



**Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Monday, January 11, 2020
3:00PM EST**

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

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

Call to Order - President Jim Dwyer

Roll Call – Richard Scinta

President's Update – Jim Dwyer

- 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

- Winter EC Meeting 2021 and 2022
- Making Webinar presenters honorary Skal members (if they aren't already)
- Whether or not to continue to use our skalusa.org emails
- Keep webinars going. Solicit presenters and publicize in and out of SKÅL. Patty Noonan from the Travel Institute Jan. 19 at 4pm. CEO of Best Western for Feb.? Sandals? (Entire EC)
- Add people to PR team with individual responsibilities, Website, social media, press releases, eNewsletter. **Solicit** stories from clubs and publish in our eNewsletter and in SKÅL Int newsletter (Pam)
- Make sure SKÅL USA documents are updated and in line with SKÅL docs (Richard and Admin team)
- Membership retention and growth. Find out why clubs are thriving or failing. (Tom and membership team)
- Somehow, some way get the names of all the club officers by end of January. (Richard, Tom, Jim)

- Draw attention to significant website items. (Pam's team)
- Make SKÅL relevant and show its' value. (Entire EC)
- Set specific quarterly goals for all departments
- Invite Dave Ryan to attend SKÅL national and international events in 2021
- New Campaign End the phrase "What is SKÅL" in 2021 Involve all members. Have a contest! Lots of ideas, prizes, lots of PR. Involve Arnie Weismann and Travel Weekly. Juergen Steinmetz and eturbo news

International Skål Councilor – Holly Powers

Financial Report – Art Allis

- NASC Tucson update
- Dues Aid Report

Administration Update – Richard Scinta

VP Membership – Tom Moulton

Director Membership – Morgan Maravich
Mark Irgang

VP Communications – Pam Davis

Next Meeting: Tuesday, February 2nd, 2021



President Report

Date: January 4, 2020

To: Skal USA Executive Committee

From: Dave Ryan / President

Subject: December 2020 President's report

Club visits / virtual

- Attended several Clubs holiday Zoom meetings – Boston, New York, San Francisco, Sacramento.

New Club updates

- San Diego – Q2 / Q3 would probably be an optimistic target to launch this Club 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

- Closed out the year with two outstanding webinars with the City of Benicia, CA and with the powerhouse panel discussion with Roger Dow, Chip Rodgers, Dave Hilfman and Zane Kerby. A great end to the year for this amazing initiative to keep our members engaged during this pandemic.

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. Fund total now is around \$11,300.

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

It has been a pleasure and an honor to serve as your President in 2020 and I wish the incoming Executive Committee the best of luck for a fantastic 2021.

Regards and Skal,

Dave

Dave Ryan, CTC

Skal USA President



Date: December 30, 2020
To: Skal USA Executive Committee
From: Arthur Allis, Vice President Finance
Subject: 2020 December Report

- Reviewed November financial statements, prepared comments, shared report and statements with EC all were posted on website.
- Approved expenses submitted to me for approval.
- Further discussions with Eric Braendel regarding moving funds from Wells Fargo to Certificates of Deposit and we decided the interest rates did not warrant.
- Received and reviewed applications for "Membership Relief Assistance Program". Notified 66 applicants of approval. Three applications were rejected, two were not listed on SI website as members and one was retired. One application awaits communication from home club President
- Communicated with club officers regarding the assistance program.
- Zoom participated with Richard Scinta Jim Dwyer and Karen Trevino regarding Winter Executive Committee meeting and Little Rock 50th Anniversary dinner.
- Shout out to Tom Moulton for forwarding applications to me.



VP Administration Report

Date: January 2nd, 2021

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: December 2020 Report

- **Gathered reporting, created Agenda, distributed information and attended December 1st Skal USA EC Meeting.**
- **Attended and led Skal Orlando Nominating Committee meeting and discussion on December 2nd at the Crowne Plaza Hotel in Orlando.**
- **Worked and met with Karen Trevino and the team at Skal Arkansas to prepare for and organize Skal USA Winter EC meeting in conjunction with Skal Arkansas 50th anniversary celebration.**
- **Participated in 2 interview sessions (Dec. 10th and 15th) with Skal Orlando to identify Young Skal members from Rosen School of Hospitality.**
- **Attended Skal Orlando Board meeting on December 16th.**
- **Participated in the Skal San Francisco "Faces of Skal" interview with member Franck Legrand on December 16th**

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
SI Boise	12/4/2020	\$250.00
SI Nashville	12/14/2020	\$100.00
SI Reno-Tahoe	12/16/2020	\$300.00
Total 2020 Contributions		<u><u>\$4,850.00</u></u>



International Skål Councilor Report

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: December 2020 Report

Club visits

- Participated in the following Club meetings
 - Southwest Florida live meeting
 - Skal New Jersey zoom
 - Skal Boston zoom
 - Skal Canada national meeting via zoom
 - Skal Charlotte zoom

ISC issues:

- ISC passed “between jobs” by-law and sent to SI EC to put into effect. They passed it on Dec 14
- Followed up with all clubs to remind them to consider making donation to FVF for 2020.
- Sent thank you letters to Nashville, Reno/Tahoe and Boise

Monthly phone calls / Skål Presidents

- Contacted Skal Chicago to advise that any fee’s for 2021 can’t be changed by SI as budget was voted on and approved by membership on October 17
- Helped Skal Hawaii with additional Young Skal questions
- Assisted Skal Boston with question regarding members out of work.
- Checked with Denis Smith, Skal Canada on roll-out of website for National Committee and all individual Skal clubs

Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings
- Participated in SI EC Zoom meeting on Dec 14
- Participated in Skal USA Webinar on Dec 16
- Skal Boston Nominating committee call on Dec 16

Comments / notes

- Florimond Volckaert Fund sent letters to all clubs that have not made a donation to urge them to make even a small donation before end of year.

Regards and Skal,

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

Holly Powers

International Skål Councilor



SKAL INTERNATIONAL COUNCIL MEETING HELD ON 2ND DECEMBER 2020

Agenda

Welcome to new Councillors

1. Comments from outgoing ISC President - outstanding issues

- Council structure - derogation applications for EB to approved
- Membership Fees - Holly Power
- Any other issues or comments

2. Incoming ISC Board

- Portfolios for the ISC Board
- Membership priorities
- Membership Classifications
- Website coverage - more information of the website of Councillors
- Website update on Council work
- Active Individuals
- Training on website
- Council Committees

Any General Business

2021 Meeting schedule (please not subject to change if necessary)

2 December - Zoom Meeting

9 February - Zoom Meeting

April - Currently planned Mid Year Meeting - TBA - Plan B will be a Zoom Meeting

13 July - Zoom Meeting

10 August - Zoom Meeting

11/12 Oct - ISC Meeting Canada

12-17 Oct - Canada Congress

7 December - Zoom Meeting



IN ATTENDANCE

MARJA EELA-KASKINEN	– PRESIDENT
DENISE SCRAFTON	– SENIOR VICE PRESIDENT
NIEL ELS	– JUNIOR VICE PRESIDENT
JULIE DABALY-SCOTT	– SECRETARY

CONSTANTINE PANOUSI

COREEN HURLEY

HOLLY POWERS

SARAVAN PALANIVELU

ANTONIO PERCARIO

ASUMAN TARIMAN

BIMBO DUROSINMI-ETTI

BO SVANBERG

DAVID FONTANELLA

ERIC ETIENNE

GRACIA RUBIO

HEIKE GARCON

ILKKA JOUKANEN

JEAN-FRANCOIS COTE

JOHANNES JUNGWIRTH



JUAN STETA

KARINE COULANGES

LEIGHTON CAMERON

MICHELLE SANDHU

PATRICIA SERVILHA

PETER JAVORKAI

VICTOR ABOUD

The meeting started at 7.08am Central African Time with 27 Councillors in attendance

2 new Councillors were introduced

Coreen Hurley who is the interim coordinator for Australia pending elections early next year

Saravana Palanivelu – ISC for India

The following were discussed

Need to renew membership every 2 years was mentioned for those countries with area committees as well as country reps.

- Membership proposal by Holly . She recognised that 79% of the USA tourism market were out of work. Skal is not offering membership cards or reduction in fees. She also said that they realise that in a normal situation the Skal dues are reasonable. She still wants the IC to decide whether this can still be sent to the EC for review.
- Marja- for 2021 its too late as the budget has been accepted at the AGA. We can propose but nothing can be done for 2021
- JF- we need to work on value perceptions to get those members asking questions into the fold
- Holly- We need to work on 'in-between jobs' . There is nothing in the byelaws on this



- Eric- If you loose your job add another year to his membership for free. He suggests an extra year
- Holly read the bye-law Art1; section 1- Between job members. They are not eligible to run for exco . Due to covid-19 you can continue if you pay your dues even if you do not have a job
- Denise proposed to accept the byelaw change as given by the EC but we can revisit in February 2021. This was seconded by Holly
- All in agreement except Constantine, Karine, Eric and Antonio who abstained from voting.

Denise the went ahead to introduce her team and run through her proposals for the next 12 months

She didn't appreciate the auditors comments on the IC at the AGA

She wants to be in a dynamic situation . Will look after membership in Oceania and Asia

Julie – Senior vice president will work along the same line as Burchin (communications) as well as with members in Africa and Europe

JF- Junior VP has the same role as Fiona (innovation and digital transformation) as well as membership in North and South America

Bimbo- New Secretary. To help Julie with Europe and Africa

- Going forward we would get up to speed on membership in every country as every country is unique.
- All updated membership figures will be obtained from Yolanda before IC meetings for discussions



- We would have a PowerPoint presentation on councillors responsibilities and expectations
- Review of MDF and FVF
- Form a committee in 2021 for review of membership classifications and the numbers involved
- Invite members to come and ask the councillors questions
- Councillors should have our own page on the website. Marja says she has spoken to Fiona and Esther about this since April 2020
- Look for ways to get active individual members active. There are currently 27

Asuman suggested merging MDF and FVF.

Eric was opposed to it

Marja, Denise and Julie agreed that the problem will be with the FVF trustees accepting it

JF talked about engaging the Council effectively as it has a lot of brainpower

Marja thanked her board for for their contributions in the last 2 years

The meeting ended at 8.32am Central African time



Vice-President Membership Report

Date: January 5, 2021

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: December 2020 Vice-President Membership Report

Skål USA Dues Project

- Assisted Skål USA officers on a club by club basis
- Assisted Club presidents with new SI discounts and deadlines
- Worked with Art Allis and Holly Powers to approve/deny dues assistance applicants

Skal International Officer's Platform Webinar

I have "learned" the new formats on Skål.org and have been in contact with Skål Canada Exec. Director, Denis Smith to work out certain wrinkles.

Conference calls

Attended and participated in all Board and Membership conference calls

Virtual Meetings

Participated in virtual meetings with Skål Boston, Charlotte, New York, New Jersey, San Francisco

Did Skål interviews with Franck Legrand of Skål San Francisco and Amy Bendekovits of Skål Philadelphia

Membership

Skål USA clubs have started to delete members to justify their rosters and pay invoices. We added five new members in December. There are currently 7 potential members waiting for approval. The total Skål USA membership now is 1746.

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration



Vice-President Communications/PR December 2020 Report

General

- Participated in the December EC phone
- Training calls with Pam Davis
- Two planning calls with Directors of Membership, Mark Irgang and Morgan Maravich

Executive Educational Webinars

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

December 2020 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).**
- [Recording](#)

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).**
- [Recording](#)

Skål USA Newsletter & General Communications

- Skål USA Journey News - [News Journey, Dec 15 \(2021 Election Results; Happy Holidays\)](#)
- Lightning eNews, [Dec 30 \(Happy New Year\)](#)



Date: January 9, 2020

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2020 December Report

- Answered questions from clubs regarding the financial assistance from Skal USA.
- Prep discussion for Dec 3rd webinar for moderating and questions.
- Coordinating webinar flow and logistics with panelists for December 16th. Draft webinar questions for panel discussions and submitted to panelists for review and edit. Compiled finalized version for webinar.
- Compiled notes from 2020 membership development structure for 2021 planning.

Events/Meetings attended:

- Skal USA Executive Committee Meeting on 12.1.2020
- Webinar test call for Benicia webinar on 12.2.2020
- Moderated Benicia webinar on 12.3.2020
- Panel Discussion, Current Impact on the Travel Industry Prep Call on 12.07.2020
- Skal Washington, DC Board Meeting on 12.09.2020
- Skal Washington, DC Virtual Happy Hour 12.09.2020
- Moderated panel discussion webinar on 12.16.2020
- Call with Tom Moulton and Mark for 2021 pre-planning on 12.18.2020
- Follow-up call with Tom Moulton and Mark on membership planning for 2021 on 12.29. 2020



Monthly Report by Director of Membership Celeste Lupercio

December 30, 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

- Continued to find new emails:
 - 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

- Unable to attend meetings this month due to a new job.

Comments / Notes

- Admin of Facebook Group page

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, Skål USA