

## **Richard Scinta**

### **Director of Membership**

#### **May – August 2018**

##### **May**

- Brainstorming session conducted at NASC congress with various US Clubs. Many great ideas came out of that. Report will be sent out to all Clubs with the information from this session in the coming weeks.
- Various conversation with Cheryl Gatto of the Chicago Club about membership and the new Bylaws. I am very encouraged by her enthusiastic and more aggressive approach. I see some very positive things for the Chicago Club under her leadership.
- Procured Donation for the Pittsburgh Club Silent Auction. Very active Club.
- Writing communication to the Membership in regards to our commitment to Young Skål and some ideas to expand this membership category. Working with Young Skaleagues and former Young Skaleagues to get their feedback. Communication to members should be out by mid June.

##### **June**

- Crafted letter which was distributed to all Skål USA members in regards to Young Skål and Young Skål Professional program. Goal is to create communication and awareness on these programs so that our clubs continue to focus on growing these where appropriate.
- Made contact with a friend who is interested in starting a Buffalo/Niagara Skål Club. Working to connect the two of them in July or August to get the wheels in motion.

##### **July**

- Reached out to John Percy and Paul Murphy, 2 influential leaders in the Niagara/Buffalo area about the possibility of starting a Skål Club there. Both have expressed interest in helping to form a club. Spoke to Paul Murphy, but having some challenges in getting through to John Percy.
- Met with Dean of the Rosen College, School of Hospitality, Dr. Wang. Discussion of maintaining/expanding Young Skål and Young Skål Professionals. Also strengthening relationship with the school and determining if there is more that they can do to help us with Alumni.
- Contacted club leadership at Ft. Lauderdale, Orlando, Kansas City, Arkansas, New Orleans and Puerto Rico to advise them of leads for new members from IPW. Many positive responses and we should make headway with these leads.
- Attended Skål Orlando Board meeting and monthly membership meeting at Drive Shack Orlando. Next meeting is scheduled in September.

## **August**

- Communicated with John Percy of Niagara Falls CVB and Paul Murphy of Buffalo Convention Center regarding starting of new Skal Club in that area. Neither is able to commit the time at this point toward this effort. Both are interested and I will keep in touch.
- Reached out to Brad Dean of the Puerto Rico Club to see how we can assist. Asked for an article from the Club on their recovery efforts and tourism come back.
- Conducted Presidents Webinar on August 15<sup>th</sup> highlighting member benefits and membership development.
- Conducted drawing for the Orlando Club in regards to awarding a Young Skal Scholarship to the Tourism Orlando Leadership Program. One Young Skal member was granted a full scholarship for the 2018 and 2019 program!