



## Presidents Report

**Date:** January 30, 2020

**To:** Skal USA Executive Committee

**From:** Dave Ryan / President

**Subject:** January 2020 President's report

### Club visits

- Attended New Orleans meeting January 23<sup>rd</sup> at the Higgins Hotel

### New Club updates

- San Diego – targeting 1<sup>st</sup> quarter 2020 for launch event
- Central Coast CA – targeting 1<sup>st</sup> quarter 2020 for launch event

### Monthly phone calls

- No calls made this month – do not have the 2020 officers list yet

### Conference calls

Attended and participated in all Board conference calls

### Winter Executive Committee / New Orleans

- Attended the 2020 WEC meeting in New Orleans hosted by SI New Orleans and the Higgins Hotel.

Regards and Skal,

*Dave*

Dave Ryan, CTC

Skal USA President



## **VP Administration Report**

**Date: January 30, 2020**

**To: Skal USA Executive Committee**

**From: Richard Scinta / VP of Administration**

**Subject: January 2020 Report**

### **Club visits**

- Attended New Orleans meeting January 23<sup>rd</sup> at the Higgins Hotel. New Orleans Club meeting was a very well attended event.

### **Conference calls**

Attended and participated in all Board conference calls

### **Winter Executive Committee / New Orleans**

- Attended the 2020 WEC meeting in New Orleans hosted by SI New Orleans and the Higgins Hotel.

### **2021 NASC – Orlando**

Currently serving as Co-chair of the committee to assist the Orlando Club with the 2021 NASC. Met with the team on January 16th to assign areas of responsibility and begin preparations.

**Skal!**

**Richard**



## International Skål Councilor Report

**Date: January 2020**

**To: Skal USA Executive Committee**

**From: Holly Powers/International Skål Councilor**

**Subject: January 2020 Report**

### Club visits

- Attended Skål New Orleans Installation of officers January 23

### ISC issues:

- Digital Transformation calls with SI headquarters and International President
- Planning calls for midterm meeting with Denis Scrafton, VP ISC
- Helped Julie Dalby-Scott, ISC Secretary connect with SFO members that could help her with upcoming group

### Monthly phone calls / Skål Presidents

- Raffaele Beltram, Charlotte – discussed web problems and attending NASC
- Terri Haak, Boston – helped with website and membership problems
- Beth Stehly, Boston new President with membership problems
- Lori Waddel, SWFA membership problem
- Cyndi Golden Sauer, Raleigh, website problems

### Conference calls

Attended and participated in all Board conference calls and Winter EC meeting

### Comments / notes

- Hours spent talking with members other than Presidents listed above with website problems and notifying headquarters.
- Gather information from EC for NASC and reported to Canada
- Worked to coordinate webinar on DT for EC Winter Meeting
- Worked with Skål Miami to reorganize the club
- Worked with Tom White on membership category issue that was then sent to Burcin Turkkan for help and assistance.

Regards and Skal,

A handwritten signature in black ink that reads "Holly J. Powers". The signature is written in a cursive style.

**Holly Powers**

**International Skål Councilor**





**Date:** January 31, 2020  
**To:** Skal USA Executive Committee  
**From:** Arthur Allis, Vice President Finance  
**Subject:** 2020 December Report

- Involved in the Audit of Skål USA for the year ended December 31, 2019 with: outgoing VP Finance, Alton Hagen; Skål USA Administrator, Eric Braendel; Auditor, JoAnne Ford; and Deputy Auditor, Robert Lowell.
  - It should be noted that Robert Lowell emphatically refused his expenses to be reimbursed by Skål USA, as he felt we were open to criticism as his position was not posted on the Skål USA website. He paid me at each event where the bill was picked up by Skål USA.
- Attended the Winter Executive Committee Meeting in New Orleans.
- Participated in the Saturday planning meeting after the WEC.
- Developed Preliminary Budget for 2021 and presented at WEC.
  - Revision will include dues increase as recommended by EC.
- Notified VP of Communications of inconsistencies in receiving email at [arthur.allis@SkalUSA.org](mailto:arthur.allis@SkalUSA.org)
  - Subsequently he was able to send me the missed emails
  - Working with him to permanently fix problem
- Met with Bill Spakelum of Higgins Hotel regarding billing instructions for WEC. Note bill was not finalized at check out.
- Waiting for Skål International New Orleans to send invoice for Thursday night reception.
- Approved expenses submitted to me for approval
- Attended Skål International Tucson Board and Dinner Meetings January 21st at Charro Steak.



## Vice-President Communications/PR January 2020 Report

### General

- Participated in my first EC phone conference of the new EC Board
- Generate new data base for Skal Officer data mailing
- Updated Skal USA website with new EC information
- Assisted new VP Admin, Richard Scinta, in preparing new Skal Database mailing to club officers
- Made arrangements for official Skal USA EC Photography for website, social media and personal headshots of elected officials.
- Discussion with Fiona McFarlane, Director - Skål International Executive Committee, Communications for SI EC. Topics discussed:
  - Digital Transformation Issues.
- Generate draft communications plan in preparation for Skal USA winter meeting and planning sessions
- Began to update Skal USA website for 2020 topics and headings
- Developed new email addresses for new EC members Morgan and Celeste
- Added additional security to EC member emails to prevent hacking, phishing and corruption
- Preparing National News Article to go out about recent EC meeting and Skal USA initiative for 2020
- Developed new Business Card design for all EC Members; all EC members have cards now
- Business Card Design will be incorporated into new letterhead and communication templates.

### Digital Social Platforms

- Initial Planning to reintroduce Skal USA LinkedIn site and tie it back to business benefits and job board.
- Instagram site is up and working but need to establish criteria for posting. VP Membership and I will be discussing this in the near future. Criteria for Facebook Posting will also be established

### Skål USA Newsletter & General Communications

- Decided at EC to publish Bi-monthly. First one scheduled for mid-February. Hot news topics will be handled as email blasts to membership when needed
- Webinars and Blogs were discussed at EC. A Master Calendar will be developed by Skal VP Admin and Communications. Roger Dow was contacted and will be featured in first webinar offered to Skal General Membership and Officers. New concepts will be developed early this year.



## Vice-President Membership Report

**Date:** January 28, 2020

**To:** Skal USA Executive Committee

**From:** Jim Dwyer / Vice-President Membership

**Subject:** January 2020 Vice-President Membership Report

### Club visits

- Attended Skål Northern New Jersey Installation Dinner January 14

### Inter club communication

- Contacted Mary Pignalberi, Skål Anchorage, to assist with Skal.org
- Contacted Martin McDonough, Frank Klare, Amy Bendekovits, Skål Philadelphia, to assist with Skal.org
- Contacted Iris Salazar, Skål New York, to assist with Skal.org
- Contacted Fei Kass, Skål Reno Tahoe, to assist with Skål.org
- Called Charlie Daley, Skål Albany, to assist with Skal.org
- Called Gordon Reese, Skål NEPA, to assist with Skal.org

### Conference calls

Attended and participated in all Board conference calls

Participated in NASC Conference Call

### WECM NOLA

- Worked with Higgins hotel management on a continuous basis to organize the meeting
- Coordinated arrivals and flights with Stu Barash of Skål New Orleans
- Worked with hotel catering to arrange meals
- Participated in two days of meetings

### Comments / notes

- Gave instructions to EC on how to sign on to skal.org

Regards and Skal,

*Jim Dwyer*

Jim Dwyer

Skal USA Vice-President Administration







**Date:** February 1, 2020

**To:** Skal USA Executive Committee

**From:** Morgan Maravich / Director of Membership

**Subject:** 2020 January Report

- **Attended membership call to kick off teams and division of responsibilities for the year.**
- **Provided contact information for partnerships director at CLEAR to President Ryan to reach out regarding a collaboration with Skal USA.**
- **Emailed with Roger Dow to arrange a webinar for Skal USA members on the state of the industry. Confirmed this for March 26th at 2 pm EST.**
- **Attended Winter Executive Committee Meeting January 23-26 in New Orleans.**
- **Emailed Nina Winston with Destinations International to start conversations regarding a partnership between our organizations.**
- **Emailed Lacey Blank of Gallagher to receive affinity program options for Skal USA members.**
- **Emailed Jody Pilland of UATP regarding a partnership of their Insiders Club for Skal USA and connected her to President Ryan.**



**Monthly Report by Director of Membership Celeste Lupercio**

**January 20, 2020**

**Attn: Skál USA Executive Committee**

**Club visits**

- Met New Orleans at WECM

**Club updates**

- No updates

**Phone calls to clubs**

- Communication with Rick Adams from San Jose to obtain criteria for membership

**EC conference calls and/or meetings**

Attended and participated in all EC conference calls:

- January 6
- WECM in New Orleans, January 23-25
- January 30

**Comments / notes**

- Cross-referenced list of clubs from membership report with clubs listed on website to ensure they match up (the three dissolved clubs from Q4 need to be removed from website)
- Identified clubs with memberships less than 20 as priority for support going forward

Best,

A handwritten signature in blue ink that reads "Celeste C. Lupercio". The signature is written in a cursive style.

Celeste C. Lupercio  
Director of Membership, Skál USA