



**Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Thursday, November 5th, 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
 1. President's Written Report – Dave Ryan
 2. End of September Financial Report – Art Allis
 3. VP Administrator's Written Report – Richard Scinta
 4. IS Councilor's Written report – Holly Powers
 5. VP Membership's Written report – Jim Dwyer
 6. VP of PR & Communication's Written report – Tom Moulton
 7. Directors of Membership's Written reports (2) – Morgan Maravich & Celeste Lupercio

- New Website preview using SI platform Denis Smith
- Dues Relief Process discussion

International Skål Councilor – Holly Powers

- Tourism Cares
- Young Skal categories and communication

Financial Report – Art Allis

- NASC Tucson update May 13-16th, 2021
- Updating Job Descriptions and calendar of events

Administration Update – Richard Scinta

- Winter EC Meeting Little Rock date acceptance - 1/28/21 – 1/30/21

VP Membership – Jim Dwyer

Director Membership – Morgan Maravich
Celeste Lupercio

VP Communications – Tom Moulton

Next Meeting: Tuesday, December 1st 2020 4:00 PM



President Report

Date: November 2, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: October 2020 President's report

Club visits

- Attended Skål Sacramento Zoom meeting with Senior Director of the HVCB
- Attended Skål San Jose Board meeting and general meeting
- Attended Skål Boston Zoom meeting

New Club updates

- San Diego – Mayte has created a website and FB page for Skål San Diego. Best case scenario to launch this Club would now be 1st or 2nd quarter 2021.
- Central Coast CA – no target date yet. Have not spoken to Mok Singh in several months.

Executive Series webinars

- Executive webinar series continues with Bob Shaff / Skål Tucson member and Owner of Customers for Life Consulting

Hospitality Relief Fund update

- Funds have been distributed to 24 eligible applicants. Will be meeting with Richard, Wayne and Mark to determine next steps to generate more interest and donations to the fund.

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



Date: October 20, 2020
TO: Skål USA President and Executive Committee Members
CC: Skål USA Club members
From: Arthur Allis, Skål USA VP Finance
Subject: Skål USA Financial Report For Period Ended September 30,, 2020

This overview, along with the September 30, 2020 financial reports, will be posted on Skål USA's website by end of business Friday, October 23, 2020:

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

Balance Sheet:

- Our financial position, "Total Equity" is \$36,896.30 stronger than this time last year, an 8 % gain.
- Total Assets increased \$32,954.33 to \$474,944.90 from \$441,990.57 which is 7 % greater than same time last year.
- Total Checking/Savings is \$462,929.44 which is an increase of \$43,932.46 from a year ago. We will move \$100,000.00 from Wells Fargo Checking to CDs.
- Accounts Receivable: \$2,199.57 is mostly 1-30 days reflecting 6 clubs for insurance. Same time last year was negative, attributable to credits for participation at NASC in Honolulu.
- Current Liabilities - FV Fund is only 39% of that collected the same time last year: \$4,100 vs. \$10,329.65. No donations were made this month.

2020 YTD vs. STLY Profit & Loss:

- Net Income is 34% % higher than same time last year; \$56,646.80 compared to \$42,048.45 a favorable \$14,600.00 increase.
- Year to date Total Income is \$231,936.20, which is (\$23,069.05) less than same time last year; a decrease of 9%.
- The major source of the revenue decline is SI and Skål USA dues (\$21,395.00)
 - Skal USA dues of \$123,341.50 vs. \$133,055.00 last year a decline of (9,713.50) or (7)%
 - Skål International Dues \$108,061.50 vs. \$119,743.00, (\$11,681.50) or (9%)
- Total Expenses YTD are 17.7% below the same time last year; \$175,289.40 vs. \$212,956.80, a difference of \$37,667.40.
 - Skål International Dues Expense is \$17,879.19 less than last year
 - Travel and Meeting Expenses is \$11,541.78 less than same time last year
 - Club Participation Credit is \$4,000.00 less than last year.
- 2020 YTD Profit and Loss vs Budget
- Net Income Year to date is \$56,646.800 ahead of the annual budgeted amount; while we have received most of our annual income, we still have four months of expenses ahead. We will significantly exceed budgeted Net Income of \$14.00.

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.



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

- Reviewed September 2020 financial statements and wrote report. Sent September 2020 Financial Statements and Financial Report to Executive Committee for review, and subsequent posting on web site.
- Approved Skål USA expenses submitted to me for approval.
- Sent letter to USA clubs regarding dues for 2021.
- Participated in October Executive Committee Meeting.
- Attended on line webinar.
- Participated in Skål International Tucson Board Meeting and presented Pro-Forma and outline of responsibilities with regard to hosting NASC 2021 or a Skål USA National Meeting. in the event Canada and Mexico opt out.
- Attended outstanding Skål International Tucson monthly dinner.
- Attended Skål Phoenix Zoom meeting.
- Met with GM of potential host hotel to clarify their bid,
- Discussions with "Visit Tucson" their support and involvement in potential NASC 2021.
- Researched NASC Hawaii with Pam Davis
- Discussed Orlando NASC with Tom White
- Developed draft of procedures for Dues Assistance for Active Skål USA members.
- Discussed above with Holly Powers and Jim Dwyer. We decided to not use the strictly confidential alternative, citing FVF applications as a precedent.



VP Administration Report

Date: October 30, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: October 2020 Report

- Guest on Anthony Melchiorri and Glenn Hausman's "No Vacancy" Podcast to discuss the Hospitality Strong Fundraiser
- Met on October 5th with Dave Ryan and Holly Powers to discuss NASC 2021
- Joined Skal Orlando for their annual Golf Tournament on October 9th.
- Attended the Skal Orlando Board Meeting on October 14th. During same time frame attended Skal USA Presidents call with Ross Burke and John Stine from the Orlando Club.
- Organized Hospitality Strong update meeting with this team.
- Preparation and gathering of reports, agenda and presentation for Skal USA November EC meeting.
- Finalized Bids for Winter EC Meeting and Little Rock was chosen by the Skal USA EC.

Skal!

Richard



International Skål Councilor Report

Date: October 2020

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: October 2020 Report

Club visits

- Participated in the following Club meetings
 - Long Island Zoom call
 - Boston Zoom Call
 - Chicago call and then second call with Board

ISC issues:

- Participated in ISC call with ISC VP Niel Els regarding restructure
- Sent upcoming webinar information to ISC and Skål International Executive Committee and asked them to forward to clubs around the world.
- Participated in two day zoom meeting with ISC and SI EC Oct 13 and 15
- Prepared by-law presentation official forms for ISC meeting
- Participated in zoom call with Skal Europe on October 26
- Initiated ISC discussion regarding 25-euro initiation fee being removed in 2021/22

Monthly phone calls / Skål Presidents

- Spoke with Karen Trevino, Skal Arkansas for clarification of Winter meeting \$3,000 guarantee
- Called Anette from Skal Jacksonville to register for NCM
- Called Cyndi Golden to register for NCM
- Spoke with Xavier from Miami about dues suggestions for 2021
- Along with Jim Dwyer called, texted and emailed clubs multiple time to get voting delegate names, cell phone number and set up WhatsApp group.
- Helped Skal Long Island with membership ideas which allowed them to go over the needed 15-member qualification for the SI AGM
- Spoke with Stephanie Zambelli about joining LA club and Young Skal issues. Suggested that if she did not find the club right for him that we join to start another LA club as the area is very large
- Sent thank you letter to Central Pa for donation to the FVF

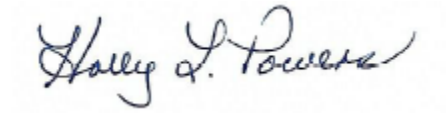
Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in Skal USA NCM Oct 2
- Participated in Skal International AGM on October 15
- Membership aid zoom call to come up with procedures with Art and Jim

Comments / notes

- Florimond Volckaert Fund has had not donations this month
- Arranged flowers to SI Staff and Burcin Turkkan on behalf of Skal USA EC

Regards and Skal,

A handwritten signature in cursive script that reads "Holly J. Powers". The signature is written in black ink on a light-colored 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
SI Fort Lauderdale & Palm Beaches	8/22/2020	\$100.00
Total 2020 Contributions		<u><u>\$4,100.00</u></u>



Vice-President Membership Report

Date: October 28, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: October 2020 Vice-President Membership Report

Skål USA Dues Project

Participated in Skal Chicago, Skal Miami, Skal New Orleans dues discussions
Asked Membership team to contact those clubs who did not attend Zooms.
Encouraged members to update their profiles

- Continue to assist members with userids and passwords
-

Skal International AGM

Contacted presidents on several occasions to attend or designate someone
Helped members with their Zoom and Youtube links
Helped to attain 100% attendance for Skal USA on Zoom call

Conference calls

Attended and participated in all Board and Membership conference calls

Virtual Meetings

Participated in virtual meetings with Skål New York, Charlotte, Chicago, Philadelphia, NJ
joint call between Skål New Jersey and Skål Kvarner
Coordinating a Twinning call between Skal New Jersey and Skal Garden Route (South Africa)
Participated in meeting with Rafael Millan and Holly Powers

Membership

Skål clubs have added 16 new members since October 1 with an additional 8 pending approval. The total now is 1763. Skal Arkansas has added 6 and now has 48. They want to reach 50 for their 50th anniversary in January. 9 clubs have less than 20 members. 13 clubs have more than 30 members and 5 clubs have more than 66 members.

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration



Vice-President Communications/PR October 2020 Report

General

- Participated in the October EC phone conference and attended Skål Tucson's October in - person meeting
- Attended the Santa Fe Skal Meeting held virtually
- Attended the Oct 2 Skal USA NCM meeting where almost every club was engaged in deciding the new budget and approval of Alton Hagen and Roger Dow of recipients of the Bill Sweet Award and Skal USA Industry Leader respectfully.
- Attended the prep virtual meeting with all of the Skal USA Club Presidents for the October 17 Skal International AGA. Viewed the meeting on YouTube along with over 1,000 Skal members
- Continued to update Skål USA website including 2020 election nominee area in coordination with Skal VP Administrator and Administrator office (ABA), COVID-19 Resource Page; SkålUSA.org sections and social media as needed.
- Created new banners for Hospitality Strong fundraiser campaign for home page of website along with a Hospitality Strong Dashboard where up-to-date info can be found on the campaign; New Graphic was developed for the campaign to be more COVID-19 greeting friendly

Executive Educational Webinars

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

- **October schedule**
 - Educational Webinar: Conversation with Bob Shaff, "*How to Rebound from COVID-19 pandemic with your customers (and your friends)*", October 15, 2020, 2 pm (ET).
 - [Very Special Invitation from Bob Shaff.](#)
 - [Recording of Webinar with Tom and Bob](#)
- **November Scheduled**
 - Educational Webinar: Conversation with Peter Pantuso, President & CEO, American Bus Association "*The Way Forward with Peter Pantuso: What Happens Next with the Motorcoach and Group Travel Industry?*", Wednesday, November 11, 2020 – 1:00 pm (EDT)
 - [Registration](#)

Skål USA Newsletter & General Communications

- Skål USA Journey's "Lightning News" – Skål USA Journey eNewsletter – [October 13](#) eLightning Special Newsletter was sent out to the Skål USA membership. Featured October Educational Executive Webinars, 2021 Election Nomination information, Updates on Hospitality Strong Fundraising campaign, COVID-19 resources from U.S. Travel Association and other important topics. Next issue, early November, will feature all election nominees, preview of a new Hospitality Strong dashboard including recipients' videos and highlights from the election results
- Following the October 17 Skal International AGA, I interacted with Skal Washington DC, Skal International, Burcin Turkkan's VP office to develop a coordinated national wide article for PR Newswire on the AGA, the honored recipients of several SI Awards from SI Washington DC and the election of Burcin Turkkan to Senior VP of Skal International. Additional articles that followed were a release from SI Washington DC and other summaries done by Skal Canada and Skal USA clubs. All 45 clubs attended this first every virtual meeting.
 - October 22, [Skal International Holds a Successful Annual General Meeting: Roger Dow, President and CEO, U.S. Travel Association Honored](#)
 - October 23, [Skål Washington DC Members Honored During Skal International AGM: William Moyer, Skål "Membre d'Honneur" Award](#)

New Images



**USA #HOSPITALITYSTRONG
RELIEF FUNDRAISER**

gofundme.com/f/usa-hospitality-strong





Date: November 3, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 October Report

- Reached out to my region clubs regarding pending members and Skal USA social media campaign.
- Organized webinar with Pete Pantuso for 11.11.2020
- Coordinating webinar with panelists for December to close out educational series for 2020.

Events/Meetings attended:

- Skal USA Executive Committee Meeting on 10.2.2020
- Skal USA NCM on 10.2.2020
- Skal USA Prep Meeting 10.14.2020
- Skal International General Assembly 10.17.2020
- Skal DC Virtual Happy Hour on 10.28.2020



Monthly Report by Director of Membership Celeste Lupercio

October 27, 2020

Attn: Skál USA Executive Committee

Club visits

- Skál KC board meeting
- Monthly meeting with my club, Skál KC

Club updates

Phone calls and emails to clubs

- 10/2/20 reminder to Santa Fe to register/attend NCM
- 10/14/20 reminder to LA to register/attend AGA
- 10/19/20 emailed clubs with information for accessing Annual General Assembly online
- 10/19/20 emailed clubs to share idea from Philadelphia about 'social media blitz'

EC conference calls and/or meetings

Attended and participated in all EC conference calls:

- 10/2/20 EC meeting
- 10/2/20 NCM
- 10/14/20 EC meeting

Comments / Notes

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, Skál USA

Total	Total								
	ACTIVE	HONORARY	LIFE	RETIRED	YSS	YSA	YSP	AI	
Total	1415	2	66	188	47	12	31	2	1763
ALBANY/UPSTATE NY	25		1						26
ANCHORAGE	27			1					28
ARKANSAS	44		1				3		48
ATLANTA	14		2	8					24
BALTIMORE	24								24
BOISE	22			2		1	1		26
BOSTON	147	1	4	24					176
CENTRAL PA	9		3	3					15
CHARLOTTE	15		1						16
CHICAGO	22		4	2					28
COLORADO	21		6	8					35
COLUMBUS	30		2	6					38
FLL & PALM BEACHES	18		2	4					24
HAWAII	56		4	13	29	1	7		110
JACKSONVILLE	25			1		1			27
KANSAS CITY	34			1			1		36
LAS VEGAS	28								28
LONG ISLAND	13		1	1					15
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	40			3	1				44
NEW ORLEANS	77		2	9					88
NEW YORK	70		3	15			1		89
NORTHEAST PA	24								24
ORANGE COAST	20		1						21
ORLANDO	98		8	16	6		3		131
PHILADELPHIA	24				3	1	2		30
PHOENIX	17								17
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				37
SAN JOSE	26		1	7					34
SANTA FE	32								32
SEATTLE	22			3					25
SOUTHWEST FLORIDA	23								23
TAMPA BAY	45			9	2	2	6		64
TUCSON	18		4	6					28
USA								2	2
WASHINGTON D.C.	66		1	9		5	2		83
Clubs over 66									
Clubs over 30									
Clubs under 20									