



Dear Skål USA Administrator:

On behalf of Skål Philadelphia's Board members, I would like to formally nominate Greg DeShields for the position of Skål USA's Vice President of PR and Communications.

Greg has been an engaged member of Skål for many years, recently serving as President of Skål Philadelphia from 2019-2021. As President, Greg led our club through the challenges of COVID, providing our chapter with a strategic roadmap for success and sustainability. Prior to that, he brought a new sense of energy to the club, in addition to championing our diversity and inclusion platform. Our D&I platform has allowed Skål Philadelphia to not only grow membership, but bring on new members of different backgrounds, experiences, from all walks of the Philadelphia hospitality community.

In his day job, Greg is the Executive Director for PHLDiversity, which connects meeting planners to diverse local businesses within the Philadelphia community, among other things. Additionally, he is acting Executive Director for Tourism Diversity Matters, which provides resources to our industry in the scope of DE&I. Greg's robust experience and achievements prove his ability to lead, engage, and thrive in an organizational setting.

If elected into the role, Greg will bring a wealth of knowledge and experience in change management, organizational leadership, and adaptability through differences. His skillset will bring a new voice to the table, offer effective solutions, and will help Skål USA to become more relevant and inclusive in the professional organization world. His drive, passion, and commitment to Skål is something that will help foster relationships and build rapport internally and within the industry.

In Skål,

Amy Bendekovits

Skål Philadelphia President