



## SKÅL INTERNATIONAL USA

A National Committee of Skål International  
Professionals in Tourism

DATE: April 8, 2013  
TO: SIUSA President and Board Members  
FROM: Edward Davis – Vice President Region 1  
SUBJECT: Quarterly Report – Period ending March 31, 2013

The first quarter was a busy period with work and SKAL events that overlapped.  
The following are the event / club visits this quarter:

- 1) The first event found me in Charlotte , NC 1/5-10/13 to attend the American Bus Association (ABA) marketplace. As you are aware SKAL has a booth at marketplace and I was able to help out there on Sunday. What a great way for ABA members to stop and talk to find out more about SKAL.
- 2) Since I was in Charlotte for ABA , I stayed an extra night to attend the reactivation of the Charlotte Club on 1/10/13. What a great event and venue this was. You could feel how excited the Charlotte members were to be up and running again.
- 3) On 1/29/13 I was in Philadelphia to install their new officers.
- 4) The SIUSA winter board meeting was held 2/1-3/13 at ABA`s offices ( and SIUSA`s ) in Washington, DC. The Washington Club did an outstanding job hosting the board from airport transfers to great evening events for dinner on Friday and Saturday night. Everything was much appreciated by the board.
- 5) 2/20-22/13 SKAL was able to have a booth at the Receptive Services Association of America ( RSAA ) meeting held at Caesar`s in Atlantic City. We were able to generate some leads for new members here also.
- 6) 3/13/13 I traveled to Hampton Roads Club for the installation of their new officers.
- 7) 3/14/13 I then traveled to Allentown PA for the installation of the new officers of the Northeast PA Club.
- 8) 3/28/13 I was home for the Installation of my own club, Atlantic City`s new officers. They were about to disown me because I have not been to one of our meetings since September.

I have continued to send out e-mails to the Presidents, SIUSA Reps. and EST`s to stay current of SIUSA issues along with requested distributions of club notices to clubs within the region.

Region 1 club membership as of March 31, 2013

<u>CLUB</u>	<u>12/31/2012</u>	<u>3/31/2013</u>	<u>VARIANCE</u>
Albany	47	44	-3
Atlantic City	21	21	0
Baltimore	19	16	-3
Boston	166	170	4
Central Pennsylvania	22	21	-1
Connecticut	30	29	-1
Hampton Roads, VA	20	24	4
Long Island	14	11	-3
New York	152	132	-20
Northeast Pennsylvania	41	38	-3
Northern New Jersey	50	45	-5
Philadelphia	61	41	-20
Washington	96	77	-19
<b>TOTALS</b>	<b>739</b>	<b>669</b>	<b>-70</b>

We all know for a fact that membership takes a hit this quarter because of the non-renewal of members for one reason or another.

This is why it is so important to go after the leads generated at events like ABA marketplace and the RSAA meeting. These are people seeking us out for more information on SKAL and where the closest club is and how to join.

So go take advantage of the hard work already done and turn these leads into members.

I also want to congratulate Boston for not only being the largest club but for not losing a member while adding 19 for the year, great job !!!

Upcoming events:

- 1) 4/10-14/13 the SKAL RUSH to the NAASC Congress in Sacramento.
- 2) Various visits to Clubs.
- 3) 9/28-10/5/13 SKAL International World Congress out of New York, be sure to book your cabin, you don't want to miss the boat!!

Respectfully submitted,

Edward Davis  
VP Region 1