



President Report Date: April 30, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: April 2020 President's report

Club visits

Attended Zoom meetings with the following Clubs in April:

- Philadelphia
- Pittsburgh
- New York
- Northern New Jersey
- Boston
- Sacramento
- Myrtle Beach
- Orlando
- Young Skål
- Washington DC
- Baltimore

New Club updates

- San Diego – targeting 3rd or 4th quarter 2020 now. Mayte has created a website and FB page for Skål San Diego
- Central Coast CA – no target date yet – 3rd or 4th quarter at earliest
-

Executive Series webinars

- Had two very successful webinars with Roger Dow and Peter Greenberg

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: April 2020

To: Skål USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: April 2020 Report

Club visits

- Participated in Skål Northern NJ, Philadelphia, NY, Long Island, Myrtle Beach zoom meeting 4/14
- Participated in Skål Boston Zoom meeting 4/16
- Participated in the Skål Puerto Rico, Northern NJ Zoom meeting 4/21
- Participated in the Skål Southwest Florida Zoom meeting 4/22
- Participated in Skål Washington DC Zoom meeting 4/22
- Participated in Skål Baltimore Zoom Meeting 4/23
- Participated in Skål Orlando Zoom Meeting 4/30
- Participated in Skål Myrtle Beach meeting 4/30

ISC issues:

- Thank you letter to Skål Boston for \$500 donation to FVF
- Thank you letter to Skål NY for \$500 donation to FVF
- Thank you letter to Skål NE Pennsylvania for \$250 donation to FVF
- Participated in ISC global meeting April 27
- Worked on Jobs Board page for Skål International website
- Working with Juan Steta the ISC from Mexico on membership retention program for ISC
- Worked with member to apply for FVF and contacted Trustees on member behalf

Monthly phone calls / Skål Presidents

- Spoke with John Mavros, Orange County who said dues are in mail as of 3/31
- Spoke with Harold Jenkins, Chicago who said Graham Mosley will be sending in dues right away
- Spoke to Chris Allen, Las Vegas who said Ann Parsons has been in contact with Celeste and will pay dues
- Spoke with Jen Chun Skål Hawaii regarding their "face mask" project
- Spoke with Xavier Lividini about Miami dues and sent info on "Why join Skål"

Conference calls

Attended and participated in all Skål USA EC conference calls and meetings

Comments / notes

- Letter to all Skål USA President to urge them to support FVF
- Contacted Sen Roger Wicker (R) Mississippi – Chairman of Commerce and Transportation Committee to see if he would participate in webinar. Staff will get back to us.
- Weekly calls with ISC members from around the world to get pulse of what is going on with business during virus outbreak
- Contacted Peter Greenberg of CBS and asked him to participate in our next webinar and he agreed
- Participated in NASC committee preparation meeting with Denis Smith of Canada and then participated in the joint NAAC committee go-to-meeting on the 24th
- Working with few members on applications for FVF that are not related to Corona – all very sad
- Advised SI that FVF page is having difficulties and created a ticket.
- Participated in Skål USA Webinar with Peter Greenberg

Regards and Skål,

A handwritten signature in cursive script that reads "Holly J. Powers". The signature is written in black ink on a white background.

Holly Powers

International Skål Councillor

Florimond Volckaert Fund
2019 Cumulative Contributions

Club/Donor	Date	Amount
SI Hawaii	1/17/2020	\$500.00
SI New York	1/29/2020	\$1,000.00
SI Boston	3/5/2020	\$500.00
SI Orlando	3/10/2020	\$500.00
SI Northeast Pennsylvania	4/24/2020	\$250.00

Total 2020 Contributions

\$2,750.00

SI *** (2019 contribution received after wire sent to SI)

Quickbooks Balance

\$2,750.00



Vice-President Membership Report

Date: April 3, 2020

To: Skål USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: April 2020 Vice-President Membership Report

Inter club communication

- Contacted Sandi Hankins, Skål Kansas City, to assist with Skål.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 approvals
- Contacted Wayne Lee, Skål New York, to assist with approvals and advise that 2 more members were need by May 2 or they would lose a vote
- Advised membership team to call clubs to approve members and complete data form

Conference calls

Attended and participated in all Board and Membership conference calls

Participated in NASC call to decide on NASC site for 2021

Virtual Meetings

Participated in 2 Skål NNJ meetings

Participated in Skål Baltimore meeting

Participated in Skål New York meeting

Participated in Skål Philadelphia meeting

Participated in Skål Sacramento meeting

*Hans van Doorne from Skål MB asks his members to contact him the day before the virtual call if they don't know how to set up their Zoom so he can instruct them. An excellent idea for all presidents.

Membership concerns

As of April 29 our membership total on Skål.org is 1692. The number of pending member is 18. Some presidents or secretaries are still having problems getting on the site and approving new members.

Regards and Skål,

Jim Dwyer

Jim Dwyer

Skål USA Vice-President Administration



Date: April 30, 2020
To: Skal USA Executive Committee
From: Arthur Allis, Vice President Finance
Subject: 2020 April Report

- Reviewed March 2020 financial information, including A/Rec. with Eric Braendel.
- Authorized the release of the Euros purchased in December 2018 for 2020 dues. AFEX will send 83,507 EU to SI. Note we traditionally send the amount of Euros we purchased, although it exceeds the SI Dues invoice. This 555 EU credit balance with SI will be depleted as new members join throughout the year.
- Discussed purchase of Euro option for 2021 dues with Eric Braendel, who contacted AFEX for the rate for a forward maturing March 1, 2021. The rate April 14th was 1.1248. At the same time the exchange rate was 1.10.
- Sent March financials and financial report to Executive Committee for review and to Tom Moulton who posted.
- Approved expenses submitted to me for approval.
- Finalized proposed Budget for 2021.
- Posted proposed Budget for 2021 after sending to EC members for comments.
- Participated in April Executive Committee Meeting by phone.
- Spoke with Nancy Purdin, President Skål International Tucson re: Tucson board meeting by Zoom.
- Participated in Skål International Tucson Zoom Board Meeting.



Vice-President Communications/PR April 2020 Report

General

- Participated in the April EC phone conference.
- 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.
- Continue to update Skål USA website, SkålUSA.org as needed.

Digital Social Platforms

- Continued to monitor Skål USA and Skål International Facebook for news relevant to Skål USA membership.
- Reactivated LinkedIn site: began to post on this medium the Executive Educational Series; Instagram is now being used with coordination from our social media administrators.

Skål USA Newsletter & General Communications

- Coordinated with Skål New York along with Skål USA President a new initiative to help hospitality workers who have been negatively affected by Coronavirus pandemic. Developed a national launch press release scheduled for early May.
- Coordinated 2nd, 3rd educational webinar series of 2020 featuring Peter Greenberg of CBS and Christopher Thompson, Brand USE. Peter Greenberg webinar was executed with over 140 folks listening with hundreds other receiving the record webinar on Peter Greenberg and other Skål Facebook friends. [Listen here](#). Christopher Thompson webinar takes place on May 7. [Register here](#). Laid the groundwork for future webinar series featuring ASTA, Zane Kirby (June 11), and Terry Dale, USTOA, in June (TBD).
- Launched a new Skål USA Coronavirus resource page on the Skål USA website utilizing resources from US Travel, CDC, SBA, Skål International and other COVID-19 info sites.
- Skål USA Journey's "Lightning News" went out once in April 22 featuring the webinar series, launch of the Skål USA Coronavirus resource page and other news. [Click here](#) for April Lightning News.



Date: May 3, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 April Report

- Conducted a Team Morgan membership call on 4.1.2020; in follow-up, each team member reached out to their clubs to receive an update about members, COVID impact, and current club activity.
- Moderated webinar with Peter Greenberg on April 29th at 2 pm EST on COVID-19 and its effect on the industry.
- Reached out to clubs to receive their club data form if not already received.
- Worked with Team Morgan to reach out to clubs with pending applications and contact data forms outstanding.
- Submitted club updates to Skal USA board regarding COVID-19 and current club activities as reported by Team Morgan.
- Scheduled partnership discussion call with Nina Winston of Destinations International and Del Baker for April 22. Richard to handle follow-up from call.
- Submitted suggestion/edit regarding proposed budget for 2021 in regards to COVID-19 affects on membership retention/numbers budgeted.
- Scheduling webinar with TSA.

Events attended:

- Skal DC Virtual Happy Hour on 4.1.2020
- Young Skal Happy Hour on 4.15.2020
- Skal Pittsburgh Virtual Happy Hour on 4.21.2020
- Skal DC Virtual Happy Hour on 4.22.2020
- Skal Baltimore virtual happy hour on 4.23.2020

Meetings attended:

- Skal USA Membership Team Morgan Conference Call on 4.1.2020
- Skal USA Executive Board Meeting on 4.7.2020
- Skal DC Board Meeting on 4.17.2020
- Skal USA & Destinations International Partnership Discussion on 4.22.2020
- Skal USA Zoom for World Skal Day on 4.23.2020
- Skal USA Membership Team Meeting on 4.23.2020
- Proposal discussion with Skal NY/Skal Long Island on 4.24.2020
- Pre-meeting/test run of Peter Greenberg Webinar on 4.28.2020
- Moderated Peter Greenberg webinar on 4.29.2020



Monthly Report by Director of Membership Celeste Lupercio

April 30, 2020

Attn: Skal USA Executive Committee

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 Skal 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,

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, Skål USA