

# Skål Ft. Lauderdale & Palm Beaches



## 2010 Club of the Year

(Second nomination as Club of the Year in past 3 years)



# CLUB HISTORY



**March 4, 1977**  
**Club 427 Founded**



**April 2007 - 30<sup>th</sup> Anniversary – Past Presidents Honored**

# CLUB HISTORY



## Skål Ft. Lauderdale & Palm Beaches ... Committed to the principals & goals of Skål International



### 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
- Travel & Tourism changed with increased use of the internet & consolidation of the airline industry
- Majority of potential new Skål members located in the Ft. Lauderdale area where airlines & cruise lines have regional offices

# CLUB HISTORY



- The need to include Ft. Lauderdale in the name of the Club became apparent
- Recognized need to commit to hosting significant portion of monthly meetings in Ft. 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 & aggressively pursue the name change



# CLUB HISTORY



## 2006:

- February 2006 approval received to formally change the name of the Club from Skål International Palm Beaches to Skål International Ft. Lauderdale & 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



# CLUB HISTORY



- Holding three meetings a year in the Palm Beach area / three meetings a year in the Ft. Lauderdale area / four meetings a year in the Boca Raton area
  - This program allows our members who are spread between Ft. 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 Club of the Year Honors

## 2009:

- Instituted NEW Membership Retention Plan



# MEMBERSHIP



## Maintained Membership

- Rare feat in a year when most USA Clubs had a drop in membership numbers
- Florida ranks 2<sup>nd</sup> among states with the worst economies in the USA
- Ft. Lauderdale & Palm Beach areas unemployment rate ranks considerably higher than the USA average
- Current area unemployment rate = 12.8% vs. USA unemployment rate of 9.4%



# MEMBERSHIP RETENTION



## **NEW / Membership Retention Plan**

- Created & Implemented “Plan of Action” to retain existing membership in a difficult USA economic climate

## **NEW / Membership Retention Fund Created**

- During 2009 – 2010 eleven members were assisted who would have otherwise dropped their membership



# SUMMER SOCIAL / MEMBERSHIP DRIVE & FUNDRAISER



**First Annual Event w/approximately 90 potential new members attending the August 2009 event ...  
The Mai-Kai in Ft. Lauderdale**

## **Invited guests included members of:**

- Meeting Planner's International
- HSMAI
- Hotel & Motel Associations
- Gold Coast Travel Industry Associates
- Bon Vivants (Travel Industry Association)
- Airline Sales & Marketing Executives



# BUSINESS TO BUSINESS



## Membership Presentations Product Updates to foster “Business to Business”

- Industry guest speakers:
  - \* Palm Beach County Convention & Visitors Bureau & Palm Beach International Airport – Review Tourism Growth in Palm Beach County & South Florida & Effect Current U.S. Economy has on local tourism
  
- [www.skalfllpbi.org](http://www.skalfllpbi.org)  
Skål Ft. Lauderdale & Palm Beaches web-site

# CONGRESSES & MEETINGS



## Skål International Congress



- **Two members attended the 2009 Skål International Congress**
- **Member representation at every Skål International Congress since at least 1995**

# CONGRESSES & MEETINGS



## SIUSA & NAASC

NAASC – Anchorage 2009



- Two members attended the 2009 & 2010 NAASC Congress (North American Alliance of Skal Clubs)
- Member of Club attended every NAASC Congress since founding of Club in 1977
- \*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 visited in excess of ten  
Skål Clubs around the world

**Skal International Orlando  
“Fantasy of Flight”**



**Skal International Tampa**



# CLUB DONATIONS & ASSISTANCE



## Annual Contributions

- Florimond Volckaert
- Joe Neary Fund



## Club Assistance

- “Clean the World”





Clean the World®



## Ron Stevens

Member & Past President

### “Clean the World”

**Re-cycling Soap. Saving Lives.**

- Donation & Collection of unused Soap & Toiletries from Hotels & Cruise Lines, for those in need
- Recent donations sent to Haiti earthquake victims includes 21,000+ bars of soap (more than a ton) /delivered to residents of Cap Haitien, Haiti

# CLUB COMMITMENT TO SKÅL INTERNATIONAL & SIUSA



- Club Members requested by Skål International Statutes Director to review & make recommendations to SIUSA for the Articles of Incorporation (Statutes)
- Club Members assisted SIUSA request to review & make recommendations for SIUSA Articles of Incorporation (Statutes) & SIUSA By-Laws
- Prepared & submitted Club recommendations / Several were approved for action



# CLUB COMMITMENT TO SIUSA



## SIUSA Audit Assistance

- Club Member assisted SIUSA with their request to assist in SIUSA audit as an observer – assured proper procedures being followed per legal documents



# CLUB GOALS



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





**Skal Ft. Lauderdale & Palm Beaches  
YOUR 2010 Club of the Year!**