

# Skål Fort Lauderdale & the Palm Beaches



2014-2015 Skål Club of the Year

(Third nomination as Club of the Year in past 8 years)



# CLUB HISTORY



Founded March 4, 1977  
Club 427



April 2013 - 35<sup>th</sup> Anniversary – Past Presidents Honored

# CLUB HISTORY



**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
- Majority of potential new Skål members located in the Fort Lauderdale area where airlines & cruise lines have regional offices
- The need to include Fort Lauderdale in the name of the Club became apparent
- Recognized need to commit to hosting significant portion of monthly meetings in Fort 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 and 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 Fort Lauderdale & the 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
- Holding three meetings a year in the Palm Beach area / three meetings a year in the Fort Lauderdale area / four meetings a year in the Boca Raton area
- This program allows our members who are spread between Fort Lauderdale and Port St. Lucie to attend more meetings
- Credit card program created to provide our members with more payment options

# CLUB HISTORY



**2008:**

- First nomination for Skål International Club of the Year

**2009:**

- Instituted Membership Retention Fund

**2010:**

- Second nomination for Skål International Club of the Year, won 2<sup>nd</sup> place



**2010 – 2<sup>nd</sup> Place**

**2014:**

- Instituted plan to increase awareness in community about Skål
- Implemented “Membership Drive Plan” to increase membership
- Instituted plan to give back to the community

**2015:**

- Third nomination for Skål International Club of the Year



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

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

All information based on Administrative Year  
April 2014 to April 2015, unless otherwise noted.



# MEMBERSHIP RETENTION



## Membership Retention Plan

- Implemented “Plan of Action” to retain existing membership
- Honored members who have been members 15 years or longer

## Membership Retention Fund

- In 2009 created Membership Retention Fund for those members who would have otherwise dropped their membership. No one needed financial assistance this year

***Only 1 member did not renew***

This member lived over 100 miles away



**35 Years or longer Members**



**25 - 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 includes Membership Drive
- **NET gain year over year:**
  - **8 additional members**
  - **Club grew 22.22%!**

Second largest increase in the USA!  
Both by additional members and percentage change





# MEMBERSHIP DIVERSITY



Membership diversity to encourage “Doing Business Among Friends ”

## 37 Active Members

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

6 Life/Retired Members

1 Young Skål Members

## Active Members from 13 Membership Classifications



# INDUSTRY SUMMMER SOCIAL / MEMBERSHIP DRIVE & FUNDRAISER



**5<sup>th</sup> Annual Event w/approximately 110 potential new members attending the July 2014 networking event ...  
Pompano Beach Marriott**

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\*



Club was on original committee to create event

Working with the following organizations:

- ✓ Discover the Palm Beaches (CVB)
- ✓ Florida Atlantic University School of Hospitality Management
- ✓ Hotel Sales Marketing Association International (HSMIAI)
- ✓ 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

In addition collecting new backpacks and school supplies for T. Leroy Jefferson Medical Society 15th Annual Health Fair

\* Planned in March 2015 and occurred July 22, 2015

**Hospitality Industry ICEBREAKER**

**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 33406  
**Tickets:** \$30 for organization partners\*  
\$40 for non-partners

[Purchase Tickets](#)

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

**Host Committee Organizations:**

# YOUNG SKÅL



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



# 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)
- 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 & Effect current U.S. Economy has on local tourism



# 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.**



# BUSINESS TO BUSINESS



## Members Doing Business with Members

- Cruise member reported holding company sales meeting last year at a member's hotel
- Member reported having Travel Agents member's sales increased sales 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

- Waterstone Resort & Marina was first winner
  - Greg Kaylor, General Manager, announced he will include Skål membership in next years budget



**Greg Kaylor, General Manager,  
of the Waterstone Resort & Marina**

# BUSINESS TO BUSINESS



## Members Belong to Travel Organizations

### Organizations Members belong to:

- ✓ Airline Sales & Marketing Executives (ASME)
- ✓ American Bus Association (ABA)
- ✓ American Society of Travel Agents (ASTA)
- ✓ Discover the Palm Beaches (CVB)
- ✓ Florida Motorcoach Association
- ✓ Florida Restaurant and Lodging Association
- ✓ Greater Miami & the Beaches Hotel Association
- ✓ Greater Miami Convention & Visitors Bureau
- ✓ Hispanic Motorcoach Council
- ✓ Hotel Sales Marketing Association International (HSMIAI)
- ✓ Meeting Planner's International (MPI)
- ✓ National Association of Career Travel Agents (NACTA)
- ✓ Outside Sales Support Network (OSSN)
- ✓ Palm Beach County Hotel & Lodging Association
- ✓ South Florida Limousine Association
- ✓ Suncoast Travel Industry Association
- ✓ The Greater Ft Lauderdale Convention & Visitors Bureau
- ✓ Travel Industry Association of South Florida
- ✓ Treasure Coast Travel Industry Association
- ✓ United Motorcoach Association



# CONGRESSES & MEETINGS

## Skål International Congress

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

## Skål International 80<sup>th</sup> Anniversary

- Member of Club attended festivities in Paris



**Carlos Banks & Rosalita Benitez,  
Minister of Tourism – State of Mexico**



# CONGRESSES & MEETINGS



## SIUSA & NAASC

- Two members attended the NAASC Congress (North American Alliance of Skál Clubs) May 2014 in Halifax and May 2015 in Riviera Maya
- Member of Club attended every NAASC Congress since founding of Club in 1977
- Two members attended the 2014 SIUSA National Committee Meeting in Tucson
- \*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 COMMITMENT TO SKÅL & SIUSA



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



# MEMBERS HONORED

- Carlos Banks was elected as SIUSA President
- Carlos Banks named 1st Honorary Ambassador – Skål International Australia
- Cheri Rutledge was elected President of the Palm Beach County Hotel & Lodging Association



# MEMBERS HONORED

- Diana Schloss was elected Vice President - Student Outreach and Community Services for Hotel Sales Marketing Association International (HSMAI)
- Lee Smolinski was elected Director of Signature Travel Network
- Mike Castro was elected Florida Director of Hispanic Motorcoach Council
- 8 Members have been elected as President/Chairman of other travel industry organizations at one time



# CLUB DONATIONS & ASSISTANCE



## Donations

- Florimond Volckaert
- Donations to aid disaster victims
- Joe Neary Fund

## Club Assistance

- Friends & Family
- Pack for a Purpose
- T. Leroy Jefferson Medical Society
- The Indochina Starfish Foundation



**Bill Pullen, Trustee for Joe Neary Fund, receiving check from Club**

# CLUB DONATIONS



## Joe Neary Fund

- Club has donated every year since its founding in 1990 and is the largest contributor in Skål

## Florimond Volckaert

- Club makes donation every year
- Member makes personal annual donation

## Donations to aid disaster victims in:

- Nepal \*
- Vanuatu

\* Funds announce to be collected in May on April 27, 2015



# CLUB ASSISTANCE



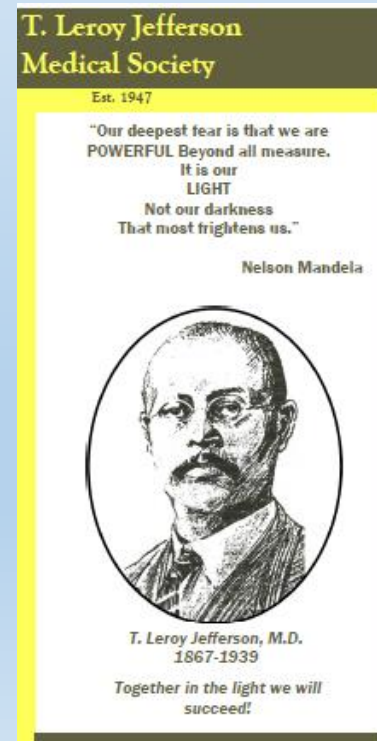
## Friends & Family \*

- 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 collecting backpacks and school supplies for Annual Health Fair



\* Events occurred in May 2015

\*\* Event occurred in July 2015 but announce in March 2015



# CLUB ASSISTANCE



## The Indochina Starfish Foundation

- Stefan Phang recognized Member 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:

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



# CLUB VISITS



- **Members have visited in excess of 18 Skål Clubs around the world last year**
- **Members from 8 Skål Clubs visited our Club from England, Germany and the United States**



**Seattle 60<sup>th</sup> Anniversary**



**Philadelphia 60<sup>th</sup> Anniversary**

# CLUB GOALS



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

- Membership Retention, Growth & Diversity
  - Grew 22.22%
  - Active Members from 13 Membership Classifications
- Business to Business
  - 5 Industry leaders presenting updates
- Skål and Industry Leadership
  - 5 Members elected as industry leaders
- Civic Involvement
  - Donations
  - Involvement in community projects



# CLUB GOALS



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

- Active Participation in Skål Activities attending:
  - Skål International Congress and NAASC Congress
  - National Committee meeting
  - Skål International 80<sup>th</sup> Anniversary
  - SIUSA Board Meetings
  - Visiting other Clubs
  - Registered Skål Greeters
- Young Skål
  - Appointed Young Skål member as ex-officio member of the board





# Select Fort Lauderdale & the Palm Beaches 2015 Skål Club of the Year

Thank You!