



**Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Tuesday, December 1st 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 October 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

- Website integration – Skal Canada Website, National Committee website
- Mask Purchase
- Officer Data Forms

International Skål Councilor – Holly Powers

Financial Report – Art Allis

- Update on Applications for Active Member Dues Relief
- Reminder to update job descriptions.
- NASC Tucson update

Administration Update – Richard Scinta

- Winter EC Meeting Little Rock, update, flight information etc.

- Hospitality Strong update

VP Membership – Jim Dwyer

Director Membership – Morgan Maravich
Celeste Lupercio

VP Communications – Tom Moulton

Next Meeting: TBD Winter Meeting scheduled to be held on January 28th to the 31st in Little Rock, AR.



President Report

Date: November 29, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: November 2020 President's report

Club visits / virtual

- Attended Sacramento / San Francisco / San Jose / Boston Zoom meetings

New Club updates

- San Diego – targeting Q1 / Q2 2021 now. Mayte has created a website and FB page for Skål San Diego
- Central Coast CA – no target date yet. Have not spoken to Mok Singh in several months.

Executive Series webinars

- Executive webinar series continues with Pete Pantuso / President and CEO of the American Bus Association (ABA)

Hospitality Relief Fund update

- Funds have been distributed to 24 eligible applicants. Richard and I were interviewed on Anthony's podcast to promote the fund and share some touching videos from recipients who received assistance. Those who applied and were approved each received between \$250 and \$500.

Financial Assistance Program

- Program has been approved and has gone live on the Skål USA website.

Conference calls

Attended and participated in all Board conference calls

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



Date: November 20, 2020
To: Skal USA Executive Committee
From: Arthur Allis, Vice President Finance
Subject: 2020 November Report

- Reviewed October financial statements, prepared comments, shared report and statements with EC all were posted on website.
- Approved expenses submitted to me for approval.
- Discussed roll over of Certificates of Deposit and co-signed with Eric Braendel to roll over \$150,000.00.
- Liaised with Holly Powers and Jim Dwyer to develop procedures for “Membership Relief Assistance Program”, and related letter to clubs. We coordinated web site posting with Tom Moulton.
- Received and reviewed applications for “Membership Relief Assistance Program”.
- Corresponded with Clubs regarding 2021 dues discounts and early billing.
- Attended Skål International Tucson Board and Dinner Meetings November 17th at Westward Look Wyndham Grand Resort and Spa; which hopefully will be the venue for NASC Congress 2021.
- Participated on call with NASC Congress Committee regarding proposed 2021 Tucson Congress.
- Reviewed voting follow up for our election with Eric Braendel
- Zoom participated with Richard Scinta and Karen Trevino regarding Winter Executive Committee meeting and Little Rock 50th Anniversary dinner.
- Attended Peter Pantuso Webinar.
- Coordinated holiday dinner for Skål International Tucson
- Pre-Congress Activities for NASC 2021
 - Negotiated with fellow Skalleague Andrew Stegen GM of Westward Look Wyndham Grand Resort and Spa for NASC 2021 Congress.

- o Planned for Proposed Congress with Arnie Jacobsen Skal International Tucson President.
- o Developed several Pro-Forma Profit and Loss for proposed congress at variable attendance levels.
- o Liaised with Visit Tucson regarding Congress



VP Administration Report

Date: November 30, 2020

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: November 2020 Report

- **Organized and attended 2 Hospitality Strong update meetings with various team members. Working on continuous procurement and distribution of funds**
- **Prepared Agenda, reports etc. and attended November 5th Skal USA EC Meeting. Prepared agenda for December meeting.**
- **Attended Skal Orlando board and membership meeting on November 10th. Attended second board meeting on November 13th.**
- **Met with Karen Trevino and Art Allis for initial discussions and clarification of details in regard to Winter EC Meeting in Little Rock.**

Skal!

Richard

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
SI Central Pennsylvania	10/30/2020	\$100.00
Total 2020 Contributions		<u><u>\$4,200.00</u></u>



International Skål Councilor Report

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: November 2020 Report

Club visits

- Participated in the following Club meetings
 - FLL/Palm Beaches Zoom Call
 - Boston Zoom Call
 - New York Board Zoom meeting
 - Hawaii Board Zoom Board meeting

ISC issues:

- Followed up ISC discussion regarding 25-euro initiation fee being removed in 2021/22 and requested ISC meeting to discuss.
- Sent letters to Miami, FLL and Tampa clubs reminding them if the hurricane caused members damage that insurance does not cover that the FVF is available.
- Sent letters to all clubs to remind them to consider making donation to FVF for 2020.

Monthly phone calls / Skål Presidents

- Sent thank you letter to Central Pa for donation to the FVF
- Helped Valarie Davis, Skal Hawaii with sorting out new YS by-law and how it affects each of their YS members
- Discussion with Harold Davis about leaving SI as suggested to one of his members. Club has no intention of this happening.

Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in Skal Africa zoom presentation on membership Nov 9
- Participated in Webinar with Pete Pantuso
- Participated in joint NASC committee call

Comments / notes

- Florimond Volckaert Fund has had no donations this month

Regards and Skal,

A handwritten signature in black ink that reads "Holly L. Powers". The signature is written in a cursive style.

Holly Powers

International Skål Councilor



Vice-President Membership Report

Date: November 23, 2020

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: November 2020 Vice-President Membership Report

Skål USA Dues Project

- Sent up-to-date rosters to all 45 clubs
- Requested feedback re their 2021 dues plan
- Created spreadsheet with feedback and sent to Skål USA EC
- Assisted Skål USA officers on a club by club basis

Skal International Officer's Platform Webinar

Contacted all Skål USA club presidents and officers to attend
Participated in Q&A

Conference calls

Attended and participated in all Board and Membership conference calls

Virtual Meetings

Participated in virtual meetings with Skål Boston, New York, New Jersey, San Francisco
Participated in Zoom with Matt Bauer and Wayne Lee of Skål New York to help answer tax question
Advised clubs with multiple Young Skål members the new SI rules

Membership

Skål clubs have added 7 new members since November 1 with an additional 8 pending approval. Those clubs have been contacted to approve. The total now is 1765.

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration



Vice-President Communications/PR November 2020 Report

General

- Participated in the November EC phone conference and attended Skål Tucson's November in - person Board and Regular meeting.
- Worked with EC Members to produce Membership Relief Fund applications and new Skål USA club officer database forms.

Executive Educational Webinars

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

- **November Webinar**
 - **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](#)
 - [Recording](#)
- **December 2020 Upcoming Webinars**

December 3

- **Educational Webinar:** Conversation with Join Teri Davena and Mario Giuliani, staff with the City of Benicia's Office of Economic Development. Join Teri and Mario as they present "*From Surviving to Thriving*" – a case study of how one city is working to meet overwhelming challenges to tourism and small businesses faced with COVID-19 restrictions. The city of Benicia, CA has not only been flourishing but has laid out a groundwork for post COVID-19. **Thursday, December 3, 2020 – 2:00 pm (ET).**

December 16

- **Educational Webinar:** Conversation with Tourism Panel of Industry Experts featuring Roger Dow, President & CEO, U.S. Travel Association; Zane Kerby, President & CEO, Association of Travel Advisors; Dave Hilfman, Interim Executive Director, Global Business Travel Association & Chip Rodgers, President & CEO, American Hotel & Lodging Association. "*The Current Impact on the Travel Industry and its Future Outlook*". **Wednesday, December 16, 2020 - 1 pm – (ET).**
 - [Registration](#)

Skål USA Newsletter & General Communications

- Skål USA Journey News - “Skål USA Journey eNewsletter” – **November 2** Newsletter was sent out to the Skål USA membership. Featured an introduction of the 2021 Executive Committee and Auditor Election Nominees along with their background. Also contained info on the October 2 Skål USA National Committee Meeting and the Skål International Annual General Assembly meeting on October 17. Both meetings were held for the first time virtually due to COVID-19 travel restrictions. Highlights of the AGA included full USA club participation in the elections and the election of Burcin Turkkan as the Senior VP of Skål International. [See News Here](#).
- Submitted article to Skål International for inclusion in the upcoming eCommunication to the Skål clubs. Article submitted featured the honored recipients of several SI Awards from SI Washington DC.
 - October 23, [Skål Washington DC Members Honored During Skål International AGM: William Moyer, Skål "Membre d'Honneur" Award](#)
- Skål USA Journey News – “Skål USA eLightning News” - November 25, *Happy Thanksgiving Issue*. Featured latest information on two upcoming educational webinars on December 3 and December 16, 2020. These will be the final two webinars for 2020. We also featured information on the On-Line Auction for Tourism Cares, a Skål USA partner organization. Auction is live and began Nov 24, 2020. [See News Here](#).



[Auction Website and Info](#)

New Images (Sample for Skål USA email Signature with your info)

Tom
Tom Moulton
VP Communications/PR



Skål International USA
SkålUSA.org



**USA #HOSPITALITYSTRONG
RELIEF FUNDRAISER**





Date: November 30, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 November Report

- **Reached out to my region clubs regarding pending members and Skal USA social media campaign.**
- **Prep discussion for Dec 3rd webinar for moderating and questions.**
- **Coordinating webinar flow and logistics with panelists for December 16th.**

Events/Meetings attended:

- Skal USA Executive Committee Meeting on 11.5.2020
- Skal Washington, DC Board Meeting on 11.04.2020
- Webinar test call for ABA webinar on 11.9.2020
- Skal USA Club Meeting 11.10.2020
- Moderated ABA webinar on 11.11.2020
- Prep call for Benicia Webinar on 11.19.2020



Monthly Report by Director of Membership Celeste Lupercio

November 29, 2020

Attn: Skal USA Executive Committee

Club visits

- Monthly meeting with my club, Skal KC

Club updates

- Updating board member changes

Phone calls and emails to clubs

- Acquired bounced email reports from Tom and Eric's eblasts, merged, identified chapters, and sent email to all chapters' presidents to ask them to get me new emails for 213 invalid emails.
- Referenced all Skal USA communications since March, and merged relevant information into one email we can send out to these 213 members, to catch them up on anything they missed, and to reinforce their sense of ROI with Skal.
- Emailing President and Secretary for chapters who have pending members, so they can approve/move new members through the process.

EC conference calls and/or meetings

Attended and participated in all EC conference calls:

- Nov 4
- Nov 10

Comments / Notes

- Admin of Facebook Group page

Best,

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

Celeste C. Lupercio
Director of Membership, Skal USA