



Vice-President Communications/PR May 2019 Report

Skål USA Communications to Members

- May's e-newsletter went out in mid-May and then again to all the new members joining up in April and May. New simpler format worked well with a few minor glitches, but were repaired immediately with the help of Admin. Initial reviews have been positive. I still need to receive monthly articles and pictures from the membership. June's email will feature Skål Boston and its member who was nominated for the Bill Sweet Award. Expanded distribution list with the help of Holly Powers to include Skål USA staff, EC, ISC Members and National Committee. The e-Newsletter is also put on facebook and resides historically on the Skål USA website.
- Bill Sweet award nominee, David Colella, will be receiving his award in June. Our June e-Newsletter and external press release will feature Dave and the Boston Skål club on the thousands of dollars they put back into the community as a direct result of the annual Holiday party.
- Facebook continues to be the main social media network. In addition to sharing pictures and stories from around Skål USA, we also had a special message every Monday beginning in April. Membership Monday's will conclude on Monday, June 1, with a wrap message regarding new member thoughts. If you have any membership ideas, please continue to share them with the membership via Skål USA's facebook page, <https://www.facebook.com/groups/SKÅLUSA/>.
- Worked with Skål International on preparing article on NASC for the late May e-Newsletter release and supported Skål World Congress efforts by updating SkålUSA.org website and our own Skål USA Journey's, now our monthly e-Newsletter magazine.

General

- Sorted through all the photographs from NASC and will shortly be updating photos on the Skål USA website. If you have any photos from NASC, please forward them to me.
- Continue to receive emails from members on how to get into Skål USA website. I will continue to assist and inform. I believe we should retain the generic login credentials but from time to time inform the membership especially for the new members
- Worked with membership chair in updating the new member webinar powerpoint. It resides on the Skål USA website. Working to fix the entire webinar webpages to reflect all past and upcoming webinars with Skål Admin
- Google Analytics is finally ready to view by all. By June 1, they will be posted on SkålUSA.org under the header Skål USA Resources or use this <https://Skålusa.org/Skål-usa-postings/>.
- Reached a few during my Skål USA Rep calls. "Would like to hear more about our strategy to turn things around i.e. membership."



**Vice-President Communications/PR
June 2019 Report**

Skål USA Communications

- [June's e-newsletter](#) to Skål USA membership and guests went out w/o June 24 as we were waiting for the Bill Sweet photo of recipient. E-Newsletter featured David Colella, Bill Sweet Award winner, Skål Int'l World Congress, local Skål club news with a regional or national flavor and other news. The one-page digital e-Newsletter features links to full articles, is posted on Skål USA facebook and resides historically on the Skål USA website. New monthly newsletter out third week in July.
- From this newsletter a national press release was developed and is scheduled to go out July 2, 2019 from PR/Newswire through our trade agreement.
- Skål International eNews release article released article on the following to all Skål members:

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" ...

- Continued to work with Skål USA Administrator, Skål Miami and Skål International on their final push to register for World Congress under the July 2 room deadline.
- Reached all five presidents this month on Skål USA President calls. Most clubs are going to World Congress even if they didn't attend NASC. Topics included new membership prorated dues in 2020, NASC fees pros and cons, Job Board and Membership. One club, Tampa Bay phone call per request, was with the entire club board. Good conversation and all positive on what the EC is doing. He would like all future call to President to be with his Board.
- Talked with Skål Washington DC about the opportunity to work through the NTA Job Board. Weighing the pros and cons of being associated with their NTA Job Board or LinkedIn. More to come.
- Attended the May EC Phone conference call and Skål USA rep webinar.
- Worked with Skål EC, President and Administrator on monitoring, posting and updating social media, primarily facebook. Facebook is up 23% at 1,018 members; Posts down 1% last 60 days
- PR Committee meeting in July on Skål USA website refresh. Web site finalizing upgrades.



Vice-President Communications/PR July 2019 Report

Skål USA Communications

- July's Skål USA eNewsletter went out July 18 to over 1,800 members and guests featuring 2020 NASC in Winnipeg CANADA info, announcing the new official Skål USA Shirt availability and some nice testimonials from Orlando Skål members. New monthly newsletter will be out the third week in July.
- Worked with SI and Skål Miami to get latest article in the SI Newsletter/Magazine. New Skål USA shirts was also mentioned in the newsletter.
- Final stats on the *David Colella*, "**The 2019 Bill Sweet Member of Distinction Award**" article picked up 150 outlets throughout the US from PR/Newswire.

Total Pickup by Source Type

Broadcast Media (47/31.3%); Newspaper (38/25.3%); Online News Sites & Other Influencers (32/21.3%); Financial News Service (9/6.0%); Blog (7/4.7%); Other (17/11.3%)

Total Pickup by Source Type

Broadcast Media (47/31.3%); Newspaper (38/25.3%); Online News Sites & Other Influencers (32/21.3%); Financial News Service (9/6.0%); Blog (7/4.7%); Other (17/11.3%)

- Talked with Skål Canada Executive Director on NASC communications, starting up of a NASC Facebook page and other misc. digital media topics.
- Attended the July 1 EC Phone conference call and July's President webinar.
- PR Committee meet on July on Skål USA website and communications. Updated club locator map and other plugins needing to be updated; completed a free analysis of the Skål USA website to speed it up and other broken items. Very expensive to pay for the report so only had a glimpse of the report.
- Followed up on Skål USA Administrator request to add a search or web directory on the website. Currently receiving estimate from original web designer and GoDaddy.
- Preparing Google Analytic Report on the website which will be featured in July eNewsletter.



Vice-President Communications/PR August 2019 Report

Skål USA Communications

- August Skål USA eNewsletter went out August 16 to over 1,900 members and guests featuring an exclusive Skål USA Questionnaire answered by the two Skål International candidates for President, as well as an introduction to two Skål USA candidates running respectfully for Director (Burcin Turkkan) and Auditor (John Ruzich) on the Skål International Executive Committee. We also continued to promote the upcoming 2020 NASC in Winnipeg and featured our press release assisting the California Travel Advisors in their quest to be exempted from a damaging piece of California legislation that would disallow them to be independent contractors. Next issue out after Skål World Congress leaving from Miami on September 14. Lots of pictures on this event.
- At the request of Travel Advisors from Skål California clubs, Skål USA took a position to support the California Travel Advisors on gaining an exemption to a potential new law in California disallowing the status of an independent contractor status. Communications department contacted the ASTA (American Society of Travel Advisors) to receive support whose organization represents thousand of travel advisors in California and many more tens of thousands throughout the USA. A letter was delivered to the California State Senators from Skål USA President, as well as a national press release developed in coordination with ASTA. The press release was picked up over 180 USA and Canada news outlets explaining Skål USA's position and creating awareness on how this new law, without the Travel Advisors exemption, would not only cause thousands of travel advisors to loose their job positions, but the domino effect it would have on the travel and hospitality industry. **As a result of our efforts and of course many, many others, the Travel Advisors received their exemption.**
- Participated in local Skål club responsibilities and held many phone calls throughout the system on Skål.
- Continued to update website and contributed to Skål articles with Skål International on World Congress and Skål USA news.
- Monitored Skål USA facebook and approved and posted along with the other Skål USA social media administrators.