



Monthly Report by Director of Membership Celeste Lupercio January 2020

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

Monthly Report by Director of Membership Celeste Lupercio February 2020

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.

- o Robin confirmed she checked in with the Covells about transferring from dissolved Seattle to Anchorage

- o Suggestion that the membership application processing fee should be eliminated

- o Suggestion to eliminate Young Skal and have them just be Active

- o Comment that website is European-centric in its language

- o Appreciative feedback about adding the pro-rate option – this is helping

- 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
 - Sante Fe does not have a USA Rep and the president cannot attend NASC so he will ask at the next meeting who can go instead. They are doing well, it's a small market so there's not many people in the industry who are not already a member. Every hotel is, the President is the only transportation professional in the area, etc.
- 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

- Emailing all of my clubs who need to fill out the Data Form.

Monthly Report by Director of Membership Celeste Lupercio March 2020

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.

- o 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.
 - o Anchorage is now paid
 - o Chicago has not responded
 - o Louisville had a full voicemail when Art tried to call, he also texted (in addition to my email)
 - o 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.
 - o 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.
 - o Santa Fe has not responded
 - o Las Vegas mailed a check on 3/31 and also has updated their Club Data
 - o Los Angeles did not respond
 - o Orange Coast told Art the payment is on its way
 - o Portland Art has spoken to the Treasurer
 - o 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
 - o Seattle had already mailed the check and had all of the info on it which they provided to Skal 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 Skal admin and therefore are not paying their annual dues, which we as Skal USA still are responsible for paying to Skal International.

Monthly Report by Director of Membership Celeste Lupercio April 2020

Club visits

- Monthly meeting with my club, Skal KC

Club updates

- 4/6/20: LA says they have no money, membership is dwindling, they do not anticipate for it to grow in 2020.

Phone calls and emails to clubs

- Contacted each of the 45 clubs assigned to Team Celeste to encourage them to keep their clubs connected. Suggested a virtual Happy Hour vs. standard meeting.
- More phone calls and emails with clubs whose payments are still pending. Sent update to EC via email.
- Emailed clubs on Team Celeste who had pending members to make sure they went ahead and approved them. Used as another reminder to clubs who still need to fill out the Club Data Form that they may not have seen the requests if they did not update their data for 2020. Reminded them how to do that.
- Emailed remainder of clubs whose Data Form was not filled out or which were incomplete, to remind them to do so.
- Call with Rick Adams from San Jose. Same problems as KC – they have filled out the Club Data Form twice and still there's problems. Advised him to contact Sandra at SI, and he's familiar with her so he's confident she'll be able to help him.
- Call with Karen from Arkansas and she has filled out the Club Data Form three times – no data is showing. She has done this with Jim and also confirmation from Sandra that she could view everything.
- Attended (non-voter) KC Board Meeting, followed by KC club virtual happy hour for our meeting this month.
- Emailed all clubs on my team to ask for an invitation to their upcoming (virtual) club meetings

EC conference calls and/or meetings

Attended and participated in all EC conference calls:

- April 7 EC meeting
- April 23 Skål Toast
- April 23 membership meeting

Comments / Notes

Overall, most clubs' contacts experiencing emotional exhaustion as a result of COVID-19 and thus some momentum towards membership efforts has been lost. Many clubs have lost members as a result of COVID, as well; as the clubs had yet to bill members for the year's membership in January/prior to COVID effects in our nation.

Best,



Celeste C. Lupercio
Director of Membership, Skål USA