

Boston Skål Club Member Receives Skål USA's Bill Sweet Award

40 Year Hospitality Leader "Member of Distinction Award" Recipient

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WASHINGTON, July 2, 2019 /PRNewswire/ -- Skål International USA -- David Colella, a forty-year veteran of the hospitality industry, a native Bostonian, Vice-President and Managing Director of Boston's Landmark Colonnades Hotel and long-time member of Skål International Boston, recently received the highest Skål USA honor, "**The 2019 Bill Sweet Member of Distinction Award**". This honor is given to a member of Skål International USA, recognizing an individual who is proudly recognized as reflective of their time and dedication to the Skål movement, as a "Trusted Voice in Tourism" and outstanding community leader.



Boston Skål President, Terrilynn Haak presenting David Colella, Managing Director of the Colonnade Hotel, and Skål Boston member, the "The 2019 Skål USA Bill Sweet Member of Distinction Award".

"David Colella exemplifies the Skål spirit of hospitality and friendship. We are truly honored to have David as a member," said Lisa Conway, President of Skål USA and Past President and member of New York Skål, the first Skål Club in the United States, formed in 1938.

During the past 14 years, David has been the chairman of Skål Boston's annual Holiday Luncheon Charity Event, which has raised almost one million dollars benefiting Boston's community charitable organizations. The 2018 event assisted the Achilles Freedom Team and Camp No Limits, with over \$57,000 donated to the two organizations.

Achilles is a rehab sports program for people with disabilities, with focus on marathon achievement. Ed Fredrich, Boston Skål 2018 President, said, "With the generous support from Skål Boston, the Achilles Freedom Team was able to host 36 veterans with disabilities and their families for this year's Boston Marathon Weekend."

Camp No Limits is a non-profit organization that hosts several annual camps nationwide for children with limb loss or limb difference to receive education, mentorship, and support.

"Colella's efforts have energized our Skål Club," according to Terrilynn Haak, Skål Boston's 2019 President. "Our club recently celebrated our 80th anniversary and has a long tradition of assisting the community through scholarships and donations to local charitable groups." Past recipients have included Hope Lodge, Alzheimer's Foundation, Massachusetts General Hospital Children's Unit, the Fisher House and others.

David Colella has served the Boston tourism industry as the past chairman of the Board of the Greater Boston Convention & Visitors Bureau and the Massachusetts Lodging and Restaurant Association. His list of awards and honors are numerous but includes Top Hotelier of the Year, Massachusetts Lodging Association's Hall of Fame 2009 and Massachusetts Restaurant Association's Hall of Fame 2014

The "Bill Sweet Member of Distinction Award" was developed in 2018 by Skål International USA, honoring Bill Sweet, a long-time Skål member of over 50 years, honored hotelier in Denver Colorado and Membre D'Honneur of Skål International recipient in 2003, a distinguished honor bestowed on only a handful of Skål USA members since the global organization's founding in 1934.

Skål International USA is the largest National Committee in Skål International with 2,000 members and 48 clubs nationwide. For more information on Skål International USA, go to www.Skalusa.org.

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