

SKÅL International USA - 2019



Your 2019 SKÅL USA Executive Committee Members

- Lisa Conway – President
- Holly Powers - ISC
- Alton Hagen – VP of Finance
- Jim Dwyer– VP of Administration
- Dave Ryan – VP of Membership
- Tom Moulton – VP of PR & Communications
- Richard Scinta – Director of Membership
- William Tullmann – Director of Membership



Your 2019 SKÅL USA Auditors

- JoAnne Ford – Senior Auditor
- Art Allis – Junior Auditor



SKÅL USA Goals for 2018

- Doing Business with Friends...Again!
- Membership Growth & Retention
- Improved Communication with Membership
- Finance - Focus on Additional Income Opportunities
 - Fundraising / Raffles
 - SKÅL USA “Store”



Improved Communication with Membership

- New & Improved Newsletter “E-blast” Format
- Shorter, more frequent “E-News” blasts
- Social Media Campaigns
- Revamp of Website



Doing Business With Friends...Again!

- Increase Communication Between Clubs
- Social Media
- Member Spotlights (Website, Newsletter & Facebook)
- Mentorship Program



Membership Growth & Retention

- Focus on Building New Clubs
 - Continue to focus on Opening New Clubs
 - ✓ Houston, Dallas & San Antonio, TX
 - ✓ Savannah, GA
 - ✓ Minneapolis, MN
 - ✓ Detroit, MI
 - ✓ Cleveland, OH
- Helping “Troubled” Clubs (clubs at/under 15 members)
 - Atlantic City
 - Austin
 - Fort Worth
- Disbanded Clubs:
 - Memphis
 - Richmond



Membership Development Fund

- **Minimum requirements for event funding**
 - Must have a minimum of 5 potential new members in attendance
 - Pictures of event must be posted to Skål USA Facebook page.
 - Club can only apply for assistance once per calendar year and if requesting again must have shown an ROI from previous event. If no members were added from previous event no new funding for events will be approved.
- Requests for funds must be received in writing to the Skål USA Executive Committee at least 45 days prior to the event (Skål International requires 3 weeks notice)

Membership Development Fund

- Requesting Club must submit the following details of the event in their request:
 - Complete Application: www.skål.org in member area
 - Date / time / venue of proposed event
 - Names / company / titles of potential member being invited
 - Type of event to be conducted – ie cocktail party , sit down dinner, etc.
 - Estimated costs for event
 - Copy of presentation to be used at event
- Post event follow-up – must be submitted to Skål USA EC within two weeks of event (Skål International requires this within 3 weeks of event)
 - Summary of event outcome – how many attendees in total, how many were potential new Club members.
 - Names of those that actually became members.

Fundraising for SKÅL USA

- Funding for Membership Development
 - Raffles
 - Silent Auction
 - Enhancement to SKÅL USA Store



SKÅL USA Projects: Next 4-6 months

- Continue Membership Growth & Retention
- Facilitate and Encourage Communication between Clubs
- Continue to Revamp Newsletter & Member Communications
- Research Membership Development Fundraising Options





**SKÅL International USA
2019 Executive Committee
Appreciates Your Support!**