



Greg DeShields, Past President
Skål Philadelphia
Nominee
Skål USA
2022 Elections
Vice President
Public Relations and Communications

Greetings, Fellow Skålleagues Everywhere...

My name is Greg DeShields, past President of Skål Philadelphia and Executive Director of PHL Diversity Philadelphia Convention & Visitors Bureau and Tourism Diversity Matters. I seek your support regarding my nomination for Skål International USA Vice President Public Relations and Communications.

I am a qualified Tourism/Hospitality and Academic Professional Certified Hospitality Educator proficient in developing and implementing plans, strategies, and initiatives specifically designed to raise destinations' image for diverse travel, creating positive economic impact across the Philadelphia region, driving job growth and promoting the vibrancy of our hospitality industry by marketing the destination.

Also, a Freelance Contributing Writer for Meeting's Today Premier National Meeting Planner Publication.

Ralph Waldo Emerson is often credited for the phrase, "Life Is a Journey, Not A Destination" however, my signature phrase is "It is all about the Journey." I was gifted with parents who loved traveling; as a kid, we always took the long way by car, train, or boat, and I learned to appreciate the Journey.

Today, as a Travel Industry professional, I am passionate about the business of travel and its economic value and look forward to the Journey of each business trip.

I have been a member of Skål Philadelphia since 2004; Skål Philadelphia has exemplified Skål International's goal to promote global tourism since 1954:

- 2004 Facilitated the creation of Temple University School of Sport Tourism and Hospitality Management Young Skål Chapter.
- 2010 hosted the twinning of the Skål Club of Paris and Philadelphia, also assisting with the Twinning of Skål Berlin 2012.
- 2014 Skål International Philadelphia and Temple University School of Tourism & Hospitality Management created an endowed scholarship.
- 2018, Elected as Skål Philadelphia chapter president.
- 2020, Skål International USA announced that their prestigious 2020 Club of the Year had been awarded to Skål Philadelphia.

Please visit SKÅL USA 2022 Election: EC & Internal Auditor Candidates website to review my Nomination Letter, Skål Resume, Professional CV, and Candidate Letter to share more significant insights into my expertise and commitment to travel.

Finally, I sincerely request your support as I seek the role of Skål International USA Vice President of Public Relations and Communications.

Greg DeShields