



**Skål USA Executive Committee - Monthly Conference Call
Meeting Agenda
Monday, February 1st, 2021
1:00PM 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

- Approval of Consent Agenda – Jim Dwyer
 - President’s Written Report – Jim Dwyer
 - December Financial Report – Art Allis
 - VP Administrator’s Written Report – Richard Scinta
 - IS Councilor’s Written report – Holly Powers
 - VP Membership’s Written report – Tom Moulton
 - VP of PR & Communication’s Written report – Pam Davis
 - Directors of Membership’s Written reports (2) – Morgan Maravich & Mark Irgang

President’s Update – Jim Dwyer

MOI – Manual of Instructions and Memorandum of Understanding. Discussion of EC review etc.
Webinars and Hospitality Strong Fundraiser
“What is Skål?” Campaign
Accountability and Goals
Webithon with Anthony and Guests for Hospitality Strong

International Skål Councilor – Holly Powers

NCM in Quebec?

Financial Report – Art Allis

AGM Discussion/Club survey

Administration Update – Richard Scinta

2020 Club of the Year

VP Membership – Tom Moulton

Membership Discussion – Between Jobs category, Club volunteers for Membership. What can we do better?

Director Membership – Morgan Maravich

Facebook Live Event

Mark Irgang

VP Communications – Pam Davis

Skal USA Website

- Transition to SI website

How to get more members involved in Webinars/Communication

Next Meeting: Monday, March 1, 2021 4:00 pm EST



President Report

Date: January 29, 2021

To: Skal USA Executive Committee

From: Jim Dwyer / Vice-President Membership

Subject: January 2021 President Report

Interviews with Franck LeGrand of SKÅL SF and Amy Bendekovits of SKÅL PHL
Training - SKÅL.org tutorials Tom Moulton and SKÅL Columbus Secretary Karla Flores Gomez
Twinning - I organized with Pam Snyman and Emceed the twinning of SKÅL New Jersey and SKÅL Orange Route, 50 members, 17 clubs, 10 countries
International Zoom with Tere Comas and Pol Fages of SKÅL Girona
International Zoom with Rafael Millan of SKÅL Mexico City and others
International Zoom with Bianca Meuwissen of SKÅL Andorra and others
Communication with Frances Faucett re Donation of AUD 3000 from SKÅL Australia
Communication with Eric Braendel about depositing AUD 3000
Letter to SKÅL presidents in California, Oregon and Washington re distribution of the Australian funds
Discussion with Amy Bendekovits re Escape Room price \$3000. Good, fun idea but cost is an issue.
Maybe include SKÅL Canada and charge small fee and award prizes
Discussion with Cheryl Gatto re Israel wine tasting zoom meeting with SKÅL Chicago and open invitation to other clubs
Participation in SKÅL Boston, NJ, SF, Ft. Lauderdale/Palm Beaches, Philadelphia, Washington, New York
Zoom
Zoom with SKÅL Arkansas re WEC
SKÅL USA EC emergency Zoom with Karen Trevino to cancel WEC in Arkansas
Zoom with SKÅL USA EC to award SKÅL Arkansas the 2022 SKÅL WEC and discuss other topics including reschedule of WEC Zoom
Several discussions with Holly Powers re moving AGM to SKÅL World Congress in Quebec City
Discussion with Art Allis re SKÅL USA meeting in Tucson in April
Discussion with Carlos Banks re statutes and bylaws
Zoom with Amy Bendekovits and Tania of SKÅL Orlando re new member letter and kit
Zoom with VP Administration, Richard Scinta, to plan WEC agenda
Assisted Art Allis and Holly Powers in Dues Assistance plan and approvals
Sent SKÅL Columbus membership data to Art Allis

Wrote letter to members explaining the approved process for applying for aid. It must be the individual not the club or group.

Sent updated list of their 27 Active members to Art, Holly and Tom
Discussions with Holly Powers re statutes and MOI
Discussion with Pam Davis re sub committee for PR and Communications
Discussions with Denis Smith of SKÅL Canada re changes in SKÅL.org
Correspondence with Sandra Vera from SKÅL HDQ staff re changes to SKÅL.org and removal of availability of pending member status
Discussion and scheduling/rescheduling of Patty Noonan of the Travel Institute
Discussion with Morgan Maravich about future webinar presenters including Best Western CEO and

Catherine Heeg of SKÅL Winnipeg

Discussion with Holly Powers to include Greg Takahara of Tourism Cares as a webinar presenter

Continuous correspondence with SKÅL USA Admin, Eric Braendel

Zoom with City of Pittsburgh to discuss state of hotel industry. The zoom included the Mayor of Pittsburgh, local news anchor, Bill Flanagan and SKÅL members, Jay Cruz and Rick Fleiger. I spoke of the Hospitality Strong fundraiser and a possible Webithon. They loved the idea and want to do one locally. Discussion with Keith Hyatt, SKÅL New York, to peruse the new SKÅL Canada website, before we make any decision to use or not

Discussion with Tom Moulton to ask Chili Banks, an ODOO expert, to inspect the SKÅL Canada site

Discussion with Richard Scinta to send Past President plaque and chain as well as gift card to Dave Ryan

Discussion with Dave Ryan to send me the SKÅL USA President's chain

Discussion with SKÅL EC Senior VP, Burcin Turkkán, re letter to clubs to ask them about their charitable contributions in 2019 vs 2020

Letter to all SKÅL USA members to be posted in next eNewsletter

Letter to SKÅL USA EC re MOU and MOI

Letter to SKÅL USA presidents re membership and zoom ideas

Correspondence with several club presidents re dues issues

Wrote and sent sympathy card on behalf of SKÅL USA EC to SKÅL NEPA member, John Cali, whose wife, Denise, also a SKÅL member passed away suddenly on Jan. 18.

Sent sympathy card from Skal USA to Antonio Ballarat, President of Skal Italian, who lost his wife after a brief illness.

Communicated with Tom Moulton and Pam Davis to try to transfer ownership of Skal USA Twitter Account to Pam.

Spoke with Burcin Turkkán about adding Skal Atlanta's Tess Vismale to the PR/Communications committee.

Discussion with Cheryl Gatto re restarting Skal St. LOUIS with help from Patty Noonan and Dea Hoover, a local tour operator.

Spoke with Dea Hoover who is thrilled to start new club. She has huge list of potential members. I gave her the contact for Dwayne Huff, formerly of Skal Louisville. And sent her the Skal bylaws for starting a new club.

Contacted Sandra Vera to determine when Skal St. Louis closed and was advised 2009 so she said 20 members were needed to restart.

Contacted Kate Heath and Jack Wert to help Dea with start up details

Was contacted by Cheryl Gatto who advised that the club data list she received had some incorrect details. She sent it to me and it was very old. I corrected it and sent it back and told her to share with the membership team

Zoom with Richard Scinta and Anthony Melchiorri to discuss details of Webithon

Anthony will discuss the webathon on his Jan. 28 podcast

Helped Antonia Hale of Skal Jacksonville with Skal.org login

Corresponded with Morgan Maravich about doing a testimonial for Catherine Helga, who is scheduled to do a webinar in February

Confirmed with Holly Powers that Greg Takahara, from Tourism Cares, will do webinar in March.

Informed Morgan Maravich to contact Greg and schedule Webinar with Eric Braendel

Discussed with Holly Powers a letter sent by Skal Boston President, Beth Stanley, who requested that SI allow incoming President Debra Birkdale to serve her term despite moving to California. Request was denied.

Assisted SKÅL San Francisco member, Franck Legrand, and added him as PR officer for the club.

Assisted SKÅL Central Pa member, Sandy Sipe, and added her as PR officer for the club.

Wrote letter to SKÅL membership explaining the SKÅL USA Financial Aid plan and explains that it's for individuals and not for groups.

Helped Pam Davis with the login and password for YouTube.

Spoke with Burcin Turkkan about idea for increasing usage on the SKÅL.org site. Usage now is only 25% worldwide and starting Feb. 1 the SKÅL eNewsletters will only be found on the site. I suggested having a contest in the form of a scavenger hunt where users can earn points toward prizes.

Helped new SKÅL Philadelphia VP Weldon Smith find SKÅL brand information on skalusa.org and SKÅL.org

Spoke with Pauline Frommer, author and publisher of Travel guides and asked if she would do a SKÅL USA webinar. She agreed and I relayed her contact information to Director of Membership, Morgan Maravich. Pauline will become a member of SKÅL New York.

Regards and Skal,

Jim Dwyer

Jim Dwyer - Skal USA, Vice-President Administration



Date: January 30, 2021
To: Skal USA Executive Committee
From: Arthur Allis, Vice President Finance
Subject: 2021 January Report

- Zoom participated with Richard Scinta Jim Dwyer and Karen Trevino regarding Winter Executive Committee meeting and Little Rock 50th Anniversary dinner.
- Reviewed Year End financial statements, prepared comments, shared report and statements with EC all were posted on website.
- Approved expenses submitted to me for approval.
- Answered Audit related questions from Auditor JoAnne Ford
- Auditors, Eric Braendel, and I agreed to postpone Audit to the Spring in order to have live participation. Date and location to be determined.
- Received and reviewed applications for "Membership Relief Assistance Program". Notified another 66 applicants of approval. Rejected two Retired applicants and one Young Skål
- Communicated with club officers regarding the assistance program.
- Several communications with Enrico Margaroli of Columbus regarding their demand that we pay 50% of the clubs dues. He personally submitted 16 handwritten applications in order to receive 50.2% credit. These were sent back to him.
- Please note a breakdown by club for dues assistance. It is alarming that Sacramento has 52% of their members approved and four clubs exceed 30% of their total membership: Baltimore, Chicago, Northeast PA. and New Orleans. Note Membership count is based on last report in my files which is dated Oct. 10,2020

Boston	19	176	11%
Balt	9	23	39%
Chi	10	28	36%
Charlotte	2	16	13%
DC	4	82	5%
Hawaii	6	110	5%
La	1	22	5%
NEPA	9	24	38%
NOLA	31	88	35%
NNJ	1	44	2%
NYC	5	89	6%
OC	2	21	10%
Reno	1	26	4%
PHIL	4	30	13%
PITT	5	45	11%
Sacramento	13	25	52%
San Jose	8	34	24%
Sea	2	25	8%
TOTAL	132	1752	8%



VP Administration Report

Date: January 29, 2021

To: Skal USA Executive Committee

From: Richard Scinta / VP of Administration

Subject: January 2021 Report

- **Met with Young Skal team on January 5th to discuss new category distinctions and where program is moving forward. Also discussed how we can make it work in the new structure.**
- **Organized, attended and prepared agenda and reporting for January 11th Skal USA EC.**
- **Attended Skal Orlando Luncheon meeting with members. Very successful meeting.**
- **Met with Carlos Banks, Skal Ft. Lauderdale and the Palm Beaches to discuss Club Bylaw amendments that will need to be modified in 2021.**
- **Worked with Jim Dwyer on Skal USA Winter Meeting and workshop. Formulated agenda and goals for what we would like to accomplish.**
- **Organized and sent out information and materials to former president in preparation for his attendance at the Winter Virtual Meeting.**
- **Attended Skal Philadelphia Virtual induction meeting on January 26th.**
- **Met with Anthony Melchiorri and Jim Dwyer regarding ideas for a revitalization of the Hospitality Strong Fundraiser. Discussed next steps and how we can procure assistance for a Webithon.**
- **Attended Skal Orlando meeting to promote Golf Tournament to occur in May. ALL Florida Clubs will be invited.**
- **Gathered and repaired all reporting and created Agenda for Winter Virtual Meeting to occur on February 1st.**

Skal!

Richard

Florimond Volckaert Fund
2021 Cumulative Contributions

Club/Donor	Date	Amount
SI Hawaii	1/21/2021	\$100.00
Total 2021 Contributions		<u>\$100.00</u>



International Skål Councilor Report

To: Skal USA Executive Committee

From: Holly Powers/International Skål Councilor

Subject: January 2021 Report

Club visits

- Participated in the following Club meetings.
 - Tampa Installation of Officers on Jan 11 in Clearwater Florida
 - Boston Zoom Jan 22
 - SWFA Skal in person meeting on Jan 27

ISC issues:

- Worked on wording for Between Jobs due to COVID-19 for discussion with ISC on February 9
- Participated in Zoom call with ISC President Denise Scrafton of Australia
- Participated in Zoom call with Skal Europe President Eric
- Sent Skal Hawaii thank you letter for 2021 donation to the FVF

Monthly phone calls / Skål Presidents

- Assisted Skal Boston with question regarding members "Between Jobs".
- Checked with Denis Smith, Skal Canada on roll-out of website for National Committee and all individual Skal clubs.
- Assisted Skal Boston with updating their club's legal documents

Conference calls

- Attended and participated in all Skål USA EC conference calls and meetings.

Comments / notes

- Sent ISC members "Between Jobs" by-law proposed changes to extend time period for "between Jobs" under Covid-19 section to include 2022. Subject will be discussed on 2/9/21.

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



Vice-President Membership January 2021 Report

General

- Participated in the January EC Meeting
- Training calls with Pam Davis on Skål USA Newsletter, Social Media Guidelines, and other topics
- Two planning calls with Directors of Membership, Mark Irgang and Morgan Maravich
- One planning session with Director and Committee Members of Marketing Team
- Zoom Call with Skål Hawaii, New Officer Induction
- Webinar with Burcin Turkkan Review on Skål Branding/PR
- Skål International Website Back-End Training with Jim Dwyer
- Created new Skål emails for Mark Irgang and Pam Davis
- Updated Web and email security

Membership Overview

- Membership 1611
- New Members: 19 New; 11 Pending
- Loss Members: 70 (January)

Membership Program Status

- Membership Dues Relief Fund
 - In coordination with Art Allis, emailed Columbus Skål outlining criteria for receiving relief
 - Follow-up discussion with Art on Columbus Skål proposal supported members needed to request assistance directly through approved application process
- Job Board Research



SKÅL INTERNATIONAL USA

Connecting Tourism Globally

Vice President PR & Communications January 2021 Report

submitted by Pam Davis

General

- Participated in the January EC Zoom
- Started setting up everything from templates to emails
- Participated with multiple training calls with Tom Moulton (thank you)
- Wrote initial [press release](#) announcing the election results and Tom walked me through submitting it to PR News Wire. The press release was picked up by [Yahoo!Money](#) and [WFMZ.com](#) in PA
- Participated in SI's 90-minute [2021 PR & Communications Global Strategic Meeting](#)
- Worked to get set up as an admin on our social media sites, review, access pros and cons and track down ownership of several platforms that were being held outside of EC
- Started to clean up the social media outlets and put together a plan to streamline them
- Trained on the Constant Contact system to put together my first e-News blast, following the look Tom left behind and began cleaning it up for future mailings.

Social Media Platforms

- Tracked down Twitter, YouTube and LinkedIn
- Organized platforms and created a master ownership / password sheet to file with Admin so they can easily be transferred when necessary
- Drew up Guidelines for the EC to review and decide on
- Created new LinkedIn page to launch if necessary, as owner will not respond and cannot properly utilize with owner privileges.
- Built out the YouTube page so we can better utilize for livestreams and posting webinars

Executive Educational Webinars

- Created several flyer formats for upcoming webinars for email, [FB](#), [Instagram](#) & [LinkedIn](#).
- Followed Tom's format to build and distribute my first Skal USA e-News Lightning blast.
- Promoted Patty Noonan's webinar and prepared materials to promote Catherine Heeg's to drop as soon as Patty's is done.



SKÅL INTERNATIONAL USA

Connecting Tourism Globally

Skål USA Newsletter

- Began putting together the February/March edition of Journey's.



Date: January 29, 2021

To: Skal USA Executive Committee

From: Morgan Maravich / Director of Membership

Subject: 2021 January Report

- Skal USA Executive Board Committee Meeting on 1.5.2021
 - Skal USA Executive Board Committee Meeting on 1.11.2021
 - Webinar prep call with Patty Noonan, The Travel Institute on 1.13.2021
 - Call with Keith Wolling about membership team for 2021 on 1.13.2021
 - Attended the Skal Washington, DC Board Meeting on 1.14.2021
 - Attended Membership Team Meeting to brainstorm initial membership strategy ideas with executive team members on 1.15.2021
 - Call with volunteer membership team to kick off the 2021 year and brainstorm ideas for 2021 on 1.15.2021
 - Took a fam tour of StreamYard for the upcoming Facebook Live session with Catherine Heeg on 1.27.2021
 - Attended Skal Washington DC Virtual Happy Hour on 1.27.2021
 - Attended Membership Team Meeting on 1.28.2021 to brainstorm ideas for 2021 membership strategies
 - Attended Skal New York weekly toast on 1.29.2021
-
- Coordinated webinars with Patty Noonan, The Travel Institute for February 3; Catherine Heeg for February 25 including a Facebook Live on the 22nd; Greg Takehara on March 16th
 - Emailed Pauline Frommer for a possible webinar in the spring.
 - Emailed assigned clubs to kick off 2021 asking them to submit their club contact form if they have not already - also provided this to Keith/Iris for their club regions. Also, sent the clubs the upcoming webinar information.
 - Reached out to clubs with pending membership applications.



Date: February 1, 2021
To: Skal USA Executive Committee
From: Mark Irgang/Director of Membership
Subject: 2021 January Report

General:

- Monthly Zoom call with Skal Long Island
- Set up Skal USA email account on PC and Mobile device
- Membership Committee call with Tom Moulton/Morgan Maravich to discuss 2021 plans
- Call with Morgan Maravich to discuss Membership strategies for 2021
- Call with Tom Moulton/Morgan Maravich to divide Skal Clubs within Membership Team

EC Conference calls and/or meetings:

- Attended January EC call
- Meeting in Arkansas was postponed

Comments/Notes:

- Connected with Robin Morales/Skal San Francisco & Cheryl Gatto/Skal Chicago and had Zoom call to secure them on Membership Team for 2021 (Jan 13th)
- Follow up call with Robin and Cheryl held on Jan 22nd to review new Skal Club distribution list for the Membership Team Members for 2021
- Email communication to all of Skal Clubs assigned to me for 2021 inclusive of Arkansas/Boise/Colorado/KC/Las Vegas/Sante Fe/Phoenix/Long Island
- Attended AHLA Zoom with Chip Rodgers-President AHLA/CEO-American Airlines/CEO-Hyatt Hotels-Mark Hoplamazian as discussion on Travel Industry & Covid-19.
- Team Mark (Mark/Robin/Cheryl) sending out blank forms to clubs to get updated membership info inclusive of names/emails/phone.
- Feb 18th-San Francisco Club having Wine Auction via Zoom
- Feb 4th-Chicago Club having Israeli Wine Tour via Zoom

Best,

Mark R. Irgang
Director of Membership, Skal USA

**PROPOSED NEW and CHANGED AMENDMENTS TO THE
Skal International By-Laws
Submitted by
Skål International Council**

ORIGINAL	PROPOSED CHANGE	RATIONALE
<p>ARTICLE 1 SKAL CLUBS AND MEMBERSHIP</p> <p>Section 1 – Membership</p> <p>1.1 Membership categories</p> <p>(a) Active members</p> <p>Active membership in Skål is limited to those personas holding managerial positions in the travel and tourism industry, or positions considered equivalent by Skal International. The equivalent positions are specified in the Membership Classifications in this Article. Active Members must work full-time in their position, be directly involved in management, sales, marketing or promotion work, or be engaged in work defined in the Membership Classifications in the travel and tourism industry.</p> <p>1.5 MEMBERSHIP STATUS</p> <p>(e) Between Jobs Members (new) An Active member who loses their job and has paid their dues in full may continue as an active member</p>	<p>1.5 MEMBERSHIP STATUS</p> <p>(e) Between Jobs Members (new) An Active member who loses their job and has paid their dues in full may continue as an active member until the end</p>	<p>Proposed: February 2021</p> <p>Further clarification of Status of Active Members who find themselves out of work and prevents a member being in-eligible to continue in the organization less that the time paid for annual dues.</p>

until the end of that Skål Year or for a minimum of 12 months after the loss of employment.

If that member is still unemployed after 12 months, they will no longer be eligible for Skål Membership. Only the Skål International Executive Committee may allow exceptions to this policy under special and extenuating circumstances.

An Active member who has reached their 55th birthday and becomes unemployed, can retain membership by changing their status to a Retired Member while seeking employment, and once they achieve full time employment in an approved Membership Classification, they can re-apply for Active Member Status.

An Active Member who holds, International, National or Club Level office can retain their elected office for the remainder of their elected term, to a maximum of 12 months.

A member who is 'Between Jobs' is not eligible to run for or hold elected office on the International, National or Club Level.

Due to the COVID-19 pandemic of 2020, those Active Members who are 'Between Jobs' in 2020 will be allowed to retain full membership in 2021 if they pay their annual Club, National and International dues in full before February 28, 2021.

of that Skål Year and the next calendar year, provided they pay their annual Club, National and International dues in full before February 28 of each year.

If that member is still unemployed after the above period, they will no longer be eligible for Skål Membership. Only the Skål International Executive Committee may allow exceptions to this policy under special and extenuating circumstances.

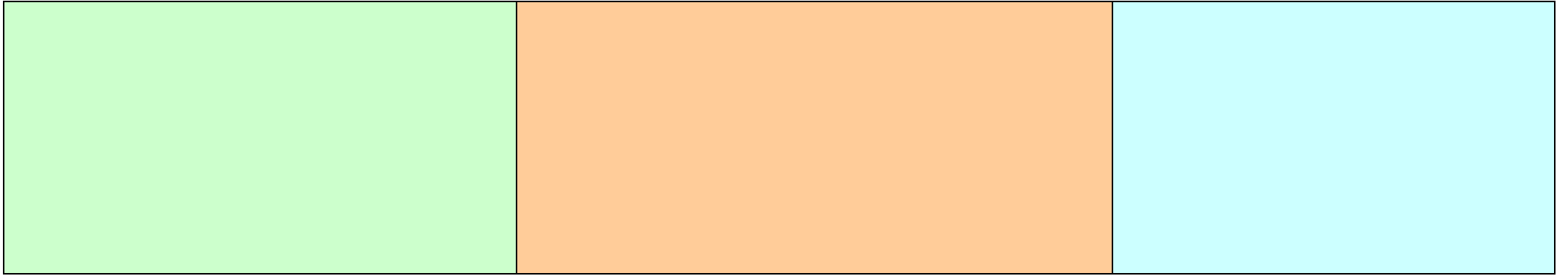
An Active member who has reached their 55th birthday and becomes unemployed, can retain membership by changing their status to a Retired Member while seeking employment, and once they achieve full time employment in an approved Membership Classification, they can re-apply for Active Member Status.

An Active Member who holds, International, National or Club Level office can retain their elected office for the remainder of their elected term.

A member who is 'Between Jobs' is not eligible to run for or hold elected office on the International, National or Club Level.

Due to the COVID-19 pandemic of 2020, those Active Members who are 'Between Jobs' in 2020 and 2022 will be allowed to retain full membership in 2021 and 2022 if they pay their annual Club, National and International dues in full before February 28, 2021 and 2022. Those members who have lost their job due to the Covid-19 pandemic and are forced to leave the organization as time "between jobs" has run out will be allowed to return to the organization without initiation, administrative or any other charges once they have found employment in an approved membership category and pay their Club, National and International dues.

Realizing that people who have been out of work in 2020, 2021, 2022 probably have had to find work outside the industry and should be allowed to re-establish membership later without paying another initiation or administrative fee. (a time could be included)





SKÅL INTERNATIONAL USA

Connecting Tourism Globally

Suggested Social Media Guidelines for Official SKÅL USA platforms

Rule #1: Control of SKÅL USA's Facebook, Instagram, LinkedIn, Twitter and YouTube accounts MUST be held by the current Vice President of PR and Communications and access passed on as necessary as positions change hands to ensure control lies within the Executive Committee.

GOALS

- Get the SKÅL name out
- Build brand recognition, educate and maintain brand integrity
 - Promote USA Club Events and Spotlight Members
 - Increase followers and members
 - Post relevant content regularly
 - Keep Viewers Engaged
 - Use to build membership
 - Use hash tags regularly
- The social media side should work hand in hand with Membership to maximize both the brand recognition and recruitment. To that end, the message needs to be consistent and everyone should follow the same playbook.
- Administrators should be pared down. The adage '*too many chefs in the kitchen*' comes to mind. Admins should consist of the President, VP Communications and VP Membership, and potentially SKÅL Admin as a backup.
- That being said, there should be no less than two people with access to each platform to make sure they are always being covered. No one should be given access to the accounts that aren't either part of the leadership team or on a committee to ensure everyone is putting out the right message. Social media needs to be a coordinated team effort.
- Make sure Skål Admin always has a current copy of all sites and passwords to prevent having to track down access so we do not lose track of who has the 'keys' to the account.

FACEBOOK



SKÅL INTERNATIONAL USA

Connecting Tourism Globally

Facebook Page: <https://www.facebook.com/groups/SKALUSA>

Membership: 1440 (as of January 1, 2021)

ACCEPTING MEMBER REQUESTS: Our goal is to increase membership, of course, but to do so with qualified members. During the initial week or so of watching over the Facebook page it became clear that some people were simply accepting anyone. These requests were also simply putting in bot-like responses to the questions.

As the page is public and we want to use it to draw-in new members, requests do not need to come from Skål members. They also don't need to be from the USA, as long as they are in the industry and/or have answered the questions properly.

Membership requests will be accepted if:

- They are a SKAL member, no matter from which country
- They have some mutual friends and/or groups
- They note that they have travel industry related occupations
- They answer the questions in such a way as they seem legit

Membership requests will be declined if:

- They have no mutual friends, groups of affiliation
- They do not list a travel related occupation
- They do not answer any of the questions, or simply write in 'yes' or 'ok' as answers.

APPROVING POST REQUESTS: This is Skal USA's site, so we focus on USA. This means things that will be of interest to our USA Club's and members or could help us grow our membership. Articles about industry subjects or promoting Club events, fundraisers or needs are welcome. Sales pitches for individual personal promotion or destinations outside of the USA are not. We are here to build our brand and our membership, not provide free advertising to other companies using what are likely fake accounts to promote.

This applies to other Skål Clubs as well. If they are promoting anything that is a Club-related, that is fine, but I saw a lot of "tour here" posts for places such as India, Nepal, or other places outside the USA where it seemed they were trying to get a free ad on behalf of various countries and companies. If they are from a SKÅL member, accept them on a reasonable basis. Something that would be of interest to SKÅL USA members, but within reason.

This also applies to members' self-promotion. A post congratulating a SKÅL member for something, sharing a news item, fundraising effort, or moving jobs, etc. is always welcome, but members using the page for blatant self-promotion or self-serving branded items is not. There is one member who submits a meme of some sappy quote every day that has his personal website on the bottom. We are not trying to clutter our feed with items like that that. An exception shall be made one (1) Christmas and one (1) New Year's post so any member can send their fellow Skålleagues best wishes if they want too, branded or not.

Instagram



SKÅL INTERNATIONAL USA

Connecting Tourism Globally

Instagram Page: https://www.instagram.com/skal_int_usa/
Followers: 567 (as of January 20, 2021)
Posts: 179 (as of January 20, 2021)
Optimum Size: 1080 pixels x 1080 pixels

POSTING POLICIES: To be used as a tool for SKAL USA's to reach current and potential members. Promote SKAL events across the country, share photos from whatever SKAL events possible, promote SKAL USA News and Webinars. Try to repost Skål Clubs event posts from around the country.

HASHTAGS: On every post, be sure to use the hashtags: #travel #tourism #skal #skalusa #themosttrustedvoiceintourism

LinkedIn

LinkedIn Page: <https://www.linkedin.com/groups/3950970/>
Followers: 362 (as of January 20, 2021)

POSTING POLICIES: To be used as a tool for SKAL USA's to reach current and potential members. Promote SKAL events across the country, share photos from whatever SKAL events possible, promote SKAL USA News and Webinars as well as articles of interest on a regular basis. Ask all Skålleagues to add it into their LinkedIn profiles.

HASHTAGS: On every post, be sure to use the hashtags: #travel #tourism #skal #skalusa #themosttrustedvoiceintourism

Note: Current LinkedIn page is an unlisted group, which means no one other than group members can see its activity. It is owned by a former Skålleague from a Club that is no longer active, and only the 'owner' can change its profile. We are attempting to track her down, but I have created a new page to launch if necessary and will attempt to invite all of the existing members if need be. An Unlisted Group does nothing to further our exposure.

Twitter

Twitter Page: https://twitter.com/skal_usa
Followers: 123 (as of January 20, 2021)
Tweets: 79 (as of January 20, 2021)



SKÅL INTERNATIONAL USA

Connecting Tourism Globally

POSTING POLICIES: To be used as a tool for SKAL USA's to reach current and potential members. Promote SKAL events across the country, share photos from whatever SKAL events possible, promote SKAL USA News and Webinars. Retweet from USA Skål Clubs as relevant posts come up.

HASHTAGS: On every post, be sure to use the hashtags: #travel #tourism #skal #skalusa #themosttrustedvoiceintourism

LinkedIn

Twitter Page: <https://www.linkedin.com/groups/3950970/>

Followers: 362 (as of January 20, 2021)

Page may have to be rebuilt due to ownership issues

POSTING POLICIES: Needs to be a public page. SI lists themselves as a company, so we need to adjust ours as well. Currently it is an Unlisted Group, which means only group members can access it. Open it up, rebuild if necessary if we cannot track down ownership privileges needed to change its status. Use as a tool for SKAL USA's to reach current and potential members. Promote SKAL events across the country, share videos from whatever SKAL events possible, promote SKAL USA Webinars.

HASHTAGS: On every post, be sure to use the hashtags: #travel #tourism #skal #skalusa #themosttrustedvoiceintourism