



**Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Tuesday, September 1, 2020
4:00PM 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 July 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

- Hospitality Strong Relief Fund Update
- Club Presidents Calls - Round 2 Summary
- Club Communication and Skal USA Logo – Tom
- 2021 Election of Executive Committee

International Skål Councilor – Holly Powers

Financial Report – Art Allis

Administration Update – Richard Scinta

VP Membership – Jim Dwyer

- Membership numbers by Category

Director Membership – Morgan Maravich
Celeste Lupercio

VP Communications – Tom Moulton

Next Meeting: Tuesday, October 6th, 2020 4:00 PM



President Report

Date: August 28, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: August 2020 President's report

Club visits

- Attended Skål Sacramento meeting and BBQ on August 27th

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

- August webinars conducted with Lorie Dankers / TSA and Roger Dow / US Travel Association

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



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

- Reviewed July 2020 financial packet and wrote report. Sent July Financial Statements and Financial Report to Executive Committee for review, and subsequent posting on web site.
- Discussed Chart of Accounts changes with Eric. We decided to charge all expenses for WEC and NASC under those expense categories. Previously some expenses were charged to the individual officer's category. As an example on the July statement NASC Expense is \$4,292 for registration only, versus the change to \$9,875 which includes \$5,583 for transportation. The VP Administration previously had expenses of \$1,839.00; however these were all relative to WEC or NASC and have been adjusted accordingly. The August financial statements will reflect the change.
- Developed Member Retention Financial proposal which was approved by EC
- Communicated with Eric re: accounting for subsidizing SI and USA Dues for members.
- Developed 2021 budget with dramatic decline in Active membership.
- Submitted proposed 2021 Budget to EC. for comments
- Approved expenses submitted to me for approval.
- 39 clubs renewed their club insurance
- Participated in July Executive Committee Meeting and Budget Meeting.
- Attended on line webinars.
- Attended meetings with Club Presidents.
- Participated in Skål International Tucson Board Meeting and discussion re: membership retention.
- Attended an outstanding Skål International Tucson monthly dinner.

2021 Skål USA Budget proposed 2020.8.25

	Budget	2019
Ordinary Income/Expense		
Income		
46000 · Sales of Merchandise		
46400 · Other Types of Income		
46410 · Merchandise Shipping Charges	\$ 170.00	
Total 46400 · Other Types of Income	170.00	
46000 · Sales of Merchandise - Other	2,700.00	
Total 46000 · Sales of Merchandise	\$ 2,870.00	3,804.00
47230 · Skal USA Membership Dues		
47231 · Skal USA Dues	91,757.25	134,105.00
Total 47230 · Skal USA Membership Dues	\$ 91,757.25	
47235 · Skal International Dues		
47236 · SI New Member Initiation Fee	7,100.00	
47235 · Skal International Dues - Other	78,663.45	122,809.00
Total 47235 · Skal International Dues	\$ 85,763.45	
5 · Other Revenue		
5310 · Interest on savings	11.00	
5315 · Interest on CD	3,130.00	
5450 · Sponsorship Income		
Total 5 · Other Revenue	3,141.00	3,742.00
Total Income	\$ 183,531.70	264,460.00
Cost of Goods Sold		
5445 · Cost of Inventory Sold	-	8,316.00
5446 · 10% Profit Donation FVF	200.00	
Total COGS	200.00	
Gross Profit	\$ 183,331.70	256,144.00
Expense		
65000 · Operations		
65010 · Newsletter, Subscriptions	300.00	1,524.00
65020 · Postage, Mailing Service	500.00	475.00
65030 · Printing and Copying	825.00	
65040 · Supplies	500.00	447.00
65060 · Website	1,800.00	1,377.00
65070 · Name Badges	50.00	
65080 · Skal USA President Favors	1,100.00	596.00
65090 · Other Outside Services	1,300.00	
Total 65000 · Operations	\$ 6,375.00	4,455.00
65100 · Other Types of Expenses		
65120 · Insurance		
65121 · D&O Liability	7,047.00	6,978.00
65123 · Crime	2,530.00	3,211.00
65124 · Business Package	500.00	500.00
65125 - Insurance EC Travel	575.00	566.00
65129 · Reimbursement by Clubs	(9,577.00)	(9,735.00)
65120 · Insurance - Other	600.00	(627.00)
Total 65120 · Insurance	\$ 1,675.00	893.00
65161 · NASC Host Club Support	-	
8500 65162 · AGM Club Participation Credit		8,000.00
Total 65100 · Other Types of Expenses	\$ 1,675.00	8,893.00
7500 · Contract Services		
7501 · Outside Contract Services	50,000.00	50,000.04
7520 · Accounting Fees	850.00	850.00
7530 · Legal Fees	75.00	72.00

7540 · Professional fees	-	-
Total 7500 · Contract Services	\$ 50,925.00	50,922.04
8300 · Travel & meetings expenses		
8310 · EC Member Travel		
8317 · VP Finance	1,100.00	4,126.00
8318 · VP Administration	1,100.00	3,060.00
8319 · President	4,500.00	4,442.00
8320 · ISC Councilor	5,000.00	4,807.00
8321 · Auditor	350.00	5,279.00
8322 · Skal USA ADMIN	-	-
8323 · Past President	250.00	1,069.00
8325 · VP Membership	2,500.00	2,145.00
8326 · Director Membership I	1,800.00	2,307.00
8327 · Director Membership II	1,100.00	511.00
8328 · Director of Communications	1,100.00	3,006.00
Total 8310 · EC Member Travel	\$ 18,800.00	30,752.00
8330 · Conferences, meetings		
8331 · NASC Congress		
8331.1 · Registration	15,288.00	7,290.00
8331.2 Lodging	700.00	
8331.4 · Food and Beverage	600.00	600.00
8331.5 · AV	1,000.00	2,860.00
8331.8 Transportation	1,767.10	
Total 8331 · NASC Congress	\$ 19,355.10	10,750.00
8341 · Winter Board Meeting		
8341.1 - Transportaton	1,103.00	
8341.2 · Lodging	3,920.00	1,771.00
8341.3 · Meeting Room	-	-
8341.4 · Food and Beverage	1,656.00	226.00
8341.5 - AV	250.00	
8341.9 · Reimbursement of Meal	520.00	-
Total 8341 · Winter Board Meeting	\$ 7,449.00	1,997.00
8351 · Summer NCM		
8351.1 - Transportation	2,100.00	
8351.2 · Lodging	1,398.91	-
8351.4 · Food and Beverage	775.00	-
Total 8351 · Summer NCM	\$ 2,173.91	-
8361 · SI Congress		
8361.1 · Registration	2,216.00	3,450.00
Total 8361 · SI Congress	\$ 2,216.00	3,450.00
8371 · ISC Meeting	1,607.00	1,057.00
Total 8330 · Conferences, meetings	\$ 32,801.01	17,562.00
Total 8300 · Travel & meetings expenses 62214	\$ 51,601.01	48,314.00
8400 · SI Membership dues	90,233.45	119,405.00
8500 · Other expenses		
8540 · Membership Development		
8541 · Club Dev - Matching Funds	1,000.00	-
8542 · National Development	2,000.00	-
8555 · Skal USA Club of the Year	1,000.00	1,000.00
8556 · Young Skal of the Year	-	-
Total 8540 · Membership Development	\$ 4,000.00	1,000.00
8591 · Bank charges & credit card disc		
8591.1 · Bank Fees	625.00	603.00
8591 · Bank charges & credit card disc - Othe	105.00	105.00
Total 8591 · Bank charges & credit card disc	730.00	708.00
Total 8500 · Other expenses	\$ 4,730.00	1,707.00

8600 · Business Expenses		
60920 · Business Registration Fees	<u>125.00</u>	106.00
Total 8600 · Business Expenses	<u>125.00</u>	106.00
Total Expense	<u>\$ 205,664.46</u>	233,567.00
Net Ordinary Income	<u>(22,332.76)</u>	22,578.00
Net Income	<u><u>\$ (22,332.76)</u></u>	22,578.00

ASSUMPTIONS

Active members < 30% from 1,391 to 974

Retired members < 5% from 185 to 176

Life members < 5% from 66 to 63

Active Individual no change 2

Young Skal <50% from 93 to 47

Overall the decrease is 166 or 27% from 1,739 to 1,263

KNOWN

2019 1,747 down 90 5%

2018 1,837 down 67 4%

2017 1,904 down 210 10%

2016 2,114 down 51.2%

2015 2,165 down 42.2%



VP Administration Report

Date: August 28th, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: August 2020 Report

Organized and participated in August 4th Skal USA EC Meeting.

Joined August 6th Skal USA Webinar with Lorie Dankers and August 13th call with Roger Dow.

Participated in Club Presidents Calls on August 11, 12, 20 and 25th.

Catch up call with Young Skal Professional Mentee – Tania Imani and 2 other Orlando Skaleagues.

Guest Speaker on Young Skal Professional Webinar with Orlando Young Skal Professionals on August 13th.

Hospitality Relief Discussions with Anthony Melchiorri, Dave Ryan and team on August 6th, 14th and August 28th.

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

Skal!

Richard



International Skål Councilor Report

Date: August 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: August 2020 Report

Club visits

- Participated in the following Club meetings
 - Boston
 - SWFA in person meeting
 - Atlanta

ISC issues:

- Met with ISC Vice President, Niel Els via zoom to discuss changing elections and Operations Manual
- Sent upcoming webinar information to ISC and Skål International Executive Committee and asked them to forward to clubs around the world.
- Worked on survey with ISC from Quebec and Mexico and had it sent out to club Presidents.
- Followed up with President for survey for Skål Mexico/Canada and USA and did follow up emails and calls

Monthly phone calls / Skål Presidents

- Spoke with Skål Boston regarding how handling dues 2020

Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in Skål International IATA Webinar
- Participated in Homeland Security Seminar
- Participated in 2 conference calls with Skål Europe ISC
- Participated in 5 Presidents webinars

Comments / notes

- Worked with Art Allis to summarize current membership counts in Skål USA as of July 31
- Went through 56 SI by-laws and found two to be questionable. Skål USA Board members agreed to challenge, and a letter was sent to Presidents for them to vote to have us challenge. All Presidents answering to date have agreed with our challenge.

Regards and Skal,

Holly J. Powers

Holly Powers

International Skål Councillor



Vice-President Membership Report

Date: August 28, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: August 2020 Vice-President Membership Report

Skål USA Dues Project

Participated in 5 Zoom sessions with club presidents

Contacted presidents on several occasions to attend or designate someone

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

Encouraged members to update their profiles

Promoting Skål International update profile contest

- Sent letter to all members with log in instructions
- Continue to assist members with userids and passwords

Promoted new member incentive for joining in September

Conference calls

Attended and participated in all Board and Membership conference calls

Skål Meeting

Attended Skål New Jersey Board Meeting at President Gayle Walsh's home

Virtual Meetings

Participated in virtual meetings with Skål New York, Atlanta, Ft. Lauderdale

Participated in virtual meeting with Skål Girona

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

Membership concerns

Skål New York had added 20 members in early July believing the club would pay the basic Skål fees but their board nixed the idea. Only one member paid her dues but the other 19 have not yet been removed from their roster. There are currently 12 pending Skål members awaiting approval on Sept. 1

Sandra Vera explained how to run a report showing clubs and number of members by category. I sent the report to the Skål USA EC

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration

	Total							ACTIVE INDIVIDUAL NC	
	ACTIVE	HONORARIUM	LIFE	RETIRED	YOUNG SI	YOUNG SI	YOUNG SI		
ALBANY/UPSTATE NEW YORK	25		1					26	
ANCHORAGE	27			1				28	
ARKANSAS	39		1				3	43	
ATLANTA	14		2	8				24	
BALTIMORE	24							24	
BOISE	22			2		1	1	26	
BOSTON	147	1	4	24				176	
CENTRAL PENNSYLVANIA	9		3	3				15	
CHARLOTTE	15		1					16	
CHICAGO	21		4	2				27	
COLORADO	22		6	7				35	
COLUMBUS	30		2	6				38	
FORT LAUDERDALE & PALM BEACHES	18		2	4				24	
HAWAII	56		4	13	29	1	7	110	
JACKSONVILLE	25			1		1		27	
KANSAS CITY	32			1			1	34	
LAS VEGAS	28							28	
LONG ISLAND	10		1	1			2	14	
LOS ANGELES	21			1				22	
LOUISVILLE	31		3	8				42	
MIAMI	17			1				18	
MYRTLE BEACH	15			1				16	
NASHVILLE	13	1	2	4				20	
NEW JERSEY	38			3	1			42	
NEW ORLEANS	76		2	9				87	
NEW YORK	69		3	15			1	88	
NORTHEAST PENNSYLVANIA	24							24	
ORANGE COAST	20		1					21	
ORLANDO	97		8	16	6		4	131	
PHILADELPHIA	23				3	1	2	29	
PHOENIX	15							15	
PITTSBURGH	22		5	8	4	1	5	45	
PORTLAND	18			1				19	
PUERTO RICO	12		1	2				15	
RALEIGH-DURHAM	16		3					19	
RENO-TAHOE	24			2				26	
SACRAMENTO	24				1			25	
SAN FRANCISCO	26		1	9	1		1	38	
SAN JOSE	26		1	7				34	
SANTA FE	32							32	
SEATTLE	22			3				25	
SOUTHWEST FLORIDA	23							23	
TAMPA BAY	42			9	2	1	6	60	
TUCSON	15		4	6				25	
UNITED STATES OF AMERICA NC								2	
WASHINGTON	65		1	9		5	2	82	
Total	1390	2	66	187	47	11	35	2	1740



Vice-President Communications/PR August 2020 Report

General

- Participated in the August EC phone conference and attended Skål Tucson's in-person meeting.
- Participated in two Skål USA President Roundtable discussion and updates facilitated by Skål USA President, Dave Ryan.
- Participated on the web call regarding developing Skål USA Membership initiatives with Skål USA EC group.
- Continued to update Skål USA website, SkålUSA.org and social media as needed.

Executive Educational Webinars

Continued the popular educational webinar series: Featuring the following travel/tourism executives:

- **August schedule featured:**
 - Roger Dow, US Travel Associations August 13
 - Lori Dankers, TSA – Aug 6

All webinars were full of incredible information from both speakers. All organizations are working to help the travel and tourism industry tirelessly with outstanding teams and skills. Roger Dow updated his organizations efforts to assist the travel sector working with the US Government to include DMO participation in PPP grant programs. Lori Dankers brought all of us up to date on airport travel and the safety precautions taking place in the nation's airports. All webinars are recorded and available for you to watch on-demand [here](#).

- **September schedule**
 - Conversation with Eduardo Santander PhD, Executive Director/CEO of the European Travel Commission; September 3, 2020 (10 am – ET)
 - Continuing Conversation with Anthony Melchiorri, September 23, 2020 (2 pm – ET)

Skål USA Newsletter & General Communications

- Skål USA Journey's "Lightning News"– [Aug. 13 Special Bulletin](#)) was sent out to the Skål USA membership and other Skål members and SI Staff. Digital publication featured Roger Dow on 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.
- Skål USA Journey Newsletter – [August 28](#). Bi-Monthly Newsletter was sent out to the Skål USA membership. Featured September Educational Executive Webinars, calendar of Skål fall events, and other important topics.



Monthly Report by Director of Membership Celeste Lupercio

August 28, 2020

Attn: Skal USA Executive Committee

Club visits

- Skal KC Board 8/10
- Skal KC chapter meeting 8/10

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.
- Emailing clubs so we have 100% response to updated club info and re: dues study (how membership is going, if they're meeting, how employment is going within their club, etc) for our current review
- Emails about NASC, other updates re: USA and International

EC conference calls and/or meetings

Attended and participated in EC conference calls.

- 8/4 Monthly meeting
- 8/20 Dues relief
- 8/20 Presidents Call

Comments / Notes

- Generally helping to manage the Skal USA Facebook page (as admin); sharing important links and events to Facebook and LinkedIn.
- Offline chats with members attending Skal virtual events:
 - 8/6
 - 8/13
 - 8/20

Best,

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

Celeste C. Lupercio, Director of Membership, Skal USA



Date: August 31, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 August Report

- Reached out to my region clubs for club updates.
- Notified Skal Washington of the decision to host NCM virtual due to COVID-19 restrictions.
- Worked with team on coordination of TSA and US Travel webinars.

Events/Meetings attended:

- Skal USA Executive Committee Meeting on 8.4.2020
- TSA webinar test on 8.5.2020
- TSA webinar moderator on 8.6.2020
- Roger Dow webinar test on 8.10.2020
- Roger Dow webinar moderator on 8.13.2020
- Skal USA meetings with Presidents 8.18 & 8.20
- Skal USA Dues Relief Meeting 8.20.2020
- Skal DC Virtual Happy Hour on 8.26.2020