

PHL DIVERSITY

A Division of the Philadelphia Convention
& Visitors Bureau

Friday, October 15, 2021

To Skål USA Administrator:

My name is Greg DeShields, past President of Skål Philadelphia, and Executive Director of PHL Diversity Philadelphia Convention & Visitors Bureau and Tourism Diversity Matters. Please accept my letter of consideration as a nominee for Skål International USA Vice President Public Relations and Communications.

I have been a member of Skål Philadelphia since 2004 and facilitated the creation of Temple University School of Sport Tourism and Hospitality Management Young Skål Chapter, later serving as a dedicated board member for Skål Philadelphia chapter. During my tenure as a Skål Philadelphia board member, I hosted the twinning of the Skål Club of Paris and Philadelphia in 2010. Also assisting with the Twinning of Skål Berlin 2012.

In 2014 Skål International Philadelphia and Temple University School of Tourism & Hospitality Management made a joint commitment for the future of Young Skålleagues and Skål International.

The Club agreed to raise \$25,000 for an endowment scholarship for Temple University, carrying the name Skål International Philadelphia perpetually. Scholarship funds are distributed annually; a portion is earmarked to pay Young Skål yearly membership dues for selected students – thus ensuring Skål has loyal and active members in the future.

The initial donation of \$5,000 was raised at a holiday silent auction through many Club members' efforts and generous contributions.

January 2018, I was elected as Skål Philadelphia chapter president, and on June 10, 2020, Skål International USA announced that their prestigious 2020 Club of the Year had been awarded to Skål Philadelphia.

Our club exemplified diversity, friendship, and the need for excellent communication. In addition, we took our monthly Zoom sessions to another level. Not just chat sessions, we conducted well-planned, focused, educational events meant to engage and educate Skål members.

Since 1954 Skål Philadelphia has exemplified Skål International's goal to promote global tourism and unity and has worked diligently, "Doing business among friends," through seminars and conferences to strengthen the industry's professionalism. Through our participation in local activities and events at all levels, we provide a path for members to meet industry colleagues worldwide.

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As a nominee for Skal USA's Vice President of PR and Communications, I look forward to the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of Skal USA and its leadership.

Serving as an ambassador for Skal USA building relationships with the media. I will prioritize the goal to advance Skal USA position with relevant constituents.

Also facilitating communications products and services including newsletters and other print publications; web, e-news, and other online communications; media and public relations; and marketing.

Thank you for accepting my nomination, and feel free to contact me if you have any further questions.

Best Regards,



Greg DeShields
Executive Director
PHL Diversity