



Vice-President Membership Report

Date: March 31,2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: March 2020 President's report

Club visits

- No Club visits in March due to COVID-19
- Plan to attend some of the Clubs online meetings in April (PHL, DC)

New Club updates

- San Diego – targeting 1st quarter 2020 for launch event
 - Will have to postpone this until 3rd quarter most likely
- Central Coast CA – targeting 1st quarter 2020 for launch event
 - Will have to postpone this until 3rd quarter most likely

Monthly phone calls

- Talked to Seattle, San Jose and Reno Tahoe about dues.

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



International Skål Councilor Report

Date: March 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: March 2020 Report

Club visits

- Participated in NASC meeting via Go to Meeting.
- Skål Boston and Skål Southwest Florida cancelled their March meetings.

ISC issues:

- Spoke to ISC members around the world to discuss disruptions caused by virus
- Sent ISC members the link to our Webinar
- Had meeting with ISC members to discuss cancellation of Midterm meeting and idea to add a day to meeting prior to world congress
- Spoke to Ernie Bruno who called to say he enjoyed the webinar very much
- Called Chicago, Las Vegas and Jacksonville club to ask them to pay dues

Monthly phone calls / Skål Presidents

- Reminded Presidents that we were having webinar with Roger Dow
- Spoke with Beth Shethey, Boston, Charlie Daley, Albany, Tim Hemphill, New Orleans who had questions about paying dues

Conference calls

Attended and participated in all Board conference calls

Comments / notes

- Letter to all Skål USA President to urge them to support FVF
- Sent flowers on behalf of Skål USA to SI staff in Spain. They were very grateful for the gesture and said that the USA is the only national committee that has worked well with them during the difficult time of Digital Transformation.
- Sent thank you letter to skal Boston and Orlando for donation to FVF

Regards and Skal,

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

Holly Powers

International Skål Councilor



VP Administration Report

Date: April 2, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: March 2020 Report

Club Communication

- Created Agenda, attended and participated in EC Conference call on March 3rd.
- Teleconference with Dave Ryan and Denis Smith in regards to status of NASC Winnipeg.
- Attended Skal Orlando meeting at Blackfire Steakhouse.
- Attended EC Conference Call on March 13th.

2021 NASC – Orlando

Currently serving as Co-chair of the committee to assist the Orlando Club with the 2021 NASC “Fun in the Sun Orlando ’21”. Met with the team on March 31st to discuss status of next year’s event based on COVID-19 and the cancellation of NASC 2020.

Partnerships

Called and emailed Clubs regarding dues payment assistance. New Orleans, Miami, Jacksonville and Kansas City.

Skal!

Richard



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

- Reviewed February financial information with Eric
- Sent February financials and financial report to Executive Committee for review and to Shea for posting.
- Talked with VP of Communications re: solution to eliminating email at arthur.allis@SkalUSA.org
- Communicated further with Higgins Hotel & Jim Dwyer regarding billing for WEC.
- Paid WEC invoice for rooms and meeting
- Approved expenses submitted to me for approval.
- Communicated with Winnipeg regarding NASC refunds for Executive Committee.
- Sent letter to clubs re: \$500 credit for NASC attendance.
- Held off submitting revised Budget for 2021 as AGM and NCM are postponed. Suggest discussion with Executive Committee members regarding projecting membership numbers.
- Communicated with Portland, Louisville and Orange Coast re: A/R for dues.



Vice-President Communications/PR March 2020 Report

General

- Participated in the February EC phone conference and emergency meeting on NASC.
- Continued to work with Skål USA VP of Administration and Membership on the membership database and updating Skål USA website with info on how to Navigate the new SI website
- Assisted Skål USA President on his communications to the members on various topics around the Corona Virus and NASC.

Digital Social Platforms

- Continued to monitor Skål USA and Skål International Facebook for news relevant to Skål USA membership and assisted Jim Dwyer where need on Skål USA Facebook influx of new members from an initiative to add more Facebook friends.

Skål USA Newsletter & General Communications

- National article, coordinated with past Director of Skål USA PR, Steve Richer, via PR Newswire, on the eight Female Skålleagues receiving Leadership Recognition Awards at the recent CONNECT Travel Conference by the Women in Travel and Tourism International (WITTI). Awards were received by eight Skål International members with six of them from Skål USA clubs, including our very own EC members, Holly Powers and Morgan Maravich. Article was picked up by over [150 news outlets](#) with a potential audience of 84 million from all media platforms. [See article here](#).
- Coordinated first educational webinar series of 2020 along with Morgan Maravich, Director of Skål USA membership, featuring Roger Dow, President/CEO of U.S. Travel Association. Several planning sessions took place before the webinar on March 26. All time high of registrants, over 200, and great participation from Skål USA membership. Follow up with an email blast to all Skål USA members offering them the opportunity to hear the webinar. To hear webinar, click [here](#). Registration required by "GotoMeeting."
- Skål USA Newsletter for breaking news Skål USA's Journey's "Lightning News" went out twice during March. First one promoted the first Skål USA webinar on Roger Dow and featured the cancellation of NASC. [Click here](#) for March 9 Lightning News. The second one was released on March 30 and contained several breaking news stories including Roger Dow's webinar recording, Coronavirus breaking news from Skål International, a twist on the job board to let Skålleagues know if there are any jobs out there from fellow Skål USA members and other news. [Click here](#) for link to Lightning News for March 30. Next newsletter out in April.



Vice-President Membership Report

Date: March 31, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: March 2020 Vice-President Membership Report

Inter club communication

- Contacted Mary Pignalberi, Skål Anchorage, to assist with Skal.org
- Contacted Mary Schrage, Skål Portland, to help with Skål.org
- Contacted Sandi Hankins, Skål Kansas City, to assist with Skål.org
- Called Jeff Michaelson 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 Olga Hellweg from Skål Colorado to assist with Skål.org
- Contacted Monika Pasquerello, Skål Atlanta to approve pending applications
- Contacted Beth Stehley, Skål Boston, to assist with log in and approvals
- Contacted Wayne Lee, Skål New York, to assist with skal.org log in and approvals
- Contacted Gordon Reese, Skål NEPA, to assist with Skål.org
- Contacted Steven Rodriguez, Skål Tampa to assist with Skål.org
- Advised membership team to call clubs to approve members
- Advised membership team to remind club presidents to complete the data form

Conference calls

Attended and participated in all Board and Membership conference calls

Skål.org webinar

- Created, organized and presented a webinar on March 19 which was attended by 32 members
 - Log in problems
 - Navigation tips for administrators

Membership concerns

It should come as no surprise that many of our members have lost their jobs. A few of our presidents have asked that Skål International give concessions so we can stop or slow the drop in membership. At last count we are at 1750 members with approx. 20 applications waiting for approval. We have to maintain contact with our members and send out hopeful and helpful messages.

Regards and Skal,

Jim Dwyer

Jim Dwyer

Skal USA Vice-President Administration



Date: April 3, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 March Report

- **Scheduled and conducted membership team call for TEAM MORGAN. We discussed club calls and reaching out about COVID-19 effects.**
- **Conducted webinar with Roger Dow on March 26th at 2 pm EST on COVID-19 and its effect on the industry..**
- **Attended Washington, DC club meeting - virtual happy hour.**
- **Emailed Nina Winston with Destinations International and Del Baker rescheduling our partnership call for late April.**



Monthly Report by Director of Membership Celeste Lupercio

April 2, 2020

Attn: Skal USA Executive Committee

Club visits

- Monthly dinner with my club, Skal Kansas City, March 9
 - Provided a training at the dinner, which the club promoted and we also used as a point of ROI when inviting our guests to attend the meeting. I brought three guests to the meeting. Training was on using Google My Business and on how to edit Google Maps so that entrances to businesses are accurate, hours of operation, etc. Not only for their businesses, but for local/surrounding and for businesses where their customers may frequent.

Club updates

- Re: Digital Transformation, most clubs continue to be frustrated with process of approving new members, updating the Club Data Form. The issues with the Club Data Form now extend to invoices that are submitted to clubs. Invoices are incorrect, as the accurate membership list is not reflected in the invoice.

Phone calls and emails to clubs

- Phone call with Kelly from Boise just to generally say hello and talk through goals, etc.
- Contacted each of the 45 clubs assigned to Team Celeste to generally touch base.
 - Reminded all of the link to the Webinar with Roger Dow and encouraged them to share link with their members.
 - Reminded them to keep pushing the value of Skal and its ROI in this and other regards.
 - Reminded them that Morgan and I eventually would like to do some podcasts and asked them/their members to let us know if there are topics they'd like us to present on; as well, if they have a member that would like to be on our podcast, to let me know.
 - Asked them to share with just their Secretary and Treasurer the link to the webinar on navigating the website as admins, ie: to update their Club Data Form. (Continue to run into problems where people insist they have done this but somehow their changes are not made in the system.)
- Reached out to Clubs that still need to pay their dues, and used a list Eric gave me the day before, so it was accurate.
 - **Anchorage** is now paid
 - **Chicago** has not responded
 - **Louisville** had a full voicemail when Art tried to call, he also texted (in addition to my email)
 - **Kansas City** has had problems submitting the accurate membership list, some people have had to drop out due to budget cuts, some were removed as members by the system when they should not have been, one person passed away last week (while KC was still waiting on an updated invoice from Skal Admin). As well, the new 2020 President has filled out the Data Form three times and it's still showing as the 2019 President and the Secretary has tried numerous times and still cannot get in, either. Treasurer is ready to pay, but there's many barriers.
 - **New Orleans** has not responded. In our last communication they had 6 or 7 new members pending so getting that process completed may be their barrier – they may be looking to get an accurate invoice to reflect new members.

- **Santa Fe** has not responded
- **Las Vegas** mailed a check on 3/31 and also has updated their Club Data
- **Los Angeles** did not respond
- **Orange Coast** told Art the payment is on its way
- **Portland** Art has spoken to the Treasurer
- **San Jose** had to resolve a few issues which they did at the very end of March and is mailing a check on April 2
- **Seattle** had already mailed the check and had all of the info on it which they provided to Skål Admin. Eric verified he did not get it so they are sending a new check.

EC conference calls and/or meetings

Attended and participated in all EC conference calls:

- March 3
- March 13
- March 19 webinar
- March 26 webinar

Comments / Notes

Digital transformation problems is not only cumbersome for our clubs' volunteer board members, but it is negatively impacting our ability to grow as a national organization, because we cannot enroll new members. It is also resulting in financial problems because clubs can't update forms in order to get an accurate invoice from Skål admin and therefore are not paying their annual dues, which we as Skål USA still are responsible for paying to Skål International.

Best,



Celeste C. Lupercio
Director of Membership, Skål USA