Skål Fort Lauderdale & the Palm Beaches

2014-2015 Skål Club of the Year
(Third nomination as Club of the Year in past 8 years)
Founded March 4, 1977
Club 427

April 2013 - 35th Anniversary – Past Presidents Honored
2002:
- Club losing members due to retirement & relocation
- Stymied in efforts to recruit new members due to the changing business environment in the Palm Beach County area
- Majority of potential new Skål members located in the Fort Lauderdale area where airlines & cruise lines have regional offices
- The need to include Fort Lauderdale in the name of the Club became apparent
- Recognized need to commit to hosting significant portion of monthly meetings in Fort Lauderdale area to bring credibility to efforts to attract new members
- Determined not to let the Club gradually decrease in membership to the point of being de-activated
- Decision was made to be pro-active and aggressively pursue the name change
2006:

- February 2006 approval received to formally change the name of the Club from Skål International the Palm Beaches to Skål International Fort Lauderdale & the Palm Beaches
- Following the lengthy process to obtain approval for the name change, we have had tremendous success in building our membership and enabling all of our members to realize the benefits that membership in Skål International has to offer
- Holding three meetings a year in the Palm Beach area / three meetings a year in the Fort Lauderdale area / four meetings a year in the Boca Raton area
- This program allows our members who are spread between Fort Lauderdale and Port St. Lucie to attend more meetings
- Credit card program created to provide our members with more payment options
2008:
- First nomination for Skål International Club of the Year

2009:
- Instituted Membership Retention Fund

2010:
- Second nomination for Skål International Club of the Year, won 2nd place

2014:
- Instituted plan to increase awareness in community about Skål
- Implemented “Membership Drive Plan” to increase membership
- Instituted plan to give back to the community

2015:
- Third nomination for Skål International Club of the Year
Skål Fort Lauderdale & the Palm Beaches ... Committed to the principals & goals of Skål International

- Membership Retention, Growth & Diversity
- Young Skål
- Business to Business
- Active Participation in Skål Activities
- Skål and Community Leadership
- Civic Involvement

All information based on Administrative Year April 2014 to April 2015, unless otherwise noted.
MEMBERSHIP RETENTION

Membership Retention Plan

- Implemented “Plan of Action” to retain existing membership
- Honored 11 members who have been members 15 years or longer

Membership Retention Fund

- In 2009 created Membership Retention Fund for those members who would have otherwise dropped their membership. No one needed financial assistance this year

*Only 1 member did not renew*
This member lived over 100 miles away
MEMBERSHIP GROWTH

Membership Drive Plan

- Implemented “Membership Drive Plan” to increase membership by at least 10% year over year
- Annual Summer Social includes Membership Drive
- Hospitality Industry Icebreaker includes Membership Drive *

Net gain year over year:
- 7 additional members
- Club grew 18.92%

Third largest net gain in the USA!

* Planned in March 2015 and occurred July 22, 2015
MEMBERSHIP DIVERSITY

Membership diversity to encourage “Doing Business Among Friends”

37 Active Members
2 Airlines
4 Passenger shipping, sea ferries and sea ports
4 Inland Waterway Operations
1 Autocar and Coach Companies
3 Car Hire Companies
7 Hotels, Motels and Other Tourist Accommodation
3 Hotel Chains
5 Travel Agents (Retail and Corporate)
2 Tour Operators (Inbound or Outbound)
1 Official Tourist Organizations
1 Travel Media (Press, Television, Internet and Radio)
1 Congress and Convention Organizers
3 Reservations Systems

Active Members from 13 Membership Classifications

6 Life/Retired Members
1 Young Skål Members
INDUSTRY SUMMER SOCIAL / MEMBERSHIP DRIVE & FUNDRAISER

5th Annual Event w/approximately 110 potential new members attending the July 2014 networking event ...

Pompano Beach Marriott Resort

Invited guests included members of:

- Meeting Planner’s International (MPI)
- Hotel Sales Marketing Association International (HSMAI)
- Palm Beach County Hotel & Lodging Association
- Airline Sales & Marketing Executives (ASME)
- Discover the Palm Beaches including the Sports Authority (CVB)
- The Greater Ft Lauderdale Convention & Visitors Bureau
- Travel Agent Association
- Florida Restaurant and Lodging Association
- Palm Beach County Attractions Association
HOSPITALITY INDUSTRY ICEBREAKER*
MEMBERSHIP DRIVE

Club was on original committee to create event

Working with the following organizations:

- Discover the Palm Beaches (CVB)
- Florida Atlantic University School of Hospitality Management
- Hotel Sales Marketing Association International (HSMAI)
- Palm Beach County Hotel & Lodging Association
- Meeting Professional International (MPI) – South Florida Chapter
- Palm Beach County Attractions Association
- Florida Restaurant and Lodging Association
- National Association of Wedding Planners
- Concierge Association of Palm Beach County

In addition collecting new backpacks and school supplies for T. Leroy Jefferson Medical Society 15th Annual Health Fair

* Planned in March 2015 and occurred July 22, 2015
HOSPITALITY INDUSTRY ICEBREAKER*

MEMBERSHIP DRIVE

* 200 potential new members attending the July 22, 2015 networking event ...

South Florida Science Center and Aquarium

Collected over 500 pounds of school supplies for T. Leroy Jefferson Medical Society
15th Annual Health Fair

* Planned in March 2015 and occurred July 22, 2015
YOUNG SKÅL

- Club has been working with the Hospitality Management Program at Florida Atlantic University to promote Young Skål at the University level

- Appointed Young Skål member as ex-officio member of the board
BUSINESS TO BUSINESS

Membership Presentations
Industry Updates to Foster “Business to Business”

Industry Guest Speakers:

- Jorge Pesquera, President and CEO of Discover the Palm Beaches (Convention & Visitors Bureau)
- Manny Almira, Executive Director of the Port of Palm Beach
- Glen Jergensen, Executive Director of Palm Beach County Tourist Development Council

Review tourism growth in Palm Beach County & South Florida & the effect the current U.S. economy has on local tourism
Industry Guest Speakers:

- Fernando Harb, Vice President Tourism Sales of the Greater Ft Lauderdale Convention & Visitors Bureau
- Ellen Kennedy, Assistant Division Director/Communications from Port Everglades

Presentation focusing on the growth of travel and tourism in Ft Lauderdale as well as the new developments at Port Everglades and the Airport.
Members Doing Business with Members

- Cruise Member reported holding company sales meeting last year at a Member’s hotel
- Member reported having Travel Agents Member’s sales increased to almost $1 million from $0 in 2009

Venue of the Year Award

Instituted Venue of the Year Award to help promote Skål to the local community

- Waterstone Resort & Marina was first winner
  - Greg Kaylor, General Manager, announced he will include Skål membership in next year’s budget

President Becky Reincke presenting Venue of the Year Award to Greg Kaylor, General Manager, of the Waterstone Resort & Marina
Members Belong to Travel Organizations

Organizations Members belong to:

- Airline Sales & Marketing Executives (ASME)
- American Bus Association (ABA)
- American Society of Travel Agents (ASTA)
- Association of Destination Management Executives (ADME)
- Cruise Lines International Association (CLIA)
- Discover the Palm Beaches (CVB)
- Florida Motorcoach Association
- Florida Restaurant and Lodging Association
- Greater Miami & the Beaches Hotel Association
- Greater Miami Convention & Visitors Bureau
- Hispanic Motorcoach Council
- Hotel Sales Marketing Association International (HSMAI)
- Meeting Planner’s International (MPI)
- National Association of Career Travel Agents (NACTA)
- Outside Sales Support Network (OSSN)
- Palm Beach County Hotel & Lodging Association
- Society of Incentive Travel Executives (SITE)
- South Florida Limousine Association
- Suncoast Travel Industry Association
- The Greater Ft Lauderdale Convention & Visitors Bureau
- Travel Industry Association of South Florida
- Treasure Coast Travel Industry Association
- United Motorcoach Association
CONGRESSES & MEETINGS

Skål International Congress

- Member representation at every Skål International Congress since at least 1995

Skål International 80th Anniversary

- Member of Club attended festivities in Paris

Carlos Banks with Rosalita Benitez
Minister of Tourism – State of Mexico
CONGRESSES & MEETINGS

SIUSA & NAASC

- Two members attended the NAASC Congress (North American Alliance of Skal Clubs) May 2014 in Halifax and May 2015 in Riviera Maya
- Member of Club attended every NAASC Congress since founding of Club in 1977
- Two members attended the 2014 SIUSA National Committee Meeting in Tucson
- *Regular membership representation at SIUSA (Skål International USA) Board Meetings
- Regular representation at all SIUSA Region IV Monthly Conference Calls

* NOTE: (Unlike other countries, SIUSA Clubs do not have a member on their national committee board)
CLUB VISITS

- Members have visited 18 Skål Clubs around the world last year in Canada, France, Jamaica, Mexico and the United States

- Members from 8 Skål Clubs visited our Club from England, Germany and the United States
CLUB COMMITMENT TO SKÅL & SIUSA

- Two Club members registered as Skål Greeters

- Club members assisted SIUSA request to review & make recommendations for SIUSA Articles of Incorporation (Statutes), SIUSA By-Laws and SIUSA Manual of Instructions
  - Club member is Chairman of the SIUSA Standards & Processes Committee responsible for updating these documents

- Club members assisted SIUSA in completely updating the SIUSA Manual of Instructions (Policy & Procedure Manual)
  - Club members did all the typing and layout of the entire 190 page document

- Prepared & submitted Club recommendations to assist SIUSA Clubs
MEMBERS HONOURED

6 Members Elected as Industry Leaders

- Carlos Banks was elected as SIUSA President
- Cheri Rutledge was elected President of the Palm Beach County Hotel & Lodging Association

Cheri Rutledge
MEMBERS HONORED

- Diana Schloss was elected Vice President - Student Outreach and Community Services for Hotel Sales Marketing Association International (HSMAI)
- Lee Smolinski was elected Director of Signature Travel Network
- Mike Castro was appointed Florida Director of Hispanic Motorcoach Council
MEMBERS HONORED

- Ian Black was elected to the Board of Directors of the Palm Beach County Film & Television Commission. This is part Palm Beach County Tourist Development Council.

- Carlos Banks was named 1st Honorary Ambassador – Skål International Australia.

- 13 Members have previously been elected as President/Chairman of travel industry organizations.
CLUB DONATIONS

Joe Neary Memorial Foundation +
- Club has donated every year since its founding in 1990. Club was the founder and is the largest contributor in Skål to this fund.

Florimond Volckaert
- Club makes donation every year
- Member makes personal annual donation

Donations to aid disaster victims in:
- Nepal *
- Vanuatu

+ Founded at Skål International Congress in Colombo, Sri Lanka
* Funds announce to be collected April 27, 2015 in May
CLUB ASSISTANCE

Friends & Family *
- Members assisted in making 70,000 meals packets for the earthquake victims in Nepal

Pack for a Purpose
- Members assisted sending 125 pounds of schools supplies to the Bahamas

T. Leroy Jefferson Medical Society **
- Members collecting 500 pounds of backpacks and school supplies for Annual Health Fair

* Events occurred on May 27, 2015
** Event occurred on July 22, 2015 but announce in March 2015
The Indochina Starfish Foundation

Member, Lupe Castillo, was recognized by Stefan Phang during the Skål International Congress in Mexico City for her charity work. This was a result of the presentation made at the Skål International Congress in Korea.

Members also assisted with:

- Entourage (Broward Center)
- Stonewall Library
- Southern Poverty Law Center
- The Task Force
- United Arts
Skål International Fort Lauderdale & the Palm Beaches has spent the last year effectively demonstrating the principals & goals of Skål International

- Membership Retention, Growth & Diversity
  - Grew 18.92%
  - Active Members from 13 different Membership Classifications
  - Retention Plan resulting loss of only 1 Member
- Business to Business
  - Members doing business with other Members
  - 5 Industry leaders presenting updates
- Skål and Industry Leadership
  - 6 Members elected as industry leaders
Skål International Fort Lauderdale & the Palm Beaches has spent the last year effectively demonstrating the principals & goals of Skål International

- Active Participation in Skål Activities attending:
  - Skål International Congress
  - Skål International 80th Anniversary
  - North American Alliance of Skal Clubs Congress
  - National Committee Meeting
  - SIUSA Board Meetings
  - Visiting other Clubs
  - Registered Skål Greeters
CLUB GOALS

Skål International Fort Lauderdale & the Palm Beaches has spent the last year effectively demonstrating the principals & goals of Skål International

- Civic Involvement
- Donations
- Involvement in community projects
- Young Skål
- Appointed Young Skål Member as ex-officio member of the board
Select **Fort Lauderdale & the Palm Beaches**
2014/2015 Skål Club of the Year

Thank You!