



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: October 15, 2013

Subject: Quarterly Report – Period ending September 30, 2013

1. PROJECT REPORTS

Continue to work on reactivating the Phoenix Skål Club which shows promise, but to date do not have 15 prospects. We have a December holiday meeting to see where we stand with interested parties.

2. CLUB AND OTHER VISITS

July 10 – 13 Arizona Governors Conference on Tourism – Skål Booth
July 16: Tucson Skål Club
July 18-19: LA Skål – Summer Meeting
July 22: SIUSA New Member Orientation Webinar
Aug 2-3 Arizona Festival Conference – Skål Recruitment
August 13: Tucson Skål Board and Membership Meeting
August 22: Phoenix Membership Mixer Event
Sept 18: Las Vegas Skål Membership Mixer Event

- New York Skål 75th Anniversary Party
- SI World Congress, Carnival Glory
- All SIUSA Board Conference calls- July, August and September

3. ADMINISTRATIVE STATUS REPORT

CLUB	3-30-12	3-30-13	6-30-13	9-30-13
Colorado	59	60	60	59
Hawaii	83	84	86	87
Las Vegas	22	28	29	31
Los Angeles	49	49	49	49
Orange Coast	29	12	13	13
Palm Springs	14	14	14	14
Santa Fe	22	21	22	26
Tucson	21	18	20	20
REGION VI TOTAL	312	286	293	299 (Plus 6)

4. HAPPENDINGS WITHIN REGION VI

Special Happenings around Region VI

Colorado Skål – The club was dark July and August but that didn't keep the membership from planning their annual golf tournament held in September and their annual auction planning which was held in early October. More to follow on the auction in the next report.

Las Vegas Skål – The club continues to search for new members by holding mixers instead of the historical dinner setting. A membership mixer was held in September which generated two new members and many other prospects. A lot of planning took place for the club's 50th Anniversary which was very well attended with many celebrities from all over Skål International participating. More to follow...

Los Angeles Skål Club – President Rick Gaona has been very active in membership development which will pay off nicely in the fall when many members have been waiting to become formal members. The summer get-together at the Hollywood Bowl was very successful. Skål International President Mok Singh, and member of LA club held his annual summer get-together at his home to support charity.

Skål Hawaii – Continues to be very active during the summer with regular meetings held each month. In September the club participated in the University of Hawaii - School of Travel Industry Management "Back to School Bash" where each student got an opportunity to learn about Young Skål. Fall is a busy time for Skål Hawaii and its Young Skål program. Two representatives from the club go to each hospitality campus and introduce the Young Skål program to the professors and club organizers. The fall season is also when the club prepares for the October Golf Outing Scholarship Tournament.

Orange Coast Skål – Continues to meet but has had little success during the summer to recruit new members. President Rod has taken on new responsibilities in a hotel in Buena Park, California and has reached out to the local CVB and some other hotels to attend the upcoming holiday party. This fall/winter will be a critical month for membership development.

Palm Springs – Historically due to the extreme heat, the club took a hiatus during the summer and returned for a meeting in September. The club continues with a solid 14 members and has put a priority on generating some new members this fall. **The new website and Facebook page are up and running courtesy of David Doyle and David Barela.**

Santa Fe Skål – Club continues to be a “must join” tourism organization if you are new to tourism leadership in the area. Four new members joined during the summer and efforts to continue to grow have become a priority of the club.

Tucson Skål – No formal Skål meetings are held in the summer, but the membership committee continued to meet and the membership held make-up meetings. A fall/winter membership drive effort is being planned.

5. Planned 3rd Quarter 2013 Activities Planned

- **Skål Las Vegas 50th Anniversary Celebration and Dinner** – October
- **Intl Association of Amusement Parks and Attractions Expo** – November
- **Palm Springs** – Holiday Party
- **Skål Colorado - Denver** – December 5
- **Region VI Conference Call** – Mid-December
- **Orange Coast Skål** – January meeting

Respectfully Submitted,

Tom Moulton
Vice President - Region VI
SKÅL INTERNATIONAL USA