



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

**Burcin Turkkán, Skål USA President,
February 2018 Monthly Report**

Administrative

- Prepared the SKAL USA Presidents Webinar Meeting Details/ PP
- Registered for the Destination Capitol Hill that will take place between March 20-22 March 2018
- Reviewed the preliminary Agenda for upcoming AGM/ NCM at NASC in Playa Mujeres
- Coordinated the program content for NASC with Jane Garcia
- Wrote anniversary letters to SI Albany / SI Long Island / SI Washington DC/ SI Louisville
- Organized the Reminder notices to go out to SKAL USA Presidents and membership in general in regard to upcoming NASC/ AGM
- Approved the new SKAL USA T-shirt design proposed by ISC Holly Powers
- Follow up on the NASC Website registration issues in coordination with Holly Powers & Jane Garcia
- Approved and Issued the Press Release prepared by Dir of PR & Communications Steve Richer in regards to WECM
- Continued communication with SI in regards to recent statement on digital transformation in coordination with Skál USA EC members collaborative decision
- Created a follow up Call list for SKAL USA EC members to call clubs to remind on NASC Registration
- Follow up on SKAL USA Club Data forms in collaboration with VP of Admin Lisa Conway and other EC members
- Obituary for Klaus Billep
- Submitted letter/ invitation to Chris Thompson to accept his award during NASC
- Designed/Ordered new SKAL USA pop-up banners for the upcoming new club Launch events
- Follow up with EC members line of duties and replied to EC members and SKAL USA members emails

Webinars/Meetings/ Conference Calls

- Conference Call with VP of Membership Dave Ryan And Kate Heath in regards to SI Phoenix launch meeting
- Conducted January EC meeting on Feb 5th
- Participated in New Members Orientation organized by VP of Membership Dave Ryan
- Conference Call with Sponsorship Committee Chairman Akbar Rohanifar / Co-Chair Andres Hayes
- Met with Dir of PR & Communications Steve Richer for lunch in Atlanta and joined conference call in regards to protection of the National Parks
- Conducted various individual phone calls with SKAL USA and SKAL USA EC members

In Friendship & Skál,
Burcin Turkkán
burcinturkkan@useh.org / 4045477409



Monthly Report for February 2018 - International Skål Councillor, Holly Powers

- Entered two new member of the Southwest Florida club into the system
- Got clarification on Member Development Fund Drive from SI VP Rafael Millan and will share with club Presidents and Skål USA Reps once we have completed list for 2018 officers from Database form.
- Entered another new member of Southwest Florida club into system and all 3 applications approved by Spain and club grows to 22 members
- Continued to help members having problems with registering for NASC
- Made reservation to attend ISC meeting in Kremmen, Germany
- Prepared a list of Skål USA Clubs and listed delegates who have already booked.
- Called 3 clubs assigned by President to urge booking for NASC. All three clubs will participate. Anchorage has tried to book with problems as has Arkansas. Southwest Florida waiting to see if Jack Wert wins membership contest as he will represent this new club.
- Contacting members of I(SC to suggest we need change and support for change
- Answered questions regarding what NASC included from Orlando. Once again website is not clear
- Prepared excel sheet for NASC USA delegates and EC members for Jane Garcia and worked with Alton Hagen to verify pricing
- Worked with Jean Cote, ISC Canada to come up with new ISC plan and will present at ISC meeting in Germany
- Conference call with Dave Ryan and Kate from Phoenix to discuss opening new club and what was needed
- Contacted Charlotte and Richmond to ask them to prepare their Data Form
- Reminded membership team that incentive contest ends 2/28 and need to notify person and Alton to pay for NASC if they are going to attend. Prize not transferable.



Membership Director Report

Date: February 28, 2018

To: Skal USA Executive Committee

From: Dave Ryan / Membership Director

Subject: February 2018 Membership Director Report

Club visits

No Club visits in February

Fresno Club restart / update

- We are doing the launch event on March 7, 2018 - location will be the Fresno / Yosemite Airport which will be a great backdrop and we have full support of the airport to host the event and join the Club. So far we have 20 RSVP's for the event and several visiting Skalleagues will also be in attendance from SI Sacramento, SI San Jose and SI San Francisco.
- Club will be called Skal International Central California – this will enable us to promote in a much wider geographic area than just Fresno

Phoenix Club restart update

- Launch event will be held on March 8, 2018 at the Marriott in Tempe. As of date of this report we have 35 RSVP's for this event. We will have visiting Skalleagues from SI Tucson in attendance.
- Working with Kate Heath from Apple Vacations to help with the relaunch. She is very well connected and very active in the industry in the Phoenix area. We have a list from the local ASTA Chapter and some other leads from Skal EC members.

Savannah Club update

Andres Hayes is still working with the group in Savannah and as of the date of this report we are looking at a mid-March launch for this Club.

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**



February 2018

SKAL USA VP of Administration Report

Respectfully submitted by Lisa Conway

- Sent Data Form Requests to clubs that had not updated information in January.
- Called Chicago, Central PA, Atlantic City, Philadelphia, Reno/Tahoe, Colorado regarding Data Forms and attendance at NASC.
- Corresponded with several clubs regarding completion of data form and provided instructions on logging into the website.
- Sent 2 SKAL USA Journeys newsletter article/photo requests.
- Received several newsletter articles and photos and forwarded to Seth.
- Forwarded IPW invitation from SI Colorado to Lavonne Williams for inclusion in next e-skal newsletter.
- Attended NY SKAL meeting
- Prepared and sent EC Feb 2018 meeting and consent agenda
- Received, reviewed and forwarded Feb EC Meeting Minutes to SKAL USA EC for review
- Received, reviewed and forwarded WEC Meeting Minutes to SKAL USA EC for review
- Sent email to EC regarding transportation to NASC, compiling list to send to Jane Garcia
- Prepared EC March 2018 meeting and consent agenda
- Prepared first draft of AGM meeting agenda
- Reviewed first draft of NCM meeting agenda prepared by Burcin
- Prepared and sent EC Monthly Reports to EC Members
- Sent obit for Klaus Billep
- Prepared NASC Floor plan, AV needs and sent to NASC Committee

Skål USA Monthly Report – Jim Dwyer

February 2018

Visits

1. Northern New Jersey – attended monthly meeting Feb.9

Skål USA Social Media

1. President Burcin Turkkan and Rafael Millan Skål Mexico City have submitted videos to be posted on Social Media promoting NASC in Mexico in May. I'm waiting for Jean-Francois Cote of Skål Quebec to submit his video.
2. Our Social Media conference call was Thursday, Feb.1. Members of the committee include Kathy Hernandez, Marcelo Mattos, Paul Dhadda, Troy Lambert-Zaffino and Amy Bendekovits. We had many suggestions and Paul Dhadda posted a suggestion sheet on Google Plus so anyone on the committee can share with the group.
3. I have been trying to create more interest in NASC and also for our 2019 World Cruise on Royal Caribbean with a few significant posts about the ship and one notable post with Steve Richer and Adam Goldstein, President and COO of Royal Caribbean. I posted this photo on various sites and sent it in messages to four RC BDMs and suggested they join Skål to promote the cruise.

Membership Activity

Unfortunately I haven't heard from Jeff Penner from Oklahoma City. I've emailed and sent him messages via LinkedIn but nothing to date. I will try to contact other former members of Skål OKC

Sadly the overall membership has dropped again but may bounce back once all the dues are paid.

Skål Baltimore will celebrate their 60th anniversary on March 15 and I hope to attend the meeting

I've made arrangements to meet Dave Ryan in Fresno and Phoenix to help him open new clubs in both places. I'm flying to Sacramento on March 6, driving with Dave to Fresno on March 7, flying from Fresno to Phoenix on March 8 and flying back to Newark on March 9.

I constantly spread the word about meetings when I'm contacted. I would encourage all clubs to either contact me with their meeting notices or post them on Skål International USA. That way I can share not only on Facebook but other social media platforms like LinkedIn, Twitter and Instagram.

I mentioned in some emails that Skål Northern New Jersey had a great meeting on Feb.9 which was attended by 16 members and 14 guests. One of the guests filled out her application at the meeting and she has been approved. Two others took applications with them and are considering joining as well.

Skål USA Monthly Report – Richard Scinta

February 2018

Met with Young Skål Team of Tom White, Stefanie Zambelli (Skål Orlando) on 2/23/18. Troy Lambert, Skål Atlanta was not able to attend. Items to work on.

- Interviews of potential Young Skål is important to get the highest caliber of student. Orlando interviews to be taking place soon. I will be in attendance. Maybe not necessarily those with the highest grades, but socially adept will be chosen.
- Goal is for a 25% to 30% retention of Young Skål and Young Skål Professional into permanent membership.
- Focus on the following Clubs for increasing Young Skål and Young Skål Professional at the following clubs: Miami (Dave Ross), New Orleans (Tim Hemphill), Pittsburgh (Howard Huzzard), Nashville (Joanne Ford) and Orlando.
All have had initial contact sent to them and will be organizing a meeting with their representatives in the near future.
- 10% of Active/Associate members should be the maximum number of Young Skål for any club.
- Mentor program is essential to keeping young Skaleagues active and engaged. In Orlando, mentors pay \$125 toward the total of \$275 annual dues. Suggest paying for a full year versus “pay as you go”.
- Goal is to have all of these clubs aligned by June.



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February Monthly Report

Stephen B. Richer
Director
Public Relations and Communications

Skalleagues:

In February, the following was accomplished:

1. International Inbound Travel Association, Portland, OR. Attended this meeting, spoke to a number of prospects about Skal membership and made initial arrangements for Skal's presence at IPW in Denver in May.
Also had preliminary discussion about opening a Skal club in Cincinnati.
2. President Burcin Turkkan. Met with President Turkkan for lunch in Georgia to review plans for Destination Capitol Hill, other national priorities, and a new press release.
3. Press release. Issued new release on Winter Executive Committee Meeting in Raleigh, featuring two big advocacy issues—freedom to travel with security and preservation and protection of historic, cultural, and environmental tourism sites.
4. Brand USA. Represented Skal at the premiere of the new IMAX America's Musical Journey. Made arrangements regarding the attendance of Chris Thompson, Washington Skalleague and President/CEO of Brand USA to attend NASC in Mexico.
5. Executive Committee phone call. Participated fully in our monthly call on February 5.
6. New club building. Sent a proposal to the Executive Committee to recruit key contacts for new clubs to be considered on March 5 call.



12 February, 2018

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

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

- Balance Sheet
- Accounts Receivable Aging Report as of 4 February, 2018
- End of January, 2018 vs. Same Time Last Year Profit & Loss (YTD vs. STLY P&L)
- Year to Date (end of January, 2018) P&L vs. Year End Budget with variance notations
 - Which "Is Comparing Apples to Oranges" as it's one month vs. 12 months but is included in this report for the sake of full transparency

NOTES OF INTEREST:

Balance Sheet:

- The \$225,512.99 Accounts Receivable is primarily the 2018 dues invoices sent to all clubs per the membership roster provided by Skål International
- 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 paid on this loan

Accounts Receivable, Aging Report:

- Statements, with additional Finance Fees added, were sent to those clubs on amounts that were more than 90 days past due at the end of 2017.
- This report also includes the amounts invoiced to all clubs for 2018 dues per the membership report for each club as received from Skål International