



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,
January 2018 Monthly Report**

Administrative

- Prepared the Annual Meetings & Events Agenda for SKAL USA EC/ SKLA USA Club Presidents/ SKAL USA Reps
- Prepared the important dates Calendar for the EC Members and posted online EC members view
- Prepared and Reviewed the VP of Admin Check List with our new VP Lis Conway
- Prepared the Committee Lists for 2018 and assigned SKAL USA EC members to each Committee and reviewed the goals for each committee with assigned Committee Chairman
- Prepared the President's Message to go out to membership
- Finalized the WECM Agenda with VP of Admin Lisa Conway
- Coordinated the WECM Program with SI RDU Board
- Wrote anniversary letters to SI Boston – 79th, SI Charlotte 5th and SI Anchorage 52nd
- Follow up on the NASC Website registration issues in coordination with the NASC Committee
- Reviewed the details of the new proposed SKAL USA – ABA Contract
- Shared the WECM 2018 Highlights/ decisions with SKAL USA Membership
- Communicated with SI in regards to recent statements issues to membership on Jan 24th and Jan 26th Based concerns addressed by several members and on decision of SKAL USA EC prepared a letter indicating question in regards to the new digital transformation project
- Replied to EC members and SKAL USA members emails

Webinars/Meetings/ Conference Calls

- Conducted January EC meeting on Jan 2nd
- Participated in Conference Call with VP of Membership Dave Ryan and Kate Heath in regards to SI Phoenix formation/ preparations of the launch meeting
- Participated in Conference Call of the Membership Team held by VP of Membership Dave Ryan
- Participated to WECM in Raleigh, NC and conducted the WECM 2018 with SKAL USA EC and conducted the installation of the new SI Raleigh Durham President Fred Platt
- Participated to SI Atlanta Meeting and conducted the installation of the new SI Atlanta President Donetta Poisson
- Conducted various individual phone calls with SKAL USA and SKAL USA EC members

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



12 January, 2018

TO: Skål USA President and Executive Committee Members

From: Alton Hagen, Skål USA VP Finance

Subject: Quarterly (End of Year) Financial Report for the period ending 31 December, 2017

The attached end of December (4th Quarter/Year End), 2017 financial reports will also be posted on Skål USA's website for review:

- Balance Sheet
- Year End vs. Same Time Last Year P&L (2017 vs 2016)
- Year End Income & Expenses vs. 2017 Budget
- Accounts Receivable Aging Report

2017 vs. 2016 Profit & Loss:

- Skål USA dues received in 2017 were 5.9% (\$8,530) below 2016.
 - SI Dues received in 2017 were similar at 6.0% (\$7,570) below 2016.
- Total income in 2017 was 4.5% (\$12,290) below 2016.
- Net income for 2017 was 8.4% (\$21,785) of total revenue (\$260,610).
 - While 2016's net income was 13.5% (\$36,913) on total revenue (\$272,899).

2017 Income & Expenses vs. 2017 Budget:

- Total income for the year was 4.8% (\$13,189) below the 2017 budget expectations.
 - 2017 total income was based on an anticipated 2.5% reduction in membership from 2016.
- Thankfully, expenses for the year were 9.0% (\$23,535) below the 2017 expectations.
 - I would like to think this was accomplished, in part, because the Executive Committee continued to "Manage expenses to actual cash flow."
- Consequently, the end of year \$21,785 in Net Revenue was 190.4% (\$10,346) above budget expectations (of \$11,439).

Cash on Hand:

- As noted on the Balance Sheet, we had \$339,727 in checking, savings and certificates of deposit.
- Near the end of the year we also provided a \$30,000 loan to SI Orlando to use as a deposit with the cruise line for the 2019 Skål International World Congress
 - This loan is to be repaid, with interest, before the end of 2019
- All CD's were renewed, with the goal of them maturing during the latter quarter of each calendar year as that is the time period of least revenue to Skål USA.
- Our end of year Net Income was \$21,785 which increased Skål USA's Total Equity to \$387,905
 - 2016's Net Income was \$36,913

2017 Member Dues:

- 2018 Dues Notices were sent to all clubs on 13 September.
 - The dues for Active Individuals was not listed in the dues notice
 - Skål International will send individual invoices for each Active Individual to Skål USA to be forwarded along with an invoice for Skål USA's dues as well.

Florimond Volckaert Fund:

- All club contributions received during the year were forwarded to Skål International on 15 December.

Respectfully,

Alton Hagen, CMP, DMCP

VP Finance

Skal International USA
Statement of Financial Position (Balance Sheet)
As of December 31, 2017

	Dec 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1010 · Wells Fargo checking account	
1011 · Operating account	31,017.61
1012 · SIUSA restricted account	
1019 · Club Disbandment Funds	4,740.78
Total 1012 · SIUSA restricted account	4,740.78
Total 1010 · Wells Fargo checking account	35,758.39
1050 · Wells Fargo Savings account	50,608.31
1081 · Access National Bank CD	253,359.91
Total Checking/Savings	339,726.61
Accounts Receivable	
1110 · Accounts receivables	1,571.05
Total Accounts Receivable	1,571.05
Other Current Assets	
12100 · Inventory Asset	9,129.32
1450 · Prepaid operating exp	
1450.1 · SI Dues	11,000.00
Total 1450 · Prepaid operating exp	11,000.00
1452 · Prepaid Travel	
1452.08 · VP Admin	236.40
1452.09 · President	322.59
Total 1452 · Prepaid Travel	558.99
Total Other Current Assets	20,688.31
Total Current Assets	361,985.97
Fixed Assets	
15000 · Furniture and Equipment	1,036.58
1745 · Accum depr - furniture & equip	-1,036.58
Total Fixed Assets	0.00
Other Assets	
1810 · Note Receivable - SI Miami	30,000.00
1950 · Security deposits	1,800.00
Total Other Assets	31,800.00
TOTAL ASSETS	393,785.97
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2160 · FV Fund	408.08
2161 · Other Short-Term Liabilities	732.14
Total Other Current Liabilities	1,140.22
Total Current Liabilities	1,140.22
Long Term Liabilities	
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

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Accrual Basis

Skal International USA
Statement of Financial Position (Balance Sheet)
As of December 31, 2017

	<u>Dec 31, 17</u>
2840.07 · Albuquerque 02 2013	110.00
2840.08 · St. Thomas 04 2016	130.00
Total 2840 · Club Disbandment Funds Held	4,740.78
Total Long Term Liabilities	4,740.78
Total Liabilities	5,881.00
Equity	
3010 · Unrestricted Net Assets	366,119.94
Net Income	21,785.03
Total Equity	387,904.97
TOTAL LIABILITIES & EQUITY	393,785.97

Skal International USA
Profit & Loss Budget vs. Actual
 January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
46000 · Sales of Merchandise				
4601 · Pins				
4601.01 · Membership Pin	565.00			
4601.02 · Retired Member Pin	66.50			
4601.03 · Young Skal Member Pin	55.00			
4601.04 · Club President Pin	66.50			
4601.05 · Club Vice President Pin	85.50			
4601.06 · Club Secretary Pin	47.50			
4601.07 · Club Treasurer Pin	28.50			
4601.08 · Club SIUSA Representative Pin	180.50			
4601.09 · Club EST Pin	66.50			
4601.10 · Past-President Pin	399.00			
4601.11 · 15 Years Membership Pin	140.00			
4601.12 · 25 Years Membership Pin	170.00			
4601.13 · 35 Years Membership Pin	60.00			
4601.14 · 50 Years Membership Pin	10.00			
4601.15 · Skal USA Decorative Pin	20.00			
Total 4601 · Pins	1,960.50			
4602 · Plaque				
4602.1 · Past President Plaque	158.00			
Total 4602 · Plaque	158.00			
4603 · Chain				
4603.1 · Past Club President Medallion	660.00			
4603.2 · Jewelry Quality Chain	40.00			
Total 4603 · Chain	700.00			
4604 · Misc Merchandise	75.00			
46400 · Other Types of Income				
46410 · Merchandise Shipping Charges	214.66	270.00	-55.34	79.5%
46430 · Miscellaneous Revenue	149.11			
Total 46400 · Other Types of Income	363.77	270.00	93.77	134.7%
46000 · Sales of Merchandise - Other	58.15	5,848.00	-5,789.85	1.0%
Total 46000 · Sales of Merchandise	3,315.42	6,118.00	-2,802.58	54.2%
47230 · Skal USA Membership Dues				
47231 · Skal USA Dues	135,961.00	143,379.00	-7,418.00	94.8%
Total 47230 · Skal USA Membership Dues	135,961.00	143,379.00	-7,418.00	94.8%
47235 · Skal International Dues				
47236 · SI New Member Initiation Fee	7,136.00	7,092.00	44.00	100.6%
47235 · Skal International Dues - Other	111,901.00	118,203.00	-6,302.00	94.7%
Total 47235 · Skal International Dues	119,037.00	125,295.00	-6,258.00	95.0%
5 · Interest Revenue				
5310 · Interest on savings	15.18	28.00	-12.82	54.2%
5315 · Interest on CD	0.00	617.00	-617.00	0.0%
5 · Interest Revenue - Other	3,359.91			
Total 5 · Interest Revenue	3,375.09	645.00	2,730.09	523.3%
Total Income	261,688.51	275,437.00	-13,748.49	95.0%
Cost of Goods Sold				
5445 · Cost of Inventory Sold	870.83	1,170.00	-299.17	74.4%
5446 · 10% Profit Donation FVF	208.08	468.00	-259.92	44.5%
Total COGS	1,078.91	1,638.00	-559.09	65.9%

Skal International USA
Profit & Loss Budget vs. Actual
January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Gross Profit	260,609.60	273,799.00	-13,189.40	95.2%
Expense				
62800 · Facilities and Equipment				
62810 · Depr and Amort - Allowable	0.00	1,984.00	-1,984.00	0.0%
Total 62800 · Facilities and Equipment	0.00	1,984.00	-1,984.00	0.0%
65000 · Operations				
65010 · Newsletter, Subscriptions	300.00			
65020 · Postage, Mailing Service	383.74	600.00	-216.26	64.0%
65030 · Printing and Copying	169.22	193.00	-23.78	87.7%
65040 · Supplies	1,850.85	1,751.00	99.85	105.7%
65060 · Website	11,847.63	969.00	10,878.63	1,222.7%
65070 · Name Badges	0.00	171.00	-171.00	0.0%
65080 · Skal USA President Favors	943.33	1,713.00	-769.67	55.1%
65090 · Other Outside Services	1,397.70	300.00	1,097.70	465.9%
Total 65000 · Operations	16,892.47	5,697.00	11,195.47	296.5%
65100 · Other Types of Expenses				
65120 · Insurance				
65121 · D&O Liability	7,180.00	10,075.00	-2,895.00	71.3%
65123 · Crime	3,128.00	3,253.00	-125.00	96.2%
65124 · Business Package	3,413.00	1,608.00	1,805.00	212.3%
65129 · Reimbursement by Clubs	-13,157.24	-14,647.00	1,489.76	89.8%
65120 · Insurance - Other	950.00	1,167.00	-217.00	81.4%
Total 65120 · Insurance	1,513.76	1,456.00	57.76	104.0%
65161 · NASC Host Club Support	0.00	2,000.00	-2,000.00	0.0%
65162 · AGM Club Participation Credit	19,500.00	22,500.00	-3,000.00	86.7%
Total 65100 · Other Types of Expenses	21,013.76	25,956.00	-4,942.24	81.0%
7500 · Contract Services				
7501 · Outside Contract Services	37,200.08	35,000.00	2,200.08	106.3%
7520 · Accounting Fees	2,730.00	2,522.00	208.00	108.2%
7530 · Legal Fees	23.00			
7540 · Professional fees	0.00	1,118.00	-1,118.00	0.0%
Total 7500 · Contract Services	39,953.08	38,640.00	1,313.08	103.4%
8300 · Travel & meetings expenses				
8310 · EC Member Travel				
8311 · VP Region 1				
8311.4 · Misc	50.00			
Total 8311 · VP Region 1	50.00			
8313 · VP Region 3				
8313.1 · Transportation	628.20			
Total 8313 · VP Region 3	628.20			
8315 · VP Region 5				
8315.1 · Transportation	457.68			
8315.3 · Meals	143.22			
Total 8315 · VP Region 5	600.90			
8317 · VP Finance				
8317.1 · Transportation	2,200.81			
8317.2 · Lodging	230.18			
8317.3 · Meals	69.74			
8317 · VP Finance - Other	0.00	1,647.00	-1,647.00	0.0%
Total 8317 · VP Finance	2,500.73	1,647.00	853.73	151.8%
8318 · VP Administration				

Skal International USA
Profit & Loss Budget vs. Actual
 January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
8318.1 · Transportation	1,786.75			
8318.3 · Meals	74.06			
8318 · VP Administration - Other	0.00	1,875.00	-1,875.00	0.0%
Total 8318 · VP Administration	1,860.81	1,875.00	-14.19	99.2%
8319 · President				
8319.1 · Transportation	4,321.88			
8319.2 · Lodging	2,288.23			
8319.3 · Meals	1,724.92			
8319.4 · Misc	648.88			
8319 · President - Other	0.00	5,027.00	-5,027.00	0.0%
Total 8319 · President	8,983.91	5,027.00	3,956.91	178.7%
8320 · ISC Councilor				
8320.1 · Transportation	2,680.39			
8320.2 · Lodging	249.62			
8320.3 · Meals	127.14			
8320 · ISC Councilor - Other	0.00	3,352.00	-3,352.00	0.0%
Total 8320 · ISC Councilor	3,057.15	3,352.00	-294.85	91.2%
8321 · Auditor				
8321.1 · Transportation	2,050.29			
8321.2 · Lodging	427.92			
8321.3 · Meals	69.13			
8321 · Auditor - Other	0.00	2,017.00	-2,017.00	0.0%
Total 8321 · Auditor	2,547.34	2,017.00	530.34	126.3%
8322 · Skal USA ADMIN	605.52	538.00	67.52	112.6%
8323 · Past President				
8323.1 · Transportation	797.68			
8323 · Past President - Other	0.00	1,023.00	-1,023.00	0.0%
Total 8323 · Past President	797.68	1,023.00	-225.32	78.0%
8325 · VP Membership				
8325.1 · Transportation	1,919.09			
8325.3 · Meals	201.58			
8325 · VP Membership - Other	371.68	5,169.00	-4,797.32	7.2%
Total 8325 · VP Membership	2,492.35	5,169.00	-2,676.65	48.2%
8326 · Director Membership I	1,201.85	2,585.00	-1,383.15	46.5%
8327 · Director Membership II	2,038.06	2,585.00	-546.94	78.8%
8328 · Director of Communications	574.03	2,585.00	-2,010.97	22.2%
Total 8310 · EC Member Travel	27,938.53	28,403.00	-464.47	98.4%
8330 · Conferences, meetings				
8331 · NASC Congress				
8331.1 · Registration	11,946.59	13,440.00	-1,493.41	88.9%
8331.2 · Lodging - Additional nights	0.00	1,497.00	-1,497.00	0.0%
8331.4 · Food and Beverage	1,544.70	1,292.00	252.70	119.6%
8331.5 · AV	2,716.38	1,869.00	847.38	145.3%
8331.6 · Printing	0.00	55.00	-55.00	0.0%
8331.9 · Reimbursement of Meal	0.00	-102.00	102.00	0.0%
Total 8331 · NASC Congress	16,207.67	18,051.00	-1,843.33	89.8%
8341 · Winter Board Meeting				
8341.2 · Lodging	4,305.37	3,444.00	861.37	125.0%
8341.3 · Meeting Room	50.00			
8341.4 · Food and Beverage	683.99	2,131.00	-1,447.01	32.1%
8341.5 · AV	0.00	169.00	-169.00	0.0%

Skal International USA
Profit & Loss Budget vs. Actual
January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
8341.9 · Reimbursement of Meal	-324.00	-406.00	82.00	79.8%
Total 8341 · Winter Board Meeting	4,715.36	5,338.00	-622.64	88.3%
8351 · Summer NCM				
8351.2 · Lodging	1,497.72	5,442.00	-3,944.28	27.5%
8351.4 · Food and Beverage	773.60	190.00	583.60	407.2%
8351.5 · AV	0.00	530.00	-530.00	0.0%
8351.9 · Reimbursement of Meal	0.00	-64.00	64.00	0.0%
Total 8351 · Summer NCM	2,271.32	6,098.00	-3,826.68	37.2%
8361 · SI Congress				
8361.1 · Registration	1,299.23	4,502.00	-3,202.77	28.9%
8361.5 · Air Transportation	0.00	2,766.00	-2,766.00	0.0%
Total 8361 · SI Congress	1,299.23	7,268.00	-5,968.77	17.9%
8371 · ISC Meeting	1,571.23	1,270.00	301.23	123.7%
8372 · SI Special Event	0.00	199.00	-199.00	0.0%
Total 8330 · Conferences, meetings	26,064.81	38,224.00	-12,159.19	68.2%
Total 8300 · Travel & meetings expenses	54,003.34	66,627.00	-12,623.66	81.1%
8373 · Skal USA Special Event				
8373.1 · Trade Shows	0.00	500.00	-500.00	0.0%
8373.2 · Sponsorships	0.00	500.00	-500.00	0.0%
Total 8373 · Skal USA Special Event	0.00	1,000.00	-1,000.00	0.0%
8400 · SI Membership dues	103,703.65	115,193.00	-11,489.35	90.0%
8500 · Other expenses				
8540 · Membership Development				
8541 · Club Dev - Matching Funds	1,468.01	1,828.00	-359.99	80.3%
8542 · National Development	39.13	3,874.00	-3,834.87	1.0%
8542.1 · Reimbursement of Expenses	0.00	-773.00	773.00	0.0%
8555 · Skal USA Club of the Year	1,138.42	1,000.00	138.42	113.8%
8556 · Young Skal of the Year	0.00	700.00	-700.00	0.0%
Total 8540 · Membership Development	2,645.56	6,629.00	-3,983.44	39.9%
8590 · Miscellaneous Expenses	374.50			
8591 · Bank charges & credit card disc				
8591.1 · Bank Fees	44.21	387.00	-342.79	11.4%
8591 · Bank charges & credit card disc - Other	75.00			
Total 8591 · Bank charges & credit card disc	119.21	387.00	-267.79	30.8%
Total 8500 · Other expenses	3,139.27	7,016.00	-3,876.73	44.7%
8600 · Business Expenses				
60920 · Business Registration Fees	119.00	247.00	-128.00	48.2%
8610 · Bad debt expense	0.00			
Total 8600 · Business Expenses	119.00	247.00	-128.00	48.2%
Total Expense	238,824.57	262,360.00	-23,535.43	91.0%
Net Ordinary Income	21,785.03	11,439.00	10,346.03	190.4%
Net Income	21,785.03	11,439.00	10,346.03	190.4%

Skal International USA
Profit & Loss
 January through December 2017

	Jan - Dec 17	Jan - Dec 16
Ordinary Income/Expense		
Income		
46000 · Sales of Merchandise	3,315.42	3,670.95
47230 · Skal USA Membership Dues	135,961.00	144,491.00
47235 · Skal International Dues	119,037.00	126,607.00
5 · Interest Revenue	3,375.09	1,062.20
Total Income	261,688.51	275,831.15
Cost of Goods Sold		
5445 · Cost of Inventory Sold	870.83	2,439.34
5446 · 10% Profit Donation FVF	208.08	492.59
Total COGS	1,078.91	2,931.93
Gross Profit	260,609.60	272,899.22
Expense		
62800 · Facilities and Equipment	0.00	1,984.64
65000 · Operations	16,892.47	9,217.30
65100 · Other Types of Expenses		
65120 · Insurance	1,513.76	1,743.09
65162 · AGM Club Participation Credit	19,500.00	0.00
Total 65100 · Other Types of Expenses	21,013.76	1,743.09
7500 · Contract Services	39,953.08	37,780.08
8100 · Nonpersonnel expenses	0.00	84.99
8300 · Travel & meetings expenses		
8310 · EC Member Travel	27,938.53	27,528.83
8330 · Conferences, meetings	26,064.81	28,605.01
Total 8300 · Travel & meetings expenses	54,003.34	56,133.84
8400 · SI Membership dues	103,703.65	123,472.55
8500 · Other expenses		
8540 · Membership Development	2,645.56	3,735.78
8560 · Outside computer services	0.00	0.00
8590 · Miscellaneous Expenses	374.50	850.20
8591 · Bank charges & credit card disc	119.21	734.63
Total 8500 · Other expenses	3,139.27	5,320.61
8600 · Business Expenses	119.00	249.00
Total Expense	238,824.57	235,986.10
Net Ordinary Income	21,785.03	36,913.12
Net Income	21,785.03	36,913.12



VP of Administration

January 2018 Monthly Report

Respectfully Submitted by Lisa Conway

February 2, 2018

Administrative Duties

- Worked with Alton to secure new Travel Insurance policies for Board Members.
- Prepared January 2 SKAL Conference Call Meeting Agenda.
- Prepared WEC Meeting Agenda.
- Sent 2 emails regarding Data Form submission to SKAL USA Club Executive Committee Members.
- Prepared spreadsheet of current SKAL USA Club Executive Committee Contacts.
- Responded to various questions from SKAL USA Club Executive Committee members on how to access the SKAL USA website members only area.
- Prepared February 5, 2018 Meeting Agenda.
- Approved Expense Reports for Burcin Turkkan and Alton Hagen.
- Talked to 2 SKAL USA members regarding submitting articles for SKAL USA Website.
- Discussed Participation on Industry Relations Committee with Two SKAL USA Members.

Attendance

- Attended NY SKAL January Turnover Board Meeting
- Attended January 2 SKAL USA Conference Call.
- Attended January 18-19 SKAL USA WEC in Raleigh, NC.
- Attended NY SKAL January Member Meeting.

Skål USA International Councilor – January 2018

- Participated in first EC meeting of 2018
- Finalized NASC website corrections with committee and extended EBD until Jan 5
- Contacted all trustees of the FV Fund to advise taking over and will help build awareness among clubs.
- Finalized protocol for Winter EC Meeting and sent to Ian Sauer and Cyndi Golden
- Finalized rooming list for NASC and sent to Jane Garcia
- Attended first Board Meeting on new Southwest Florida club and helped them with info needed by SI, who confirmed they will show club established on 12/28/17
- Resubmitted officer and member information to SI for Southwest Florida Club
- Worked with Skål NY to help with invitation and event to SI President Suzanna Sarri
- Book air for ISC meeting in March in Berlin Germany
- Participated in Skål USA Executive Committee Meeting in Raleigh
- Wrote personal appeal to 2017 Presidents and Skål USA Reps to give to Puerto Rico fund.
- Spoke via Skype to Skål Boston Board meeting and urged them to donate and they gave \$500 for Puerto Rico
- Sent EC members copy of our proposed Change plan
- Attended inaugural meeting for Southwest Florida Skål on January 30 and installed new officers
- Contacted Akbar from Turkish Airlines to ask for special rate for US members to go to World Congress
- Researched new shirts for AGM
- Contacted Boston, Hawaii, Washington DC and Richmond clubs to send in their Data Form
- Multiple conversations with Skål Canada and Mexico regarding booking problems for NASC
- Conversations with ISC members in advance of ISC meeting in early march in Berlin
- Working on negotiating a special air rate with Turkish Airlines for the World Congress

- Officiated at opening meeting of the new Skål International Southwest Florida club, installed officers and members. Event was attended by Richard Scinta, Skål USA Director of Membership and Thomas White, EST, Skål Orlando and Skål Washington DC President, Andres Hayes. Skål Orlando presented Skål Southwest Florida a check for \$1,000 to help start the club.
- Registered for ISC meeting March 3 – 6 in Berlin, Germany



VP of Membership Report

Date: January 31, 2018

To: Skal USA Executive Committee

From: Dave Ryan / VP of Membership

Subject: January 2018 Membership Director Report

Club visits

Sacramento – attended January dinner meeting at Malabar in Sacramento

Fresno Club restart / update

- Looking at a March 7, 2018 launch event for this club - 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.
- Club will be called Skal International Central California – this will enable us to promote in a much wider geographic area than just Fresno

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Conference calls

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

Regards and Skal,

Dave Ryan, CTC

Skal USA Vice-President Membership

Skal International Sacramento

dryan@classicvacations.com

Skal International USA
A/R Aging Summary
As of January 9, 2018

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
SI Albany (1)	0.00	0.00	0.00	0.00	-173.24	-173.24
SI Anchorage (3)	30.00	0.00	0.00	0.00	0.00	30.00
SI Arkansas (2)	30.00	0.00	0.00	0.00	0.00	30.00
SI Atlanta (4)	37.00	296.39	0.00	0.00	0.00	333.39
SI Atlantic City (1)	0.00	-296.67	0.00	0.00	0.00	-296.67
SI Austin (5)	0.00	0.00	0.00	0.00	-500.00	-500.00
SI Boise (3)	0.00	0.00	0.00	0.00	-153.16	-153.16
SI Boston (1)	60.00	123.00	0.00	312.00	0.00	495.00
SI Chicago (2)	0.00	0.00	0.00	0.00	-500.00	-500.00
SI Fort Lauderdale & Palm Beaches (4)	0.00	0.00	0.00	0.00	-177.00	-177.00
SI Fort Worth (5)	0.00	0.00	0.00	0.00	-500.00	-500.00
SI Hawaii (5)	0.00	-188.00	0.00	0.00	0.00	-188.00
SI Jacksonville (4)	0.00	317.36	11.42	65.19	609.20	1,003.17
SI Long Island (1)	0.00	0.00	0.00	0.00	-199.56	-199.56
SI Los Angeles (5)	0.00	309.84	0.00	126.00	0.00	435.84
SI Louisville (2)	0.00	0.00	0.00	0.00	-348.32	-348.32
SI Memphis (2)	0.00	0.00	0.00	0.00	-216.48	-216.48
SI Miami (4)	30.00	126.00	0.00	0.00	0.00	156.00
SI Myrtle Beach (4)	30.00	0.00	0.00	156.00	0.00	186.00
SI Nashville (2)	0.00	0.00	0.00	0.00	-182.72	-182.72
SI New Orleans (2)	150.00	0.00	0.00	0.00	27.52	177.52
SI Northeast Pennsylvania (1)	0.00	0.00	0.00	0.00	-389.68	-389.68
SI Northern New Jersey (1)	0.00	0.00	0.00	0.00	-59.40	-59.40
SI Orange Coast (5)	0.00	0.00	0.00	0.00	-500.00	-500.00
SI Orlando (4)	30.00	0.00	0.00	0.00	0.00	30.00
SI Philadelphia (1)	0.00	0.00	0.00	0.00	-205.20	-205.20
SI Pittsburgh (2)	74.50	350.68	0.00	193.00	0.00	618.18
SI Portland (3)	0.00	0.00	36.25	0.00	500.00	536.25
SI Raleigh-Durham (4)	0.00	0.00	0.00	0.00	-195.80	-195.80
SI Richmond	0.00	0.00	313.30	0.00	312.00	625.30
SI Sacramento (3)	0.00	0.00	0.00	0.00	-162.04	-162.04
SI San Jose (3)	0.00	0.00	0.00	0.00	-171.36	-171.36
SI Santa Fe (5)	0.00	0.00	36.25	0.00	500.00	536.25
SI Seattle (3)	0.00	0.00	0.00	0.00	-187.58	-187.58
SI Tampa Bay (4)	44.00	0.00	0.00	0.00	0.00	44.00
SI Tucson (5)	0.00	0.00	0.00	0.00	-203.32	-203.32
TOTAL	515.50	1,038.60	397.22	852.19	-3,076.14	-272.63

Skål USA Monthly Report – Jim Dwyer

January 2018

Visits

1. Philadelphia – Attended their Installation meeting Jan. 23
2. Northern New Jersey – Attended their Installation Jan. 9
3. Attended the Winter EC meeting in Raleigh Jan. 18-20

Projects

Skål USA Social Media

1. **Contacted Rafael Millan Skål Mexico City and Jean-Francois Cote Skål Quebec to prepare a short bilingual video for NASC. I intend to post it on our website and various social media sites.**
2. **Will have our first conference call Thursday, Feb.1. Members of the committee include Kathy Hernandez, Marcelo Mattos, Paul Dhadda, Troy Lambert-Zaffino and Amy Bendekovits. The latter two are Young Skål Professionals who have belonged for a few years and are passionate about Skål.**
3. **Our goal will be to engage and attract current and potential members**
4. **Use the Skål USA Youtube channel and Facebook to livestream, post videos and podcasts highlighting members and events.**
5. **Create fun activities for both our members and Skål worldwide.**

Membership Activity

I've contacted one of our members, Walter Stumpf, who moved to Oklahoma City. He mentioned meeting some friends who are ex Skål members including Jeff Penner, a former Skål USA president. They dissolved the OKC club because of disputes with former Skål USA leadership but may bring the club back. There are more than 15 members still in the area. I will keep everyone apprised of the situation.

This is the time of year when clubs are finalizing their rosters. There should be an initial drop in numbers but the "late" payers can be added without penalty.

I try to keep clubs aware of meetings in their regional area and encourage guests.

Skål Northern New Jersey will travel to Portugal in April to meet with Skål Porto and have a membership development meeting which hopefully will benefit both clubs. There is a large Portuguese population in Northern New Jersey.

I've asked various clubs to fill out their Skål USA database form and to advise me of any significant rise or fall in their membership numbers.



Membership Director Report

Date: January 31, 2018

To: Skal USA Executive Committee

From: Dave Ryan / Membership Director

Subject: January 2018 Membership Director Report

Club visits

Sacramento – attended January dinner meeting at Malabar in Sacramento

Fresno Club restart / update

- Looking at a March 7, 2018 launch event for this club - 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.
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Regards and Skal,

Dave Ryan, CTC

Skal USA Vice-President Membership

Skal International Sacramento

dryan@classicvacations.com

Skål USA

Monthly Report – January 2018

Richard Scinta, Director of Membership

1. Met with Stephanie Zambelli and Tom White, Orlando Skål to discuss present and proposed future Young Skål program for US. See attached recap. Also will involve others, IE Troy from Atlanta when he is able, for further discussion and action.
2. Attended Skål USA Winter Meeting in Raleigh NC. Met with Dave Ryan and Jim Dwyer to identify Clubs of responsibility for each of us.
3. Attended Skål Southwest Florida kickoff meeting in Naples, FL with Tom White on January 30th. Presented President Jack Wert with Orlando Banner and a check for \$1000 for Skål Orlando to assist with start-up costs. Half of those dollars were from 50/50 drawings sponsored at the Orlando Holiday gala. Southwest Club started their own tradition of 50/50 at the inaugural meeting with 50% going to the club expenses until they are better established at which time these funds will flow to Florimond Volkaert Fund. This club is going to be very successful with a strong board including Holly Powers. They signed 2 additional members to the roster on the first evening!

Young Skål and Young Skål Professional Development Committee

Skål USA January 2018





Goals of Committee Based on Feedback Received

- Identify current state of Young Skål and Young Skål Professional programs in US Clubs. US has 64 Young Skål of which 9 are Young Skål Professional.
- Identify the desire and support of these programs overall and by Club. (Cities with Hospitality Schools) Focus on the few and make them strong.
- Evaluate conversion of both of these programs to long term memberships. We need to spend our time and resources creating long term membership opportunities.
- Evaluate and implement suggestions for making these members feel more involved.
- Create ways to attract and market to potential Young Skål members. (Social Media, Alumni outreach, Professor Involvement, Mentorship, Young Professional trade organizations)
- Ensure Young Skaleagues are involved in the Club. Provide them tasks at the meetings, make them a part of growing this vital category through their networking and knowledge of proper and effective communication.
- Need elected or appointed leader in each Club of the Young Skål program. They help monitor and encourage the program.
- Bi-annual report from each Club with Young Skål and Young Skål Professional evaluation from the Young Skål members. State of membership (number, new and potential members), meetings attended etc.
- Need standard Young Skål procedure. Currently the only criteria describes age and general position that they should be in. Also going to suggest prepay versus “pay as you go”. Implement Young Skål Mentor/Sponsor Program - Example Club pays \$100, Mentor pays \$100, Young Skål pays \$150 includes Int. dues, USA dues, pin and plaque.

JANUARY 2018 MONTHLY REPORT

Stephen B. Richer
Director
Public Relations and Communications

Activities in January

Winter Executive Committee Meeting. Participated actively in our first meeting of the year with returning and new members. There was a key focus on building new clubs and identifying our issues for 2018. The Executive Committee approved the following: Freedom to travel with security; protection and preservation of historic, cultural, and environmental sites.

Hats off to Skal Raleigh Durham for hosting a wonderful meeting! Everyone had a great experience despite a little remaining snow.

New York Skal Meeting. Attended first meeting of the year, in conjunction with the New York Times Travel Show. Brought a prospective member with me.

Washington Skal Meeting. Attended installation meeting, introduced new president Andres Hayes, and recorded the Skal toast for use in the Skal Toast Challenge on Facebook.

Back to India. Returned to India for SATTE, the largest industry trade show, and will reconnect with Indian Skalleagues and the Brand USA representative for India to build on our twinning project with India last year.

Press release planned. Our next press release will focus on the Winter Executive Committee Meeting and the Skal issues for 2018.

Advocacy Committee named. I re-enlisted five members for the Advocacy Committee: Ken Waller, SI Long Island; Xavier Lividini, SI Miami; Karen Trevino, SI Arkansas; Tim Hemphill, SI New Orleans; and Nahid Olfati, SI San Francisco. Others are encouraged to volunteer.



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

RAFAEL MILLAN PEREZ

VICE PRESIDENT

Dear Skålleagues,

As you know, Skål International has a Membership Development Fund which is funded by donations made by Clubs or members personally. The objective of this fund is to grant aid for the organisation of various programmes and events designed to increase membership and form new Clubs. There is no established amount, this being the decision of the Club.

The grants awarded range from Euros 300 for events organised at the Club level, Euros 500 for national events or up to Euros 1000 for international events.

If you have not yet made a donation to this fund we encourage you to do so as soon as possible as this year this donation has been included as a requirement to qualify as "Skål Club of the Year" The contribution to the Membership Development Fund should be made by 28 February 2018. Those Clubs that collaborated by donating certificates for the Silent Auction that took place during the Hyderabad Congress will also be taken into account.

We would remind you that the requirements that Clubs must meet to qualify for the "Skål Club of the Year" award are as follows:

1. Payment of membership fees making sure the name of those members renewing are confirmed to the General Secretariat before 28 February 2018.
2. Remittance of Form 2 (update of Club's Officers) to the General Secretariat before 6 April 2018.
3. A net increase of 10% in membership or a minimum of 10 new Active members for larger Clubs (from 1 April 2017 to 31 March 2018).
4. Voting delegate at two Skål World Congresses in the past five years.
5. Donation to the Florimond Volckaert Fund (from 1 January to 31 December 2017).
6. Donation to the Membership Development Fund or vouchers for the Silent Auction (from 1 October 2017 to 28 February 2018).
7. The Club has a website for external communications
8. The Club is active on at least one social media platform such as Facebook, LinkedIn, etc.

Thank you in advance for your support of the Membership Development Fund and I remain at your disposal for any questions you may have.

Rafael Millán Pérez

Vice President



MENS

- Polo Shirts
- Button Up
- T-Shirts
- Flag Hats
- Tank Tops
- Pants and Shorts
- Sweatshirts
- Men's Accessories
- Big and Tall

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Freedom Pique Men's Polo - White



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