### **Membership Retention**

Have created a map and assigned Clubs to Membership Directors Richard and Jim. Our next major project is to work with the Clubs that we have identified to be in jeopardy of failing. We will be reaching out by phone to each of these Clubs to identify what their challenges are in growing membership and what we can do to help. This will be our main focus once we get the new Clubs up and running.

### **Conference calls**

Attended and participated in all Board conference calls **Dave Ryan, CTC**

**Regards and Skal,**

**Dave Ryan, CTC**

**Skal International USA**  
**Statement of Financial Position (Balance Sheet)**  
 As of February 28, 2018

|  | Feb 28, 18        |
|--|-------------------|
| <b>ASSETS</b>                                    |                   |
| <b>Current Assets</b>                            |                   |
| <b>Checking/Savings</b>                          |                   |
| 1010 · Wells Fargo checking account              |                   |
| 1011 · Operating account                         | 140,240.70        |
| 1012 · SIUSA restricted account                  |                   |
| 1019 · Club Disbandment Funds                    | 4,740.78          |
| <b>Total 1012 · SIUSA restricted account</b>     | 4,740.78          |
| <b>Total 1010 · Wells Fargo checking account</b> | 144,981.48        |
| 1050 · Wells Fargo Savings account               | 50,610.77         |
| 1081 · Access National Bank CD                   | 253,359.91        |
| <b>Total Checking/Savings</b>                    | 448,952.16        |
| <b>Accounts Receivable</b>                       |                   |
| 1110 · Accounts receivables                      | 91,261.37         |
| <b>Total Accounts Receivable</b>                 | 91,261.37         |
| <b>Other Current Assets</b>                      |                   |
| 12100 · Inventory Asset                          | 9,129.32          |
| 1450 · Prepaid operating exp                     |                   |
| 1450.1 · SI Dues                                 | 11,000.00         |
| <b>Total 1450 · Prepaid operating exp</b>        | 11,000.00         |
| <b>Total Other Current Assets</b>                | 20,129.32         |
| <b>Total Current Assets</b>                      | 560,342.85        |
| <b>Fixed Assets</b>                              |                   |
| 15000 · Furniture and Equipment                  | 1,036.58          |
| 1745 · Accum depr - furniture & equip            | -1,036.58         |
| <b>Total Fixed Assets</b>                        | 0.00              |
| <b>Other Assets</b>                              |                   |
| 1810 · Note Receivable - SI Miami                | 30,000.00         |
| 1950 · Security deposits                         | 1,800.00          |
| <b>Total Other Assets</b>                        | 31,800.00         |
| <b>TOTAL ASSETS</b>                              | <b>592,142.85</b> |
| <b>LIABILITIES &amp; EQUITY</b>                  |                   |
| <b>Liabilities</b>                               |                   |
| <b>Current Liabilities</b>                       |                   |
| <b>Other Current Liabilities</b>                 |                   |
| 2160 · FV Fund                                   | 983.08            |
| <b>Total Other Current Liabilities</b>           | 983.08            |
| <b>Total Current Liabilities</b>                 | 983.08            |
| <b>Long Term Liabilities</b>                     |                   |
| 2840 · Club Disbandment Funds Held               |                   |
| 2840.01 · San Antonio 03 2010                    | 343.03            |
| 2840.02 · Knoxville 03 2011                      | 1,137.00          |
| 2840.03 · Tallahassee 03 2008                    | 182.00            |
| 2840.04 · Phoenix 06 2012                        | 2,603.82          |
| 2840.05 · San Diego 06 2012                      | 3.00              |
| 2840.06 · Palm Springs 12 2013                   | 231.93            |
| 2840.07 · Albuquerque 02 2013                    | 110.00            |
| 2840.08 · St. Thomas 04 2016                     | 130.00            |
| <b>Total 2840 · Club Disbandment Funds Held</b>  | 4,740.78          |



08 March, 2018

TO: Skål USA President and Executive Committee Members  
CC: Skål USA Website – Financial Reports  
From: Alton Hagen, Skål USA VP Finance  
Subject: End of February, 2018 Skål USA Finance Status Report notes

Attached and to be posted on Skål USA's website are the following end of February, 2018 Financial Reports for your review:

- Balance Sheet
- Accounts Receivable Aging Report as of 2 March, 2018
- End of February, 2018 vs. Same Time Last Year Profit & Loss (YTD vs. STLY P&L)
- Year to Date (end of February, 2018) P&L vs. Year End Budget with variance notations
  - Which "Is Comparing Apples to Oranges" as it's two months vs. 12 months but is included in this report for the sake of full transparency

#### **NOTES OF INTEREST:**

##### **Balance Sheet:**

- The \$140,240 in our operating (checking) account is primarily the 2018 Skål International and Skål USA dues received to date from all clubs.
  - Skål International dues, in Euro equivalent, were forwarded to SI on 1 March, which will be reflected in the end of March Financial Report.
- The majority of the \$91,261.37 Accounts Receivable is the 2018 dues that have not yet been received from some clubs.
- As noted in previous monthly reports, the \$11,000 SI Dues Current Assets (#1450.1) is the deposit paid to lock in the dollar to euro rate for our 2018 membership dues payment to Skål International.
- As reported earlier, the \$30,000 "Note Receivable-SI Miami" is the loan from Skål USA to SI Miami for the advance deposit to the cruise line for the 2019 Skål International World Congress
  - Interest to Skål USA will be paid on this loan

7:56 AM

03/02/18

**Skal International USA**  
**A/R Aging Summary**  
As of March 2, 2018

|                            | Current          | 1 - 30           | 31 - 60         | 61 - 90       | > 90            | TOTAL            |
|----------------------------|------------------|------------------|-----------------|---------------|-----------------|------------------|
| Chestler, David            | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| Chmiel, Kenneth            | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| Cousins, John              | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| Hazelton, John             | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| Lawson, Esperanza - I      | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| Newton, Charles            | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| SI Arkansas (2)            | 153.00           | 0.00             | 0.00            | 0.00          | 0.00            | 153.00           |
| SI Atlanta (4)             | 120.00           | 0.00             | 0.00            | 0.00          | 0.00            | 120.00           |
| SI Austin (5)              | 486.00           | 0.00             | 0.00            | 0.00          | 0.00            | 486.00           |
| SI Baltimore (1)           | 123.00           | 0.00             | 0.00            | 0.00          | 0.00            | 123.00           |
| SI Boise (3)               | 0.00             | -156.16          | 0.00            | 0.00          | 0.00            | -156.16          |
| SI Boston (1)              | 274.50           | 0.00             | 0.00            | 0.00          | 0.00            | 274.50           |
| SI Charlotte (4)           | 123.00           | 0.00             | 0.00            | 0.00          | 0.00            | 123.00           |
| SI Chicago (2)             | 3,133.00         | 0.00             | 0.00            | 0.00          | 0.00            | 3,133.00         |
| SI Colorado (5)            | 153.00           | 0.00             | 0.00            | 0.00          | 0.00            | 153.00           |
| SI Columbus (2)            | 4,275.00         | 0.00             | 0.00            | 0.00          | 0.00            | 4,275.00         |
| SI Hawaii (5)              | 153.00           | 0.00             | 0.00            | 0.00          | 0.00            | 153.00           |
| SI Jacksonville (4)        | 4,353.00         | 0.00             | 317.36          | 11.42         | 674.39          | 5,356.17         |
| SI Kansas City (2)         | 228.21           | 3,807.00         | 0.00            | 0.00          | 0.00            | 4,035.21         |
| SI Las Vegas (3)           | 2,826.00         | 0.00             | 0.00            | 0.00          | 0.00            | 2,826.00         |
| SI Long Island (1)         | 0.00             | -640.56          | 0.00            | 0.00          | 0.00            | -640.56          |
| SI Los Angeles (5)         | 0.00             | 3,222.00         | 309.84          | 0.00          | 126.00          | 3,657.84         |
| SI Memphis (2)             | 153.00           | 1,502.52         | 0.00            | 0.00          | 0.00            | 1,655.52         |
| SI Miami (4)               | 0.00             | 6,252.00         | 30.00           | 126.00        | 0.00            | 6,408.00         |
| SI Myrtle Beach (4)        | 861.00           | 0.00             | 0.00            | 0.00          | 0.00            | 861.00           |
| SI Nashville (2)           | 0.00             | 123.28           | 0.00            | 0.00          | 0.00            | 123.28           |
| SI New Orleans (2)         | 0.00             | -194.48          | 0.00            | 0.00          | 0.00            | -194.48          |
| SI Northern New Jersey (1) | 4,164.10         | 0.00             | 0.00            | 0.00          | 0.00            | 4,164.10         |
| SI Orange Coast (5)        | 0.00             | 1,834.00         | 0.00            | 0.00          | 0.00            | 1,834.00         |
| SI Orlando (4)             | 0.00             | -159.00          | 0.00            | 0.00          | 0.00            | -159.00          |
| SI Pittsburgh (2)          | 4,782.00         | 0.00             | 418.18          | 7.00          | 193.00          | 5,400.18         |
| SI Portland (3)            | 0.00             | 2,211.00         | 0.00            | 36.25         | 500.00          | 2,747.25         |
| SI Puerto Rico (4)         | 2,478.00         | 0.00             | 0.00            | 0.00          | 0.00            | 2,478.00         |
| SI Richmond                | 0.00             | 1,839.00         | 0.00            | 0.00          | 625.30          | 2,464.30         |
| SI Sacramento (3)          | 0.00             | -162.00          | 0.00            | 0.00          | 0.00            | -162.00          |
| SI San Francisco (3)       | 0.00             | 5,133.00         | 0.00            | 0.00          | 0.00            | 5,133.00         |
| SI San Jose (3)            | 0.00             | 4,478.64         | 0.00            | 0.00          | 0.00            | 4,478.64         |
| SI Santa Fe (5)            | 2,523.00         | 0.00             | 0.00            | 36.25         | 500.00          | 3,059.25         |
| SI Seattle (3)             | 3.00             | 0.00             | 0.00            | 0.00          | 0.00            | 3.00             |
| SI Southwest Florida       | 555.00           | 0.00             | 0.00            | 0.00          | 0.00            | 555.00           |
| SI Tucson (5)              | 30.00            | 0.00             | 0.00            | 0.00          | 0.00            | 30.00            |
| SI Washington (1)          | 399.00           | 0.00             | 0.00            | 0.00          | 0.00            | 399.00           |
| Wall, Jenner               | 0.00             | 135.00           | 0.00            | 0.00          | 0.00            | 135.00           |
| <b>TOTAL</b>               | <b>32,348.81</b> | <b>30,035.24</b> | <b>1,075.38</b> | <b>216.92</b> | <b>2,618.69</b> | <b>66,295.04</b> |

8:11 AM  
03/02/18  
Accrual Basis

**Skal International USA**  
**Profit & Loss**  
January through February 2018

|  | Jan - Feb 18             | Jan - Feb 17             |
|--|--------------------------|--------------------------|
| <b>Ordinary Income/Expense</b>                     |                          |                          |
| <b>Income</b>                                      |                          |                          |
| 46000 · Sales of Merchandise                       | 1,915.54                 | 429.31                   |
| 47230 · Skal USA Membership Dues                   | 121,609.00               | 129,065.00               |
| 47235 · Skal International Dues                    | 96,381.00                | 108,312.00               |
| 5 · Other Revenue                                  | 2.46                     | 2.46                     |
| <b>Total Income</b>                                | <u>219,908.00</u>        | <u>237,808.77</u>        |
| <b>Gross Profit</b>                                | 219,908.00               | 237,808.77               |
| <b>Expense</b>                                     |                          |                          |
| 65000 · Operations                                 | 391.45                   | 11,804.78                |
| 65100 · Other Types of Expenses                    |                          |                          |
| 65120 · Insurance                                  | 2,241.00                 | 285.00                   |
| <b>Total 65100 · Other Types of Expenses</b>       | <u>2,241.00</u>          | <u>285.00</u>            |
| 7500 · Contract Services                           | 8,333.34                 | 5,866.68                 |
| 8300 · Travel & meetings expenses                  |                          |                          |
| 8310 · EC Member Travel                            | 5,047.77                 | 2,331.91                 |
| 8330 · Conferences, meetings                       | 3,903.45                 | 395.99                   |
| <b>Total 8300 · Travel &amp; meetings expenses</b> | <u>8,951.22</u>          | <u>2,727.90</u>          |
| 8400 · SI Membership dues                          | 0.00                     | 103,543.87               |
| 8500 · Other expenses                              |                          |                          |
| 8540 · Membership Development                      |                          |                          |
| 8541 · Club Dev - Matching Funds                   | 0.00                     | 200.00                   |
| 8555 · Skal USA Club of the Year                   | 1,299.00                 | 0.00                     |
| <b>Total 8540 · Membership Development</b>         | <u>1,299.00</u>          | <u>200.00</u>            |
| 8591 · Bank charges & credit card disc             | 177.97                   | 20.00                    |
| <b>Total 8500 · Other expenses</b>                 | <u>1,476.97</u>          | <u>220.00</u>            |
| 8600 · Business Expenses                           | 0.00                     | 0.00                     |
| <b>Total Expense</b>                               | <u>21,393.98</u>         | <u>124,448.23</u>        |
| <b>Net Ordinary Income</b>                         | <u>198,514.02</u>        | <u>113,360.54</u>        |
| <b>Net Income</b>                                  | <u><u>198,514.02</u></u> | <u><u>113,360.54</u></u> |



8:13 AM

03/02/18

Accrual Basis

**Skal International USA**  
**Profit & Loss Budget vs. Actual**  
 January through February 2018

|  | Jan - Feb 18 | Budget     | \$ Over Budget | % of Budget |
|--|--------------|------------|----------------|-------------|
| Ordinary Income/Expense                  |              |            |                |             |
| Income                                   |              |            |                |             |
| 45100 - Advertising                      | 0.00         | 500.00     | -500.00        | 0.0%        |
| 46000 - Sales of Merchandise             |              |            |                |             |
| 4601 - Pins                              |              |            |                |             |
| 4601.01 - Membership Pin                 | 255.00       |            |                |             |
| 4601.03 - Young Skal Member Pin          | 70.00        |            |                |             |
| 4601.04 - Club President Pin             | 123.50       |            |                |             |
| 4601.05 - Club Vice President Pin        | 123.50       |            |                |             |
| 4601.06 - Club Secretary Pin             | 114.00       |            |                |             |
| 4601.07 - Club Treasurer Pin             | 104.50       |            |                |             |
| 4601.08 - Club SI/USA Representative Pin | 76.00        |            |                |             |
| 4601.09 - Club EST Pin                   | 57.00        |            |                |             |
| 4601.10 - Past-President Pin             | 142.50       |            |                |             |
| 4601.11 - 15 Years Membership Pin        | 50.00        |            |                |             |
| 4601.12 - 25 Years Membership Pin        | 110.00       |            |                |             |
| 4601.13 - 35 Years Membership Pin        | 60.00        |            |                |             |
| 4601.14 - 50 Years Membership Pin        | 20.00        |            |                |             |
| Total 4601 - Pins                        | 1,306.00     |            |                |             |
| 4602 - Plaque                            |              |            |                |             |
| 4602.1 - Past President Plaque           | 316.00       |            |                |             |
| Total 4602 - Plaque                      | 316.00       |            |                |             |
| 4603 - Chain                             |              |            |                |             |
| 4603.1 - Past Club President Medallion   | 180.00       |            |                |             |
| Total 4603 - Chain                       | 180.00       |            |                |             |
| 46400 - Other Types of Income            |              |            |                |             |
| 46410 - Merchandise Shipping Charges     | 113.54       | 248.00     | -134.46        | 45.8%       |
| Total 46400 - Other Types of Income      | 113.54       | 248.00     | -134.46        | 45.8%       |
| 46000 - Sales of Merchandise - Other     | 0.00         | 5,304.00   | -5,304.00      | 0.0%        |
| Total 46000 - Sales of Merchandise       | 1,915.54     | 5,552.00   | -3,636.46      | 34.5%       |
| 47230 - Skal USA Membership Dues         |              |            |                |             |
| 47231 - Skal USA Dues                    | 121,609.00   | 148,395.00 | -26,786.00     | 81.9%       |
| Total 47230 - Skal USA Membership Dues   | 121,609.00   | 148,395.00 | -26,786.00     | 81.9%       |
| 47235 - Skal International Dues          |              |            |                |             |
| 47236 - SI New Member Initiation Fee     | 1,519.00     | 6,913.00   | -5,394.00      | 22.0%       |
| 47235 - Skal International Dues - Other  | 94,862.00    | 115,218.00 | -20,356.00     | 82.3%       |
| Total 47235 - Skal International Dues    | 96,381.00    | 122,131.00 | -25,750.00     | 78.9%       |
| 48101 - AGM No Show Fee                  | 0.00         | 1,500.00   | -1,500.00      | 0.0%        |
| 5 - Other Revenue                        |              |            |                |             |
| 5310 - Interest on savings               | 2.46         | 23.00      | -20.54         | 10.7%       |
| 5315 - Interest on CD                    | 0.00         | 1,128.00   | -1,128.00      | 0.0%        |
| Total 5 - Other Revenue                  | 2.46         | 1,151.00   | -1,148.54      | 0.2%        |
| Total Income                             | 219,908.00   | 279,229.00 | -59,321.00     | 78.8%       |
| Cost of Goods Sold                       |              |            |                |             |
| 5445 - Cost of Inventory Sold            | 0.00         | 4,068.00   | -4,068.00      | 0.0%        |
| 5446 - 10% Profit Donation FVF           | 0.00         | 403.00     | -403.00        | 0.0%        |
| Total COGS                               | 0.00         | 4,471.00   | -4,471.00      | 0.0%        |
| Gross Profit                             | 219,908.00   | 274,758.00 | -54,850.00     | 80.0%       |

## **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**

1. Currently working on a membership ad for Facebook and other social media
2. 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".

## **Skål USA Monthly Report – Richard Scinta**

### **March 2018**

Young Skål interviews set for Thursday, March 28<sup>th</sup> at Rosen School of Hospitality for potential Young Skaleagues for the Orlando Club. 5 students to be interviewed for acceptance into the Club.

Had a 45 minute call with Bob DeMichele from the Denver Club on March 13<sup>th</sup>. He had various recommendations for membership and has volunteered to assist further if needed.

Caught up with Howard Huzzard from Skål Pittsburgh about potentially increasing their Young Skål count. Provided a lead that I need to follow up on. Also, connected with a good friend who was a Skål member there, but is no longer a member as there are no relevant GM's in the club any longer. He and I will connect so that I can learn more so that maybe we can assist with that.



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

## MONTHLY REPORT

March 2018

Stephen B. Richer  
Director  
Public Relations and Communications

Skalleagues:

March has been a busy month!

Skal media: Prepared two articles for Skal Magazine and assisted with a third one. In discussions with SI International President Lavonne Wittmann made future plans for articles on Destination Capitol Hill and the North American Skal Congress. The Skal Magazine articles have appeared, however, they are inaccessible at the time of this report due to my travel to China and the cyber wall that exists here.

Additionally, a piece for Journeys, the publication of Skal USA, was part of the new issue.

Skal visibility. Coordinated the visit of President Burcin Turkkan for the first official delegation of Skal USA at Destination Capitol Hill, the travel industry's lobbying days in Washington. During the visit, we were able to meet key leaders from US Travel, Brand USA, International Inbound Travel Association, National Tour Association, Destinations International, and the International Association of Exhibitions and Events. Both Burcin and I maintained a full schedule of Capitol Hill appointments meeting personally with Senators, Representatives, or their staffs. Unfortunately, an unanticipated snow storm postponed the Skal Washington meeting at which President Burcin was scheduled to speak. While it was held the next day, Burcin was unable to change her flight, so the regular DC standby Executive Committee member (yours truly) filled in.

Advocacy Committee. A meeting of this group is tentatively scheduled for April 6 to review current issues and prepare a questionnaire for clubs on other issues to consider.

Membership development. Successfully proposed a new program to build new clubs by identifying committed club builders who will provide a prospect list of thirty or more and complete the new club within a year. Such approved individuals will receive an Active Individual Member status, courtesy of Skal USA. The first two such AIM selectees are Jackie Cross of the SI Valley of the Sun prospective club in Arizona and Kate Heath of the SI Central California prospective club.

## March International Skål Councillor Report

- Continued to help solve NASC booking problems.
- Represented the USA at the ISC meeting in Berlin
- Prepared and submitted ISC report
- Worked on by-law change for Skål USA succession checking with Carlos Banks and Thomas White
- Participated in monthly EC meeting on March 5 from Germany
- Participated in special succession meeting on March 13
- Sent letters to strategic partners, Tourism Cares and Brand USA
- Sent letter to club President and Skål USA Reps regarding Membership Development fund asking for donations to either FVF or MDF
- Follow up with Mark Alexander and Lavonne Whitman regarding membership changes passed during the midterm meeting
- Followed up with ISC and SI EC to find out when changes were going to be posted from ISC meeting in Germany
- Introduced Skål Kenya to management of Turkish Airlines for possible sponsorship
- Wrote articles for Skål USA and International newsletters on new Southwest Florida club and Skål Boston fundraising.
- Wrote By-law changes regarding EC changes
- Attend Skål Southwest Florida second Board and meeting
- Finalized the Skål USA Shirt embroidery and ordering process and advised company we will not be offering a link for donations.
- Spoke with Ann Parsons, President Las Vegas and talked her out of cancelling her club's participation in NASC due to recent problems in Mexico. They will now be sending a new delegate who has never been to NASC and this should be good for their club.
- Sent letter to all Presidents and Skål USA Reps to urge participation in Tourism Cares upcoming events in the Florida Keys and New Orleans