



SKÅL International Arkansas

600 Main Street, Suite 100
North Little Rock, Arkansas 72114
501.404.0319

September 22, 2021

To the SKAL Nomination Committee,

Please accept this letter as my hearty recommendation of Karen Trevino as a worthy candidate for SKAL International USA's Vice President for Membership. Based on her unprecedentedly positive impact on the membership of our SKAL Arkansas club, I cannot imagine a more qualified candidate for this position.

It's not an exaggeration to say that Karen has single-handedly recruited more members than anyone ever has, in the process more than tripling the size of the club.

But it's not like membership recruitment has been her only contribution to our SKAL club. Karen served two years as our club president and for 10 years has served as our executive director. She is the glue that keeps us together and continues to push us forward.

Karen's recent return to her position as President & CEO of the North Little Rock Convention and Visitors Bureau prompted her to contemplate taking on a smaller role in

SKAL Arkansas, but it quickly became clear that the club would not thrive under other leadership. So Karen did what she's always done for our club – she jumped right back in as executive director despite the increased demands of her job.

Karen is equal parts professionally effective and personally delightful. She's well liked and respected by all who know her, and she simply makes things happen.

I can guarantee that if she is elected to the position of SKAL International USA's Vice President for Membership that she will be successful, and the organization will be thrilled she has yet again stepped up to make a difference.

If you have any questions or want more information, don't hesitate to call me.

A handwritten signature in black ink, appearing to read "Kelley Bass". The signature is fluid and cursive, with the first name "Kelley" written in a larger, more prominent script than the last name "Bass".

Kelley Bass
SKAL Arkansas President 2021
501-258-5355