



**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