



Skål USA President Membership Report

Date: May 29,2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: May 2020 Skål USA President's report

Virtual Club visits

Attended Zoom meetings with the following Clubs in May:

- Philadelphia
- Orlando
- Northern New Jersey
- Boston
- Sacramento
- Myrtle Beach
- Young Skål
- San Francisco
- San Jose
- Louisville
- Miami

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 Chris Thompson / Brand USA and Anthony Melchiorri / Host of Hotel Impossible

Travel Staffing initiative

In the final stages of launching the jobs board on the Skål USA website. Will be live very soon.

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC



International Skål Councilor Report

Date: May 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: May 2020 Report

Club visits

- Participated in Young Skål zoom call on May 5
- Participated in the following Zoom Club meetings
 - Miami
 - San Francisco
 - Arkansas
 - Charlotte
 - Boston
 - Tucson
 - Southwest Florida
 - Northern New Jersey
 - Philadelphia
 - Chicago

ISC issues:

- Worked with member to apply for FVF and contacted Trustees on member behalf
- Participated in Skål International Executive Committee, ISC and National Presidents Zoom call on May 4
- Discussion with ISC members about by-law change to allow EC another term and ISC President to have another term.
- Participated in Skål International Council call on May 19
- Sent Skål Tucson a thank you letter for donating to the FVF

Monthly phone calls / Skål Presidents

- Spoke with Cecelia Hudnet, FLL club regarding meetings
- Spoke with Wayne Lee about Canada raffle
- Spoke with William Tullman Miami about future meetings

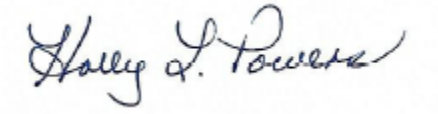
Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in NASC committee call and raffle drawing on May 15, 2020
- Participated in Skål USA AGM/NCM

Comments / notes

- Letter to all Skål USA President to urge them to support FVF
- Participated in Skål USA Webinars with Chris Thompson. Anthony Melchorri
- Forwarded ISC letter to all US Presidents regarding airline support
- Contacted George Tway of Boise to advise him that he won the 4-night personal NASC experience in the NASC fund raiser

Regards and Skål,

A handwritten signature in cursive script that reads "Holly L. 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
SI Tucson	5/18/2020	\$75.00

Total 2020 Contributions

\$2,825.00



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

- Reviewed April 2020 financial information.
- Sent April Financial Statements and Financial Report to Executive Committee for review.
- Approved expenses submitted to me for approval.
- Reviewed 2020 NASC Congress Financials and Forecasted Revenues/Expenses.
- Telephone discussion with Lorne Perrin, Event Coordinator for 2020 NASC Congress re: Financials and Forecasted Revenues/Expenses.
- Sent report re: above to David Ryan and Holly Powers
- Participated in May Executive Committee Meeting by phone.
- Participated in AGM and NCM.
- Participated in Skål International Tucson Zoom Board Meeting.
- Attended Skål International Tucson Zoom general meeting.
- Verified with Insurance Agent that David Ryan and Richard Scinta are covered under our D&O Insurance for their involvement with the NY Go Fund Me.
- Communicated with our Insurance Agent re: renewal of policies for September 1, 2020 to August 31, 2021
- Met with host hotel catering dept. to plan Skål Tucson June meeting.



Date: May 13, 2020
TO: Skål USA President and Executive Committee Members
CC: Skål USA Club members
From: Arthur Allis, Skål USA VP Finance
Subject: End of April 2020 Skål USA Financial Report

This overview, along with the end of April, 2020 financial reports, will be posted on Skål USA's website by end of business Friday, May 29, 2020:

- Balance Sheet as of April 30, 2020 Year to Date vs. Same Time Last Year (YTD vs. STLY)
- Profit & Loss Report YTD vs. STLY as of April 30, 2020
- Year to Date Income & Expenses vs. 2020 Year End Budget as of April 30, 2020
- Accounts Receivable Aging Report as of April 30, 2020

Balance Sheet:

- Total Assets are \$487,326.66, which is 1% less than last year \$492,695.16
- Total Checking and Savings of \$226,078.59 is \$20,074.24 higher than last April 30th. 226,078.59.
- The low Accounts Receivable of \$2,056.50 may partially be attributed to the members of the Executive Committee and Eric Braendel's efforts to contact clubs in order to facilitate prompt payment of dues. Accounts receivable are \$6,000.00 below stay.

2020 YTD vs. STLY Profit & Loss:

- Net Income is down \$21,191.81 to same time last year, as Total Income is 6.5% less and Total Expenses are 3.6% higher.
- Year to date total income of \$227,113.00 is \$15,646 less than same time last year.
 - Dues are \$14,474 below last year:
 - Skål USA \$121,240.00 vs. \$127,727.00 (\$6,487.00) or (5.1)%

- Skål International \$ 105,400.00 vs. \$113,387.00 (\$7,987.00) or (7.1)%
- Total Expenses YTD are 3.6% above same time last year; \$157,799.73.00 vs. \$152,254.30, a difference of \$5,545.43
 - Conference and Meeting Expense exceeds last year by \$6,600.00
 - WEC expenses are greater than last year. The Executive Committee met an extra day for strategic planning.
 - NASC Expense \$11,160.00; however, we can expect a refund from Winnipeg.
 - Supplies Expense exceeds last year by \$1,497.29; however the purchase of items we resell is now charged to supplies. These were previously carried on inventory and as sold appeared as "Cost of Goods Sold". Plaques and badges were purchased for \$1,052.00 in March.

2020 YTD (end of March) Income & Expenses vs. 2020 Year End Budget:

- Skål USA membership dues year to date are \$121,460.00 - 93.8% of the budgeted amount for the full year
- The Winter Board Meeting Expenses exceed budget \$2,332.00 as anticipated; due to the added day for strategic planning.

As always, please feel free to reach out to me should you have any questions regarding the above or attached.

Respectfully,

Arthur Allis

Vice President - Finance.



VP Administration Report

Date: May 31, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: May 2020 Report

Club Communication

Worked with Skal NY and Long Island and Anthony Melchiorri to create and roll out the Hospitality Relief Fund.

Participated in and completed the Introduction of Anthony Melchiorri in our recent webinar open to all Skal USA clubs on May 19th.

Email exchange with Skal Jacksonville on proposed Name Change to Northeast Florida.

Conference calls

Organized Agenda and attended Skal USA EC Conference Call on May 5th.

Attended Virtual Meeting with Board of Directors for Skal Orlando.

Attended virtual wine Club with Skal Orlando and other US and Canadian officers.

Assisted to conduct SKAL USA NCM and AGM on May 15th.

Conference call with Denis and team from Skal Canada in regards to NASC discussion and plan moving forward.

Attended FUN in the Sun Orlando NASC committee meeting on May 26th.

Skal!

Richard



Vice-President Membership Report

Date: May 26, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: May 2020 Vice-President Membership Report

Inter club communication

- Contacted Cecilia Hudnet, Skål Ft. Lauderdale-Palm Beaches, to assist with Skål.org
- Contacted Ross Burke from Skål Orlando to assist with Skål.org
- Contacted Kelly Jenkins, Skål Boise to approve pending applications
- Contacted Brian Senft, Skål Baltimore, to assist with approvals
- Contacted Wayne Lee, Skål New York, to assist with approvals
- Contacted Val Wickerham and Sharon Arnold, Skål Central Pa to register for AGM/NCM
- Contacted Paul Thompson and Terry Williams to participate in AGM/NCM
- Contacted Hans van Doorne, Skål Myrtle Beach to participate in AGM/NCM
- Advised Club Presidents to approve members and complete data form

Conference calls

Attended and participated in all Board and Membership conference calls

Participated in NASC call to choose winners for NASC Raffle

Virtual Meetings

Participated in 2 Skål NNJ meetings

Participated in Skål San Francisco, Orlando, Myrtle Beach, Tucson, Arkansas, Charlotte, Ft. Lauderdale, Philadelphia meetings

Skal.org Activity

Approved 19 new member requests

Monitored Approvals of new members and sent reminders to clubs

Membership concerns

As of May 28 our membership total on Skål.org is 1710. The number of pending member is 4. Some presidents or secretaries are still having problems getting on the site and approving new members.

Regards and Skal,

Jim Dwyer

Jim Dwyer

Skal USA Vice-President Administration



Date: May 30, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 May Report

- Reached out to US Travel/Roger Dow for inclusion on the COVID-19 Travel Industry standards.
- Moderated webinars with Chris Thompson and Anthony Melchiorri. Organized question submission order in advance.
- Scheduled call with TSA regarding webinar.
- Reached out to ARC for a webinar.
- Pulled together materials and had a pre-call regarding YS webinar in June on how Skal USA operates and getting involved.

Events attended:

- Young Skal Cinco de Mayo Virtual Happy Hour on 5.5.2020
- Skal International Webinar UNWTO COVID-19 Response on 5.12.2020
- Skal DC Virtual Happy Hour on 5.20.2020
- Skal International Webinar Future in Events Organization on 5.20.2020
- Skal Philadelphia COVID-19 Digital Town Hall Meeting 5.26.2020

Meetings attended:

- Skal USA Executive Board Meeting on 5.5.2020
- Pre-meeting/test run of Chris Thompson webinar on 5.6.2020
- Moderated Chris Thompson webinar on 5.7.2020
- Pre-meeting for Anthony Melchiorri webinar on 5.12.2020
- Skal USA Virtual AGM & NCM on 5.15.2020
- Pre-meeting/test run of Anthony Melchiorri webinar on 5.18.2020
- Moderated Anthony Melchiorri webinar on 5.19.2020
- Pre-meeting for YS webinar on 5.26.2020
- Skal DC Board Meeting on 5.26.2020



Monthly Report by Director of Membership Celeste Lupercio

May 29, 2020

Attn: Skal USA Executive Committee

Club visits

- Attended Skal SF Club meeting 5/7
- Attended KC Club board meeting 5/11
- Attended KC Club meeting 5/11
- Attended Chicago club meeting 5/27

Club updates

- New Orleans club is doing a great job of meeting. Board meeting at a plantation, outdoor brunch with social distancing for their meeting, mid-May.
- Anchorage has been meeting regularly, virtually.

Phone calls and emails to clubs

- Emailing clubs who have pending members that need to be approved.
- Asking clubs to invite me to any virtual meetings their club is hosting.
- Got a few email updates (emails changing constantly, due to loss of jobs, related to COVID).
- Emailed Reno-Tahoe about pending members remaining – was able to get them through by EOD.
- Emails with Chicago about surveys.
- Emails with Alaska to get updated emails from those that bounced.
- Emails with New Orleans board about board meetings and club meetings.
- Emails to schedule San Francisco meetings; attended their May meeting via Zoom.
- Emails to Chicago to book May club meeting; attended May meeting via Zoom.
- Emails to Chicago to help move new member requests through.
- Emailed entire team to give them the good news re 118 new members so far in 2020.

EC conference calls and/or meetings

Attended and participated in all EC conference calls.

- EC meeting 5/5
- Skal webinars 5/7, 5/12, 5/19, 5/20, 5/21
- Attending AGM and NCM 5/15

Comments / Notes

- Generally helping to manage the Skal USA Facebook page (as admin); sharing important links and events to Facebook and LinkedIn.
- Preparing reports for AGM and NCM

Best,

A handwritten signature in blue ink that reads 'Celeste C. Lupercio'.

Celeste C. Lupercio, Director of Membership, Skal USA



Vice-President Communications/PR May 2020 Report

General

- Participated in the May EC phone conference.
- Continue to update Skål USA website, SkålUSA.org as needed.
- Participated in Skål USA Tucson and Santa Fe Membership meeting via Zoom.
- Generated google docs for membership officer data info for EC members.

Digital Social Platforms

- Continued to monitor Skål USA and Skål International Facebook for news relevant to Skål USA membership.
- Placed all webinar executive educational series speakers on Facebook and Instagram as needed and any other relevant news from other clubs or SI.

Skål USA Newsletter & General Communications

- Coordinated with Skål New York & Long Island club Presidents 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 which was released on [May 11](#) via PRNewswire. 140 outlets throughout the USA picked it up for their respective publication. Headline read: "*Skål International USA Announces Program Helping Hospitality Workers, **DONATIONS SUPPORT WORKERS IMPACTED BY COVID-19***"
- Coordinated 3rd and 4th educational webinar series of 2020 featuring Christopher Thompson, Brand USE and Anthony Melchiorri from Travel Channel's Hotel Impossible. Laid the groundwork for future webinar series featuring ASTA, Zane Kirby (June 11), and Terry Dale, USTOA, in June 18.
- Began to coordinate July and August Webinars featuring Asian and European Tourism Leaders.
- Continued to update the 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 twice in [May 8](#) featuring the webinar series and [May 15](#), featuring AGM/NCM last minute registrations and upcoming webinars and other information.
- Prepared local version of #StrongHospitality Fundraiser for local Skål clubs to customize and release in their local media markets.