



Vice-President Membership Report

Date: February 28, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: February 2020 President's report

Club visits

- Attended Sacramento meeting on February 27th

New Club updates

- San Diego – targeting 1st quarter 2020 for launch event
- Central Coast CA – pending target start date

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

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



VP Administration Report

Date: February 28, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: February 2020 Report

Club Communication

- Reached out to all Club Presidents and other officers to submit Data Form for 2020. Answered several questions to clarify what needed to be done. Will come up with plan moving forward as to establish a window when each club should fill out this form to avoid duplicate work. Currently have over 30 clubs information in the system.
- Assisted Dave Ryan with Club of the Year Communication.

Conference calls

Attended and participated in EC Conference call on February 4th.

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 February 25th to further define communication plan and presentation at this year's NASC.

2020 AGM and NCM

Created Agendas for both AGM and NCM that will be posted in the coming days to meet our 60 bylaw requirement.

Partnerships

Conference Calls with Dave Ryan and other potential partners in order to expand offerings of travel insurance and other benefits to our membership.

Skal!

Richard



Vice-President Membership Report

Date: February 26, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: February 2020 Vice-President Membership Report

Club visits

- Attended Skål Northern New Jersey Installation Dinner February 11

Inter club communication

- Contacted Mary Pignalberi, Skål Anchorage, to assist with Skal.org
- Contacted Mary Schrage, Skål Portland, to help with Skål.org
- Contacted Lori Lou Wadell, Skål SW Florida, to assist with Skal.org
- Contacted Sandi Hankins, Skål Kansas City, to assist with Skål.org
- Called Jeff Michaelson and Charlie Daley, Skål Albany, to assist with Skal.org
- Called Marisa Haney, Skål Pittsburgh, to assist with Skal.org
- Contacted Harold Jenkins, Skål Chicago, to assist with skal.org
- Contacted Ann Parsons, Skål Las Vegas, to assist with Skål.org
- Contacted Olga Hellweg from Skål Colorado to assist with Skål.org
- Shared Skål Canada videos with all club presidents
- Advised membership team to remind clubs to log in to skal.org
- Advised membership team to remind club presidents to complete the data form
- Spoke with Amy Bendekovits and Marisa Haney about a Social Media campaign to build membership
- Spoke with Amy, Stefanie Zambelli and Selina Mullenax of Skål Orlando about launching monthly podcasts
- Asked Peter Morrison and Lavonne Wittmann to participate in podcasts. They willingly and enthusiastically accepted

Conference calls

Attended and participated in all Board conference calls

Participated in NASC Conference Call

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



International Skål Councilor Report

Date: February 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: February 2020 Report

Club visits

- Attended Skål Southwest Florida Board and Meeting and hosted SI Director Burcin Turkkan and ISC from Canada, JF Cote
- Participated in NASC meeting via Go to Meeting.

ISC issues:

- Digital Transformation calls with SI headquarters, members and ISC members

Monthly phone calls / Skål Presidents

- Lori Waddell, Skål SWFA, Vice President – discussed web problems and adding new members
- Ernie Bruno called having problem with entering and deleting members and wanting to pay dues
- Beth Stelhey , Boston regarding the passing of members

Conference calls

Attended and participated in all Board conference calls

Comments / notes

- Letter to all Skål USA President to urge them to support FVF
- Presented "Lifetime Achievement Award" from Women in Travel & Tourism International during the Change Conference in Orlando on February 20.

Regards and Skal,

A handwritten signature in cursive script that reads "Holly L. Powers".

Holly Powers

International Skål Councilor



Vice-President Communications/PR

February 2020 Report

Skål USA Communications

- Attended February EC phone conference meeting
- February e-Newsletter was distributed Skål USA wide on February 24. A reissue will take place on March 1.
- Posted and monitored, along with other Social Media Administrators, Skål USA Facebook page
- Developed Skål USA database mailer in coordination with Skål USA VP Administration. Added the form to Skål USA website and monitored results on behalf of Membership and Administrator.
- Added new SI website training videos courtesy of Skål Canada. Creating “How to Navigate Skål International Website individual url and added to Skål USA Website.
- Updated Skål USA EC letter head. Generating new Skål USA branded letter head to be completed early March.
- Researching cost to redesign a more user-friendly picture gallery to Skål USA.org home page. This will allow pictures to be swapped out on a more regular basis with having to edit raw pictures every time.
- Promoted 2020 NASC using NASC promos developed by Skål Canada.
- Executed email firewall security with GoDaddy and Skål USA Webmaster. With cooperation of EC members was able to debug in a few days and filter out more spam and phishing issues. Security software continues to learn what is spam or not through a daily monitoring service send to Skål USA Communications.
- Assisted a few EC members with the email issues and was able to load successfully on EC members new electronic equipment.



Date: February 28, 2020
To: Skal USA Executive Committee
From: Arthur Allis, Vice President Finance
Subject: 2020 February Report

- Revised Preliminary Budget for 2021 to incorporate dues increases proposed by Executive Committee members at the WEC.
- Notified VP of Communications of further inconsistencies in receiving email at arthur.allis@SkalUSA.org
 - o Eliminated many old Skål USA emails carried over from Wm Tullman
 - o Working with Tom Moulton to eliminate receiving emails addressed to JoAnne Ford
- Communicated with Bill Spakelum of Higgins Hotel regarding billing for WEC. Note we have not received bill.
- Paid Skål International New Orleans for Thursday night reception.
- Received confirmation from Eric that EUROs option was exercised and that they will not be transferred to Spain until notified to do so.
- Reviewed January financial information with Eric
- Approved expenses submitted to me for approval.
- Paid remaining balances for NASC and applicable early room nights, a result of spending hours with Serge Doyon on four occasions.
 - o NASC registration plus Wed night room: Dave Ryan, Holly Powers, Arthur Allis, Tom Moulton and Jim Dwyer
 - o NASC registration: Celeste Lupercio and Morgan Maravich
 - o Paid balance for Robert Lowell who will reimburse Skål USA
- Proof Read excellent audit report prepared by JoAnne Ford
- Arranged air to Winnipeg which required arrival Wednesday
- Spoke with David Ryan re: sponsorships, change to per diem for EC, communication with clubs re \$500 credit for NASC attendance and proposed NCM combined with DC Sept. meeting.

- Drafted letter re \$500 credit for NASC attendance, sent to Dave
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- Attended Skål International Tucson Dinner Meetings February 21st at Hacienda Del Sol resort.
 - o Pinned three new members and one transfer from Portland
 - o Installed new officers for 2020.



Monthly Report by Director of Membership Celeste Lupercio

February 27, 2020

Attn: Skal USA Executive Committee

Club visits

- N/A

Club updates

- Most clubs continue to be frustrated with process of approving new members

Phone calls to clubs

- Contacted the members of Team Celeste: Cheryl Gatto (Chicago), Robin Morales (San Francisco), B'Anka Neder (Las Vegas) to say hello and thank you. Created a document "Membership Plan" to share. (See attached.) Still need to touch base with Cheryl, but we're working on figuring out a time/date that works.
 - Robin confirmed she checked in with the Covells about transferring from dissolved Seattle to Anchorage
 - Suggestion that the membership application processing fee should be eliminated
 - Suggestion to eliminate Young Skal and have them just be Active
 - Comment that website is European-centric in its language
 - Appreciative feedback about adding the pro-rate option – this is helping
 - San Jose: recognizes there's too many travel agents and not much else, going to make effort to vary members.
 - Consider inviting consulates, bloggers
 - Establish a buddy system for new members
 - Suggest each chapter create an awesome prize to give to the member who brings in the most new members that year
 - Chapters should re-visit their bylaws that might be keeping new members out. I.e: some have a rule you must work for a brick and mortar which is not realistic these days
 - Consider having joint club events on weekends – at a winery, an all-day picnic, etc
- Contacted Arkansas, New Orleans, Boise, Colorado, Sante Fe to ask them to chat with me. Will share Membership Plan doc with them as well.
 - New Orleans has 6-7 members pending, needs help pushing those applications through
- Met with KC in January and gave them an overview of what came out of WECM, shared with entire club the Membership Plan
 - Offered to facilitate a training on Google My Business and Google Maps, which I will be doing at our meeting on March 9.
 - I have five guests attending with me for our March meeting (other members will help me to introduce them around)

EC conference calls and/or meetings

Attended and participated in all EC conference calls:

- February 4

Comments / Notes

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Best,

A handwritten signature in black ink that reads "Celeste C. Lupercio". The signature is written in a cursive style with a large initial 'C'.

Celeste C. Lupercio
Director of Membership, Skål USA