



SKÅL INTERNATIONAL USA

*A National Committee of Skål International
Professionals in Tourism*

To: President and Board Members

From: Tom Moulton, Vice President Region VI *TRM*

Date: April 8, 2013

Subject: Quarterly Report – Period ending March 31, 2013

1. PROJECT REPORTS

The two principal projects worked on during the 1st Quarter of 2013 was the attempt to maintain an active status of the Albuquerque Skal club and the reactivation of the Phoenix club.

Albuquerque

This club has been struggling for some time now according to SIUSA President, Tom White. I spoke with Tim Dowling, President of the club and was informed that the board had decided to “call it quits”. Several reasons were given, but mostly lack of participation from club members. We asked Tim to talk with his board with SISUA pledging in-town support as well as the full resources of SIUSA, from both the Presidents and Vice-President office. Tim brought this back to his board and while thanking us for our support, they upheld their original decision to close the club down. After consulting with SIUSA president, we notified Skal International about the request to close and decided to let it rest until next year. Skal International indicated that they would contact last year’s membership to ask them if they wanted to transfer to Santa Fe or become an individual member. Their club bank account had around \$200 at the time of the closing. To-date I have not heard any of these efforts have been successful.

Phoenix

Phoenix closed their club in early 2012 citing lack of participation and leadership disagreements. With the assistance of the SIUSA president’s office about six of the past members were contacted and indicated they would be interested in reactivating the club. On April 2, I meet with three of those members in Phoenix along with an interested hotelier who accompanied a former board member. The potential reorganizers agreed to

meet in early May along with the Arizona Office of Tourism, and two local Convention and Visitors Bureau presidents. Our goal is to have six organizers form a core committee to get the ball rolling for a June mixer. I believe due to my proximity to Phoenix, the enthusiasm of my small core of previous members and my knowledge of some tourism leaders in the Phoenix area, we will have them active by late 2013.

2. CLUB AND OTHER VISITS

January 8 – Skat Tucson Board and General Meeting

February 1/2 - January SIUSA Winter Board Meeting in Washington DC

February 23 – Skat Tucson Installation Dinner

March 12 – Skat Las Vegas Meeting with their Board

March 19 – Tucson Skat Meeting

March 28/31 - Skat Hawaii Board breakfast, Officer Installation

Skat President meeting

Young Skat Meeting with Past President and MDO

I regularly sent important and timely email communications to all clubs plus just beginning to know most of the new club presidents and their executive secretary's/directors. Both Santa Fe and Los Angeles clubs have their installations in April.

3. ADMINISTRATIVE STATUS REPORT

CLUB	3-30-12	3-30-13	Variance
Albuquerque	13	0	-13
Colorado	59	60	+1
Hawaii	83	84	+1
Las Vegas	22	28	+6
Los Angeles	49	49	0
Orange Coast	29	12	-17
Palm Springs	14	14	0
Santa Fe	22	21	-1
Tucson	<u>21</u>	<u>18</u>	<u>-3</u>
REGION VI TOTAL	312	286	-26

**Does Include Young Skat members*

4. HAPPENDINGS WITHIN REGION VI

- **Albuquerque** – President **Tim Dowling** and Board closed club in February 2013.
- **Colorado** – **Bruce Whitaker is now the Executive Director who also teaches at the Metropolitan State University Denver campus which houses the Hospitality, Travel, and Events Learning Center.** According to Bruce, “one of the finest hospitality learning centers in the US.” During their March meeting, the skaleagues toured the facility. A good opportunity for Young Skal members. Two new members in March were announced during the March meeting. David Barela our SIUSA Jr. Auditor is the secretary of the club, while former executive director, **Ed Gerrity, has become the new M.D.O.**
- **Hawaii Skal Club** – **New officers were installed in February** with the officer succession plan in full swing. Membership continues to be strong with very active participation by the hotel industry. Young Skal remains strong with past president Tom Anusewicz who continues to be active with four hospitality colleges in the region and active participation by the members.
- **Las Vegas** – New President **Nathen Waldschmidt** and executive secretary **Ann Parsons** are go-getters with a new diverse group of members continuing throughout the year. They are now up to 28 members from a low of 22 members last year.
- **Los Angeles Skal Club** – **New installation of officers scheduled for April 10.** Both SI President Mok Singh and formers SI president, Richard Hawkins (1999-2000 **(Singapore), will be in attendance. New Skal – Los Angeles President, Ricardo Gaona,** along with his new board, should be completely energized to tackle the challenge of growing their membership.
- **Orange Coast Skal** -- President **Rod Hurt** and the OC Skal Club have struggled to maintain membership with none of the 7 remaining members from San Diego Skal renewing for 2013. Membership has now declined to 12 members from an average of 25 members during the past three years. **Former regional vice-president, John Mavros, has pledged to assist Rod** and his board in membership development. Despite a very low bank account, Rod will be attending parts of the NAASC conference where membership development meetings with SISUA President, SI Representative Lou Conklin and Regional VI Vice President, Tom Moulton will take place. **This is one of our highest priorities to help the Orange Coast Club.**
- **Palm Springs** – Currently the club is at 14 members and has put a priority on generating some new members. **A new website and Facebook page are being developed.** The club will be in attendance at NAASC and we will have a special meeting with David Doyle, a very active board member of the club for many years. **A special priority of mine will be to assist new president, Josh Parker and M.D.O, Gerri Lynch throughout their membership efforts.**
- **Santa Fe** – **Membership remains consistent in this club** and Terry Keffer, executive secretary, is a great communicator with the club members and SIUSA. I will be **attending the April 25 installation of new officers to establish a stronger relationship with the club and its new president, Al Lucero and his board.**
- **Tucson Club** – A former president, **Gale Venner, was re-elected** to continue growing this home club of Regional VI Vice President, Tom Moulton. **2013 installation dinner, held in February had a special guest, SI President, Mok Singh.** Founder Schuyler

Linger was presented a special plaque for his 47 years of service to the club and tourism community. Unfortunately a long-time member of the club, TJ Morgan from Gray line Transportation resigned due to increased work activity. **A new membership development committee was formed** with both senior and new members with a commitment to have at least two perspective members at each monthly meeting.

5. Planned 2nd Quarter 2013 Activities

- **NAASC** – April 10 - 14
- **Tucson Skal** Board Meeting and Dinner – April 16
- **Santa Fe Skal** Installation Dinner - April 25
- **Orange Coast Skal**– May 1
- **Phoenix Planning** – May 3
- **Tucson Skal** – May 21
- **Region VI** Conference Call - May

Respectfully Submitted,

Tom Moulton
Vice President - Region VI
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