



Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Tuesday, August 4th, 2020
4:30PM EST

Type of Meeting: Monthly Conference Call
Call-in mode: Go-to-Meeting hosted by ABA
Meeting Facilitator: Dave Ryan, President
Invitees: Skål USA Executive Committee

PLEASE DO NOT USE SPEAKERPHONES. IF USING YOUR COMPUTER PLEASE USE HEADPHONES.

Call to Order - President Dave Ryan

Roll Call – Richard Scinta

President's Update – Dave Ryan

- Approval of Consent Agenda
 - President's Written Report – Dave Ryan
 - End of June Financial Report – Art Allis
 - VP Administrator's Written Report – Richard Scinta
 - IS Councilor's Written report – Holly Powers
 - VP Membership's Written report – Jim Dwyer
 - VP of PR & Communication's Written report – Tom Moulton
 - Directors of Membership's Written reports (2) – Morgan Maravich & Celeste Lupercio

- NCM in September planned for Washington DC.
- Hospitality Strong Relief Fund Update
- Skal International contest to update profiles
- Presidents Calls - Round 2 Talk AGM and membership

International Skål Councilor – Holly Powers

Financial Report – Art Allis

- Financial Aspects of Membership

Administration Update – Richard Scinta

VP Membership – Jim Dwyer

- Membership numbers by category

Director Membership – Morgan Maravich

Celeste Luperio

VP Communications – Tom Moulton

Next Meeting: 4:00 pm Tuesday, September 1st, 2020 4:00 PM



President Report

Date: July 30, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: July 2020 President's report

Club visits

- No in person Club visits in July

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

- July webinars conducted with Terry Dale / USTOA and Kelly Craighead / CLIA

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



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

- Reviewed June 2020 financial packet and wrote report. Sent June Financial Statements and Financial Report to Executive Committee for review
- Approved expenses submitted to me for approval.
- Sent letter to clubs regarding renewal of club insurance, and corresponded with clubs regarding the insurance.
- Participated in July Executive Committee Meeting.
- Attended on line webinars.
- Participated in Skål International Tucson Board Meeting.
- Attended an outstanding Skål International Tucson monthly dinner.
- Unsuccessfully attempted to obtain refund for my airfare to Winnipeg.



VP Administration Report

Date: July 31, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: July 2020 Report

Organized and participated in July 7th Skal USA EC Meeting.

Participated in Terry Dale test call prior to webinar.

Organized and participated in Hospitality Relief Fund Call with Wayne Lee, Dave Ryan and Anthony Melchiorri. Brainstorming of ideas to invigorate this fund raising drive. Formatted email from president to all Skal Orlando Skaleagues to further promote fund raiser.

Met with Tom White from Skal Orlando and GM of Wyndham Jay Leonard to discuss 2021 NASC Congress

Met with Skal Orlando Board of Directors meeting on July 28th.

Sent out call for reports and agenda items for SKAL USA EC.

Skal!

Richard



International Skål Councilor Report

Date: July 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: July 2020 Report

Club visits

- Participated in the following Club meetings
 - New York - zoom
 - Arkansas - zoom
 - New jersey - zoom
 - Skål Southwest Florida – in person meeting
 - FLL/Palm Beaches - zoom

ISC issues:

- Met with ISC Vice President, Denise Scrafton via zoom to discuss changing dues structure
- Sent upcoming webinar information to ISC and Skål International Executive Committee and asked them to forward to clubs around the world.
- Met with ISC committee with JF Cote, Canada and Juan Steta, Mexico July 21
- Participated in ISC meeting on July 28
- Assisted President of Atlanta with FVF request for a member
- Spoke with Mok Singh regarding problem with FVF request and procedure
- Met with ISC Vice President, Niel Els via zoom discuss committee work

Monthly phone calls / Skål Presidents

- Karen Trevino questioned Extraordinary meeting scheduled for July 27. Told was cancelled and AGM would be October 17.
- Spoke with Shelly Green, Raleigh and instructed her on how to go about changing the name of the club
- Reached out to Ronal Flores of Puerto Rico for club info which he did not have

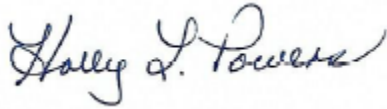
Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in PATA webinar
- Participated in Terry Dale – Webinar
- Participated in Skål International Webinar
- NASC Committee call with Canada on July 28

Comments / notes

- Put forward proposal to ISC to suggest addition to 2021 budget to cover costs to send President Peter Morrison to the Quebec World Congress, including travel and registration
- Per Tom White, Skål Orlando has no plan of having any YS event at NASC and YS will pay full amount
- Request made to SI President Peter Morrison to bring forward suggestion to allow members out of work in 2020 to be allowed to maintain Skål membership through 2021 while finding work.

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
2020 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
SI Arkansas	6/8/2020	\$75.00
SI Washington	6/8/2020	\$1,000.00
SI Myrtle Beach	6/8/2020	\$100.00
Total 2020 Contributions		<u><u>\$4,000.00</u></u>



Vice-President Membership Report

Date: July 30, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: July 2020 Vice-President Membership Report

Skål USA Dues Project

Participated in 4 Zoom sessions with club presidents

Asked Membership team to contact those clubs who did not attend Zooms.

All but Skål Puerto Rico have responded with their data

Conference calls

Attended and participated in all Board and Membership conference calls

Participated in NASC committee correspondence

Virtual Meetings

Participated in virtual meetings with Skål New Jersey, New York

Participated in virtual meeting with Skål Girona and Skål Roma

Participated in meeting with Rafael Millan, Niel Els, Holly Powers, Dave Ryan and Robert Lowell

Skal Interview

On July 12 Skål Boston member, Stephanie Abrams, who is stranded in Ireland aired my interview about membership in the USA.

Membership concerns

Since July 8 we have added four new members. Three to Skål Albany and one to Skål Las Vegas. We currently show 1743 members. There are also 11 pending members who will probably be approved on Sep. 1.

I have asked Sandra Vera to run a report similar to the one we had for the past couple of years which shows clubs and number of members by category.

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration



Vice-President Communications/PR July 2020 Report

General

- Participated in the July EC phone conference and attended Skål Tucson's in-person meeting.
- Continued to update Skål USA website, SkålUSA.org as needed.

Executive Educational Webinars

Continued the popular educational series: Featuring the following travel executives:

- **July's schedule featured:**
 - Terry Dale (USTOA) – July 9, 2020 (2 pm – ET)
 - Dr. Mario Hardy (PATA) – July 15, 2020 (7:30 pm – ET)
 - Kelly Craighead (CLIA) – July 16, 2020 (2 pm – ET)

All webinars were full of incredible information from all the speakers. All organizations are working to help the travel and tourism industry tirelessly with outstanding teams and skills. Our first look at the global market took place with Dr. Hardy, who had such knowledge of the impact on travel throughout the world. His enthusiasm, knowledge, and analytics gave us all some insights. Followed by Kelly who continued global travel updates from around the world in a cruise ship. This industry was absolutely the hardest hit and most traumatic to folks traveling around the world. Her hard work and insights on how to navigate COVID-19 were inspiring.

- **August schedule**
 - A conversation with Homeland Security/TSA Public Information Manager, Lorie Dankers - August 6
 - Continuing Conversation with Roger Dow, President & CEO (TIA) - August 13

Skål USA Newsletter & General Communications

- Skål USA Journey's "Lightning News" – [July 31](#) (Special Bulletin) was sent out to the Skål USA membership and other Skål members and SI Staff. Digital publication featured the August Educational Executive Webinar Series speaker announcements, new Job Board, Hospitality Workers Fundraiser Program and announced new partnership with UATP featuring the UATP Insider's Club Membership for Skål USA Members at special pricing.



Monthly Report by Director of Membership Celeste Lupercio

July 30, 2020

Attn: Skal USA Executive Committee

Club visits

- Skál KC Board
- Skál KC chapter meeting

Club updates

N/A

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.
- Gathering Club Info (Club Dues) – status of clubs in the pandemic; checking in with them about virtual meetings during these emails (to make sure everyone's having virtual meetings if not in person).
- 7/8 Skál Phoenix

EC conference calls and/or meetings

Attended and participated in EC conference calls

- 7/7

Comments / Notes

- Generally helping to manage the Skál USA Facebook page (as admin); sharing important links and events to Facebook and LinkedIn.
- Working on plan to have individual Zooms with clubs about Young Skál's future status.
- 7/9 A Conversation with Terry Dale
- 7/15 A Conversation with Kelly Craighead

Best,

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

Celeste C. Lupercio, Director of Membership, Skál USA



Date: August 3, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 July Report

- Reached out to my region clubs for club updates.
- Reached out to Washington, DC club for Skal USA NCM in fall (September) regarding Lobsterfest. Followed up with Dave regarding new COVID-19 quarantine restrictions for DC.
- Call with TSA regarding Skal USA for webinar guidance.
- Scheduled Roger Dow August Webinar.
- Email introduction for Anthony Melchiorri to Roger Dow and team.

Events/Meetings attended:

- Skal USA Executive Committee Meeting on 7.7.2020
- Terry Dale webinar test on 7.8.2020
- Terry Dale webinar moderator on 7.9.2020
- Mario Hardy webinar moderator on 7.15.2020
- Kelly Craighead webinar test run on 7.15.2020
- Kelly Craighead Webinar moderator on 7.16.2020
- Skal DC Virtual Happy Hour on 7.22.2020
- TSA Webinar discussion on 7.24.2020



Date: July. 31, 2020

To: Skål USA Executive Committee

From: Arthur Allis, Vice President Finance

Subject: Financial Aspects of 2021 Membership Retention for Active Category Members*

Proposal

- It is important that clubs understand that they should do everything to maintain membership.
- Individual clubs should find a sponsor to pay the dues for any of their Active Category members who require assistance.
- The clubs should be encouraged to pay the dues for Active individuals who require assistance.
- Clubs who lack the finances to pay member dues should be encouraged to hold fund raising activities to assist those members.
- Skål USA shall establish a \$25,000 reserve for dues subsidies which would cover 12% , 178 members' Skål International and Skål USA Dues. This reserve would be funded from our financial reserves of \$259,191.57

Proposed Process for Skål USA to fund Active member's dues financial assistance:

- The President of Skål USA shall appoint a committee made up of the ISC, VP Membership and VP Finance whose responsibility shall be to review and approve member applications for dues financial assistance
- Active members whose club was unable to fund their dues, shall apply to the committee.
 - o Candidates shall be active members of a USA Skål Club in good standing.
 - o The Club President shall endorse the application affirming that the club was not able to assist financially or find a sponsor.
 - o Upon approval by the committee, the VP Finance shall authorize a dues credit to the club for \$140.00
 - o Applications shall be kept in confidence unless the applicant grants permission.

Facts and Speculation

- Skål Canada is projecting a 30% decline in membership
- Many members of the ISC think a 30% decline in membership is realistic.
- The American Bus Assoc projects a 25% decline in their membership.
- Our last proposed budget for 2021 projected too conservative a membership decline.
- Membership decline may be attributable to individual member's financial situation: be it companies that will no longer pay; or member not able or willing to pay their own.

- Membership decline may result from individual no longer being qualified for membership.
- Life and Retired members have not lost jobs and income.
- It is reasonable to project a decline in active members between 25% and 30%. We can reduce the membership decline by funding Active members' financial dues assistance in cases where the local clubs can't.

Revenue USA Dues Only - No loss	\$104,325
5% Loss	\$99,109
10% Loss	\$93,893
15% Loss	\$88,676
20% Loss	\$83,460
25% Loss	\$78,244
30% Loss	\$73,028

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CLUB	INITIATION	DUES	MEETINGS	REMARKS
Albany	none	200	40	membership is \$150 for life members 7 new members this year only one meeting this year in person could loose 4 in 2021
Anchorage	none	580	40	everyone out of work because no cruise business not sure for next year but some have to get out of industry
Arkansas	none	250	50	or could pay \$400 for 10 meetings in advance Had first in person meeting in June 10 - 12 members out of work 2 left industry other members helping members out of work
Atlanta	35	270	changes	not sure about 2021, to early to tell have tentative date for July meeting had an April zoom meeting with Peter Morrison
Baltimore	no	only SI and USA dues	55	30% members furloughed not sure if people who's companies don't pay will pay hopefully July next in person meeting
Boise	none	365	40	9 meetings a year few members are out of work no meeting in July no idea of what will happen in 2021
Boston	200	250	65	\$85 Holiday Party 40% of members furloughed members will retain membership without discount club will help members in need with a sponsor
Central PA	yes?	175	50	next meeting Sept or Oct think a few laid off not sure if members have to pay own dues will they pay having zoom meetings
Charlotte Rafael Beltram		\$165	\$35	17 mbrs Not sure where they are at, will lose some. No meetings yet. Cancelled last night for no interest Few in a zoom meeting Several are reps not great economy there.
Chicago	none	175	50 - 80	trying to give real value to keep members with speakers members question why pay SI, what do they get may reduce dues in 2021

Colorado	none	360	45 \$270 for retired membership made adjustments this year for people not paid may lose a few in 2021 but not many Prost not competition as they are failing because so many out of work
Columbus	40	255 35 - 44	10 meetings a year 3 members out of work will start back up in September dues next year should be affected club getting older need lower dues to get new members
FLL/Palm Beaches	35	196	50 dropping to \$40 - 45 this year reaching out to members by phone zoom call this month 3 members lost job, 7 pay cuts, one relocated will not be member next year. Started year with 16 members are now up to 26
Hawaii	Yes	285	75 islands shut down everyone effected will help with dues next year last meeting was in February
Jacksonville	25	200	50 Thursday will be first in person meeting have had zoom meetings
Kansas City	none	300	35 \$180 retired membership have had zoom calls some businesses closed so will lose members
Las Vegas	35	155 25 - 30	many having to get out of hospitality industry no work having monthly mixers but 12 - 20 attending think may lose 5 - 8 members next year earning money for congress will be difficult next year
Long Island	none	200	50 \$155 for retired and \$50 YS many members are self employed and receiving govt assistance members will rejoin even if company does not pay
Los Angeles	100	245 50-60	not many out of work
Louisville	30	50	680 10 meals included in \$680 utilize own members as speakers a new and old member asking what they are expecting from club starting a volunteer opportunity for members
Miami	25	155 25 - 25	to save costs doing every other meeting a reception cash in bank from cruise members neglected in past - same board every year thinks Skâl should support Black Lives Matter

Myrtle Beach	25	190	45 hope to meet in June in person or zoom do not meet in summer fear will be below 15 members what will happen
Nashville	30	495	45 2 members laid off may have 2 - 3 members who's company may not pay dues \$495 paid up front includes 11 meetings \$200 is \$50 per quarter plus cost of meeting if don't pay upfront
New Orleans	40	140	460 10 dinners 25% of members can't open their businesses 50% of membership may not rejoin if company does not pay
New York	150	299	80 to 90 pay as you go luncheons cost depends on venue lowered initiation to \$150 and dues \$175 right now updating social media and adding Instagram & YouTube 15% unemployed or furloughed, Cruise and Hotels SI plan only effects International dues so not much
Northeast PA	none	155	45 can prepay meals if want to expense to company at once usually do not meet in July and August trying to revitalize club and getting younger people on their Board not sure what will happen until later in year but many out of a job
New Jersey	80	195	working hard to bring in new members with personal outreach and letters have not addressed dues structure SI new structure waste of time meeting are pay as you go and depend on venue
Orange Coast	none	225	50 - 60 club supplies own wine for meetings meet 11 times a year no meeting in July
Orlando	150	540	inc 10 meetings including holiday gala usually dark in July and August but will meet this year no change in dues in 2021 could lose 9 members in 2021
Philadelphia	100	190	40 to 50 meetings are cocktail parties no dinner 20% out of work members to busy to have dinner meetings holding Town hall meetings via zoom on Covld
Phoinex	none	190	40 know of one person laid off most members agents with no income
Pittsburgh	none	425	includes 5 dinners was higher with 10 dinners in past

				struggling to get attendance for zoom negative attitude
Portland	none	195	40	\$395 if pay meal up front think will only lose one person next year talking about in person meeting in Sept but not sure it will happen
Puerto Rico	200	1,050	85	includes 9 to 11 events If paid individually \$85 for monthly events most members own their own business and are in trouble membership diminished after hurricane and now even more think need to greatly adjust how we do business or we will cease to exist
Raleigh	none	225	45	could pre-pay \$650 for 9 meetings not sure will lose anyone big question is if there will be a club? dues same in 2021
Reno/Tahoe	35	185	50-55	\$475 for an 8 dinner package TBD how many members will be lost TBD how many companies will not pay dues next meeting in September
Sacramento	none	175	50	15 effected by lay-off in-person meeting this month
San Francisco	100	310	60 - 65	think ok for next year using annual fundraiser to help members in need
San Jose	none	609 412 208		8 meals 4 meals pay as you go plus \$20 above is paying by credit card if pay by check 590 for 8 meetings 399 for 4 meetings 200 pay as you go
Santa Fe		230	35 - 95	\$700 if meals included \$35 lunch and \$95 dinner except \$500 for BBQ
Seattle	none	245	50	10 furloughed/laid off/or own travel business reduced some BDM's working at reduced salary probably would not rejoin if company does not pay \$30 for SI for new members met July 23
Southwest Florida	175	175	50	zoom turnout low but will get back to meeting June may lose restaurant members because hurt badly

Tampa Bay	?		500	10 meetings
Tucson		none	750	10 meetings pre-paid summer informal meetings extra will be no impact is dues are reduced
Washington DC		225	245	65 \$90 for lobster fest no idea of layoff members no plans to change dues structure next year