

Skål Fort Lauderdale & the Palm Beaches



SIUSA Club of the Year



CLUB HISTORY

Founded March 4, 1977
Club 427



35th Anniversary – Past Presidents Honored

CLUB HONORS



2015:

- Third nomination for Skål International Club of the Year, won 3rd place



2015 – 3rd Place

2010:

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



2010 – 2nd Place

2008:

- First nomination for Skål International Club of the Year



Skål Fort Lauderdale & the Palm Beaches ... Committed to the principals & goals of Skål International and SIUSA

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



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 needed assistance and would have otherwise dropped their membership. No one needed financial assistance this year

Only 1 member did not renew in 2015

This member lived over 100 miles away



35 Years or longer Members



15 - 34 Years Members

MEMBERSHIP GROWTH

Membership Drive Plan

- Implemented “Membership Drive Plan” to increase membership by at least 10% year over year
- Annual Summer Social and the Hospitality Industry Icebreaker both included a Membership Drive
- Between both functions 5 new members joined
- Attract younger professionals

Net gain December 2015 year over year:

- ***5 additional members***
- ***Club grew 11.36%***
- ***Second year in a row with increase over 10%***



MEMBERSHIP DIVERSITY

Membership diversity to encourage “Doing Business Among Friends ”



40 Active Members

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

1 Associate

7 Life/Retired Members

1 Young Skål Members

Active Members from 13 Membership Classifications



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) and Skål Member
- 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



Jorge Pesquera



Manny Almira



Glen Jergensen

BUSINESS TO BUSINESS

Membership Presentations
Industry Updates to Foster “Business to Business”



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.



Fernando Harb



Ellen Kennedy

BUSINESS TO BUSINESS



Members Doing Business with Members

- Cruise Member reported holding company sales meeting 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. This award is open to Member's and non-member's venues.



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

CLUB INDUSTRY SUMMER SOCIAL / MEMBERSHIP DRIVE & FUNDRAISER



**6th Annual Event with 100 industry personnel
attending the August 2015 networking event ...
Sheraton Suites Cypress Creek**

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
This event was to promote Skål and other travel organizations.

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



The flyer is titled 'Hospitality Industry ICEBREAKER' in a green and white font. It features the Discover the Palm Beaches logo. The main text is in a clean, sans-serif font. The event details are highlighted in a yellow box. The bottom section lists host committee organizations with their respective logos.

You're Invited!

Join hospitality friends and colleagues for a fun evening of networking. Enjoy music by DJ Hennessy, cocktails, hors d'oeuvres and raffle prizes.

We are also asking for your support in the collection of new backpacks and school supplies for the 15th Annual Health Fair hosted by the T. Leroy Jefferson Medical Society. The donations will be given out at the Health Fair which is designed to provide much needed healthcare to underserved children and families in our community. Let's show how the hospitality community can come together to support such a worthy endeavor!

Receive additional raffle tickets for your donation!

Meet hundreds of members and leaders from The Palm Beaches' hospitality organizations.

When: Wednesday, July 22, 2015
Time: 6:30 p.m. - 7:30 p.m.
Place: [South Florida Science Center and Aquarium](#)
4801 Dreher Trail N
West Palm Beach, FL 33405
Tickets: \$30 for organization partners*
\$40 for non-partners

[Purchase Tickets](#)

***To receive your exclusive Partner discount, use code ICE15**

Host Committee Organizations:

Logos for FAU Hospitality Management, Florida Restaurant and Lodging Association, Discover the Palm Beaches, HSMAI, Skål, South Florida Chapter MPI, and National Association of Wedding Planners.

HOSPITALITY INDUSTRY ICEBREAKER

MEMBERSHIP DRIVE

**200 industry personnel attending the
July 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 in Palm
Beach County**

MEMBERS HONORED

4 Members Elected as Industry Leaders

- 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). She received the HSMAI South Florida Lifetime Achievement Award



Diana Schloss, left, given the HSMAI South Florida Lifetime Achievement Award



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



**Ian Black, left, with new Member
Ron Stevens**



MEMBERS HONORED

- Mike Castro was appointed Florida Director of Hispanic Motorcoach Council



Mike Castro

- This continues a trend as 14 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 active supporting the fund. It is the largest contributor in Skål.

Florimond Volckaert

- Club continues to support fund by making donation every year

Donations to aid disaster victims in:

- Nepal
- Vanuatu

+ Founded at Skål International Congress in Colombo, Sri Lanka.
Additional information found on Skål international website.



President Becky Reincke presenting check to Bill Pullen, Trustee of Joe Neary Fund

CLUB ASSISTANCE TO THE COMMUNITY



Friends & Family

- Members assisted in making 70,000 meals packets for the earthquake victims in Nepal



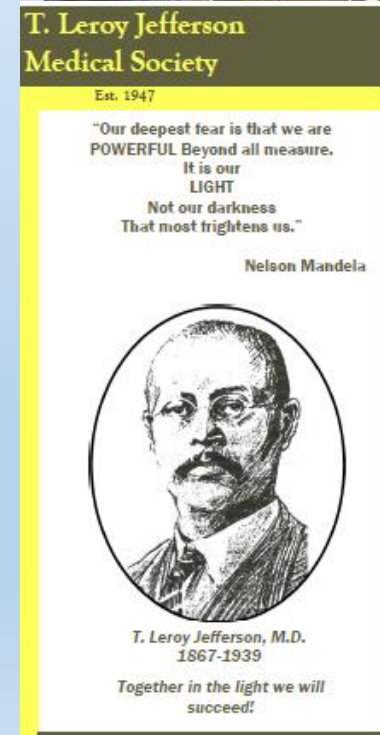
Pack for a Purpose

- Members assisted sending 125 pounds of schools supplies to the Bahamas



T. Leroy Jefferson Medical Society

- Members assisted collecting 500 pounds of backpacks and school supplies for Annual Health Fair



CLUB ASSISTANCE TO THE COMMUNITY

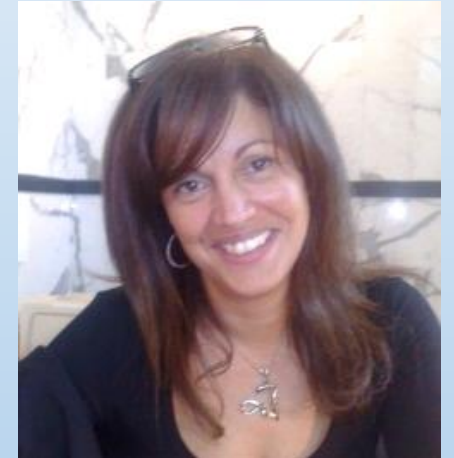


The Indochina Starfish Foundation

- 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 other local organizations:

- ✓ Entourage (Broward Center)
- ✓ Stonewall Library
- ✓ Southern Poverty Law Center
- ✓ The Task Force
- ✓ United Arts



Lupe Castillo



YOUNG SKÅL



- Club has been working with Peter Ricci, Director of Hospitality Management Programs at Florida Atlantic University, to promote Young Skål at the University level
- Appointed Young Skål member as ex-officio member of the board



**Lisa Hamilton with
Peter Ricci**



CONGRESSES & MEETINGS

Skål International Congress

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

SIUSA & NAASC

- Two members attended the NAASC Congress May 2015 in Riviera Maya
- Member of Club attended every NAASC Congress since founding of Club in 1977
- Member attended the 2015 SIUSA National Committee Meeting in Las Vegas
- Regular membership representation at SIUSA Board Meetings
- Regular representation at all SIUSA Region IV Monthly Conference Calls



CLUB COMMITMENT TO SKÅL & SIUSA



- Two Club members registered as Skål Greeters
- Club member is Chairman of the SIUSA Standards & Processes Committee responsible for updating SIUSA Articles of Incorporation (Statutes), SIUSA By-Laws and SIUSA Manual of Instructions
- 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



CLUB VISITS



Amical is alive and thriving in our Club as:

- **Members have visited 10 Skål Clubs around the world in 2015 in Ecuador, Mexico, Spain and the United States**
- **Members from 9 Skål Clubs visited our Club from Belgium, England, Germany, US Virgin Islands and the United States**



CLUB RESULTS

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



- Membership Retention, Growth & Diversity
 - Grew 11.36% in 2015
 - Active Members from 13 different Membership Classifications
 - Retention Plan resulting loss of only 1 Member
- Business to Business
 - Members doing business with other Members around the world
 - 5 Industry leaders presenting updates



CLUB RESULTS Continued



- Skål and Industry Leadership
 - 4 Members elected as industry leaders
- Active Participation in Skål Activities attending:
 - Skål International Congress
 - North American Alliance of Skål Clubs Congress
 - SIUSA National Committee Meeting
 - SIUSA Board Meetings
 - Visiting other Clubs
 - Registered Skål Greeters



CLUB RESULTS Continued



- 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
SIUSA Club of the Year**

Thank You!