



## **Skål USA President's Report** **May 15 – Aug 30<sup>th</sup>, 2018**

### **May 2018**

#### **Administrative**

- Certificates for recognition and twinning prepared/ printed for the AGM/NCM
- Reviewed final agenda for NASC AGM/NCM and Continued to Coordinate the final program content for NASC with Jane Garcia, NASC Committee and Lisa Conway
- Wrote anniversary letters to SI Atlantic City, SI Kansas City and SI San Jose
- Communicated with SI EC in regard to the digital transformation; submitted Skål USA Ec reply based on the findings from the ISC Mid-Year meeting. SI EC replied back asking for a meeting face to face at NASC.
- The meeting with SI EC members Susann Saari and Daniela Otero is conducted on May 3<sup>rd</sup>
- Skål USA AGM/ NCM 2018 Meeting are conducted with 42 Clubs participation
- Following NASC thank you and a follow up letter sent to participants
- SI San Francisco's Letter in regard to asking for immediate 'stop' on Digital transformation spending's sent to SI EC
- Press Release issued via PR newswire in regard to first National Tourism Leadership Award offered by Skål USA and its recipient Chris Thompson
- Summary of the SI EC members meeting sent to SI EC with additional questions and clarifications requests.
- Final WECM 2019 RFP sent to Club Presidents attention
- Reviewed the updates needed for the PR Communication and Website and shared/discussed with the committees in charge
- Job Board project follow up and communications related to topic
- Pre IPW-meeting with VP of Membership Dave Ryan and Steve Richer for strategic planning on walking the floor and topics to discuss with CVB's
- Successful IPW; detailed report is being prepared for membership; the Membership Team will be doing the follow ups with the contacts made during the IPW 2018
- Obituary submitted for release for Jay Harry
- Prepared the upcoming Skål USA Representatives Webinar PP highlights
- Follow up with EC members line of duties and replied to EC members and SKÅL USA members emails

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

- Attended NASC – AGM & NCM May 2-6 2018
- Meeting with SI President Susanna Sari & CEO Daniela Otero and ISC President Bill Rheume on May 3rd
- Conference Call with VP of Membership Dave Ryan And Steve Richer regarding IPW
- Attended IPW btw May 20-23
- Attended SI Colorado IPW Reception- met with members of SI Colorado and visiting Skål leagues
- Attended Si Atlanta May Meeting on May 24
- Conducted various individual phone calls with SKÅL USA and SKÅL USA EC members

### **June 2018**

#### **Administrative**

- Draft agenda review for upcoming NCM 2018
- Wrote anniversary letters to SI Chicago, SI Los Angeles, SI Miami
- Communicated with SI EC in regard to the digital transformation; followed up for a reply to the letters Skål USA Clubs send on May 14<sup>th</sup> and Skål USA sent on May 15<sup>th</sup>.
- Successful IPW; detailed report sent out to membership
- Communicated with contacts made during IPW
- Skål USA the Membership Team meeting to do the follow ups with the contacts made during the IPW 2018 for Skål USA Clubs and new clubs to be formed
- Job Board project finalized and announced to membership
- Prepared the upcoming Skål USA Presidents Webinar PP highlights for June 13<sup>th</sup> webinar
- Encouraged Director of Membership Richard Scinta to prepare a guideline email about YS development/ potential and send it to Skål USA Clubs to support membership development



- Conference call Meeting with future SI Lexington Club leaders; along with Skål USA EC membership team we answered their questions on next steps
- Send out request to Membership team to renew the new Club formation document prepared by Tom White with updated information and a Q&A sheet for future Club leaders listing steps to follow in forming a club
- Finalized the Turkish Airlines FAM Trip details and coordinated the final participations from SI Mexico/ SI Canada and Skål USA leadership team. Also prepared the details about the Pre-tour to Istanbul en route to SI World Congress - Mombasa, Kenya based on the communications received from SI Turkey.
- Communicated with the Membership Team and Sponsorship Committee on Sponsorship + Membership packages to be presented to interested companies.
- Continued to work with Sponsorship Committee Chairs Akbar Rohanifar/ Andres Hayes and VP of Finance Alton Hagen on the budgeting and planning for the B2B event for Skål USA.
- Coordinated with Website Committee Chair certain updates/ edits on the website and worked on creating a new email for Skål USA to be used for the B2B event only
- Follow up with EC members line of duties and replied to EC members and SKÅL USA members emails
- Replied to various emails/ questions from Skål USA members.

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

- Conference Call with Dave Ryan VP of Membership following IPW to discuss the leads and plan for following up the new leads on starting new clubs
- Conducted the Skål USA EC Monthly webinar meeting on June 4<sup>th</sup>
- Joined the NASC Committee Meeting on June 7<sup>th</sup>
- Joint conference call with Sponsorship Committee Chairs Akbar Rohanifar and Andres Hayes in regard to upcoming first Skål USA B2B event – Orlando
- Conducted various individual phone calls with SKÅL USA and SKÅL USA EC members

#### **July 2018 Administrative**

- Follow up of the letters to go out to IPW contacts and leaders of new clubs reviewed once provided by Dave Ryan VP of Membership
- Coordinated with Website Committee Chair creating the Benefits Page for Skål USA members prepared and sent out communication to membership
- Further Communications with future SI Lexington Club leaders; along with Skål USA EC membership team, answered their questions on next steps
- Followed up on the Letter to be sent out by several Skål member CVB presidents to entire CVB leadership database
- Followed up on the Advocacy Committee Survey Results and asked Dir of PR/ Communications to review the advocacy topics for DCH 2019 for Skål USA to present/ support
- Reviewed the procedure for obtaining Trademark for Skål USA and asked Auditors and VP of Admin to present the details at next EC meeting for approval and starting the process of obtaining the Trademark
- Prepared a Call list for Clubs to be contacted for the upcoming World Congress participation and conducted calls per list/share
- Communicated with the Membership Team and Sponsorship Committee on Sponsorship + Membership packages to be presented to interested companies.
- Continued to work with Sponsorship Committee Chairs Akbar Rohanifar/ Andres Hayes and VP of Finance Alton Hagen on the budgeting and planning for the B2B event for Skål USA.
- Follow up with EC members line of duties and replied to EC members and SKÅL USA members emails
- Assisted SIMex with silent auction items to be shared with Skål USA members
- Discussed with Dir of PR/ Communications the next Press Release topic for Skål USA to come out in August
- Assisted SI Phoenix with final procedural questions to officially launch the club with SI
- Assisted SI Anchorage with membership transfer procedure
- Replied to various emails/ questions from Skål USA members.



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

- Conducted the Skål USA EC Monthly webinar meeting on July 2<sup>nd</sup>
- Conducted various individual phone calls with SKÅL USA and SKÅL USA EC members

August 2018

### **Administrative**

- Review of final agenda for the upcoming NCM 2018
- Follow up on obtaining Testimonials from Industry Leaders who are members of Skål USA to be posted on our website and sent out to Industry Leaders
- Finalized the details with Website Committee Chair for the Benefits Page for Skål USA members after receiving over 12 benefits to be posted
- Contacted SI Louisville to possibly run the booth for Skål USA in 2019 at the ABA Market Place
- Reviewed the final Press Release regarding Skål USA position prepared by PR Communications Director and released through PR Newswire nationwide; picked up by over 260 media channels.
- Created a Committee to obtain Trademark for Skål USA; Alton Hagen/ JoAnne Ford and myself are the in the committee to finalize the process with JoAnne in the lead.
- Revised the JD for the new EC position voted by membership at the 2018 AGM; VP of PR & Communications
- Continued to assist SI Phoenix with final procedural questions to officially launch the club with SI
- Sent anniversary messages to SI RDU and SI Boise.
- Communications sent out to membership in regard to upcoming World Congress/ Pre-Tour and Congress preparations
- Communication on upcoming NCM II sent out to membership
- Various updates on the website identified and coordinated with Website committee Chairman Tom Moulton
- Replied to various emails/ questions from Skål USA members.

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

- Conducted the Skål USA EC Monthly webinar meeting on August 6<sup>th</sup>
- Conducted various individual phone calls with SKÅL USA and SKÅL USA EC members
- Conducted 3 Podcasts for Skål USA membership on Aug 3<sup>rd</sup> / Aug 24<sup>th</sup> and Aug 29<sup>th</sup> ; each Podcast has a guest from Skål USA Clubs; topics were; Membership Recruitment Events / PR Strategy and Fundraising which will be released Sept 1<sup>st</sup>.

In Friendship & Skål ,

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