



## **Region IV Vice President Report**

Date: April 08, 2016  
To: SIUSA Board Members  
From: Burcin Turkkan Region IV Vice President  
Subject: 1st Quarterly Report (Jan 02<sup>nd</sup>, 2016 – April 1<sup>st</sup>, 2016)

### **Club/ SI / SIUSA Visits / Meetings:**

Jan 7-10 SIUSA Winter Board Meeting in Louisville, KY  
Jan 28 SI Atlanta Board Meeting / Installation Dinner @ Wyndham Galleria

### **Conference Calls:**

#### **SIUSA Board Meetings/ Conference Calls;**

Jan 5 SIUSA Board Conference Call  
Jan 18 SIUSA Board Monthly Conference Call  
Feb 2 PR/ Communication/ Website Committee Call  
Feb 4 PR Newswire Conference call  
Feb 11 SIUSA Board Monthly Conference Call  
Feb 19 CBOSS-SIUSA Meeting Conference Call  
March 1 PR/ Communication/ Website Committee Skype Meeting with SI Past President Hulya Aslantas on SKALITE USA Project  
March 14 SIUSA Board Monthly Conference Call  
March 16 Webinar with SIUSA Website Project Proposal

### **Region IV Conference Calls & Communications:**

Jan 08 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
Jan 20 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
Jan 25 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
Feb 4 Region IV Quarterly Conference Call  
Feb 5 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
Feb 9 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
Feb 25 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
March 3 Region IV Report/ Communication in Writing with Current Updates Reminders is sent  
March 23 Region IV Report/ Communication in Writing with Current Updates Reminders is sent

## Administrative Status Report

Region IV Club's Membership Status as of April 1, 2016

Atlanta – 52 (-30)	Charlotte – 29 (-2)	Ft. Lauderdale-Palm Peaches – 49 (+5)	Jacksonville - 33 (+4)
Miami – 70 (-15)	Myrtle Beach – 26 (+1)	Orlando – 135 (-16)	Puerto Rico – 22 (-12)
Raleigh Durham – 27 (-6)	Tampa Bay – 59 (+3)	St. Thomas – Disbanded (-14)	

**Total Membership # for Region IV as of April 01, 2016 → 502 (- 87 since December 2015)**

## PR/ Communications/ Web Site committee Report

**Members of the Committee:** Burcin Turkkan - Region IV VP      Kathy Hernandez – SI Orlando  
Bob Burke – SI Miami      Marcelo Mattos – SI Orlando  
Bernhard Clever – SI Orange Coast

**Goal of the Committee;** At the first meeting that took place on Feb 2 The committee discussed/ set the below goals for the year 2016;

Promote SKAL USA Brand in USA to potential members while refining the current communication channels to increase membership satisfaction.

### **Projects Suggested;**

- Revision of SKAL USA website;
  - o Make it more user friendly
  - o Easy maintenance with quick update opportunities
  - o More appeal to potential and industry members in general
- Establish a systematic/ professional PR using external channels at low or no cost
  - o Organize/ Participate in Industry events that has PR value
    - SKALITE Awards
    - Database of Successful Members in the Industry and exposing their stories
    - Cooperation of International Tourism/Peace Organizations
      - CNN – Human Trafficking
      - IIPT – Peace through tourism
    - Participation in important/ newsworthy industry trade shows/ events
      - Need of advance planning of trade show/ event participation
        - o List of Important Trade Shows to participate at no cost for SKAL USA or low cost for SKAL USA members

### **Activity Report Produced by the Committee by March 30, 2016**

- We have received suggestions from Kathy Hernandez on how to update the Press Kit for SKAL USA; will work on this once we have the new website close to running
- Marcelo Matteos has prepared an analysis based on what we have discussed in initial meeting and submitted an offer for the new web design; as the cost is higher than forecasted; the board asked us to reach out to other members to make bids on the website project; we have received 3 so far; the board will review them and make a decision on which one to go with by early next week.
- Skalite Project meeting has taken place with SI Past President Hulya Aslantas along with myself, Bob Burke, Bernhard Clever over SKPYE. Mrs Aslantas has shared with us some valuable information on how to realize this project; the outcome of the meeting was our realization that this is a very big project that would definitely contribute to the recognition of SKAL in the industry but requires a separate committee that shall start working on this 9-12 months in advance of the event date. And as it requires approaching to the sponsors we all agree that we first have to complete the work on our logistics which is mainly our website needs to be upgraded as most important item before we can move on with anything related to promoting sponsorship/ membership etc.
- Our first Webinar of the year is scheduled to be conducted on April 15<sup>th</sup>; Kath Hernandez will be conducting this webinar please make sure you communicate this webinar to your local clubs as well; SIUSA Admin has already sent out invitations.
- The committee will be sending out three surveys within 2016; first to understand members expectations/ second one will serve as feedback on what is achieved by mid-year and third will be a final review from membership on 2016 SKAL USA Board activities. Survey questions are prepared as a collective effort of the Committee members and the contribution of the SIUSA Board members. The first survey is planned to be sent out by Mid-April via survey monkey.

Respectively Submitted & SKAL,

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