



2007-2008 Skål Club of the Year

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www.skalorlando.com

From the President



Dear Skålleagues,

I hope your holidays were filled with family, friends and cherished memories. In the arrival of each New Year, we reflect on those individuals we have met and grown to know. It is with great resolve that we charge ahead yet again, believing in overcoming challenges and keeping perspective. There are many rewarding lessons to be found through these achievements.

Reflecting on 2008

Your SKAL Orlando Club has accomplished several 2008 firsts, of which to be proud.

Among them:

- Celebrated 36 vibrant years as an Orlando Club last October, with our first president, Jack Coalter, who is an active life member.

Achieved:

- Largest Club North America status from June through December
- Historical membership, with 191 quality members strong
- New Web site re-design with easy-to-use features, photographs, newsletters, links and resources, with more planned for 2009
- Quarterly newsletter mailings and guest speakers, established last March
- Forward Thinking 2009, SKAL Orlando's 3rd annual event - a joint partnership with CFHLA in July, at Wyndham Orlando Resort
- Hosted the 31st Annual Meeting of Region IV SKAL Clubs in July at the Caribe Resort with golf at Falcon's Fire
- Attended and recognized in Taipei at the SKAL 69th World Congress in October for exceeding SKAL International's 10 percent club growth initiative
- Expanded SKAL Orlando Scholarship awards in November by presenting three \$1,000 awards to 3 top hospitality students from University of Central Florida Rosen School at the Grand Bohemian Hotel
- Club Gala attendance grew 18 percent over 2007 with 144 members and guests yielding another successful silent auction 5 percent over last year at the beautifully decorated Loews Portofino Hotel

Additionally, our organization is very fortunate to retain an outstanding Advisory Council, consisting of notable leaders in our industry, who have contributed time and insight in lighting our path to help achieve growth, vision and leadership. Our sincere thanks.

Envisioning 2009

Accomplishment, leadership, connections, great meeting venues and dinners have all contributed to making membership in SKAL International Orlando your best hedge against the financial challenges facing our industry in 2009. You have our commitment to deliver resources, personal and professional relationships, and opportunity in the new year. Remember your best defense is a strong offense!

As another year ends and a new year begins, I take great joy in thanking those who have helped make our club successful. Member optimism and new member enthusiasm inspire my efforts, along with your dedicated Board of Directors (BOD) and Club Executive Director Tom White.

My thanks to the executive team, BOD, SKAL International U.S.A. Representatives and the Advisory Council for all of our accomplishments. Our success would not have reached such high levels without them. To our membership, I am most thankful. Our financial strength today will serve us well in the coming years.

As we look forward, April 1st will usher in talented new leadership with Grant Bannen as incoming president. Until then, I remain respectfully in your service.

Sincerely,
Ron W. Silveira, President

2008 Officers & Directors

President - Ron W. Silveira

Vice President - Grant Bannen

Secretary - Barbara Kenney

Treasurer - Brian Peters

Executive Secretary/Treasurer
Tom White

SIUSA Representative
Dennis BeMent

SIUSA Representative
Fred Corrigan

Immediate Past President

Bob Van Bergen

Directors

Maurice Arbelaez
Mike Cassara
Andres Cibotti
Philippe de Leonardis
Mike Dyrland
David King
Scott Major
Roger Royston
Gary Sain
Duane Winjum

Auditors

Chris Reynolds
Laura Sherman

Two Big Announcements...

Two BIG announcements are in order!

First, a Happy Birthday is in order for Skål International as we enter our 70th year! Second, Congratulations to Skål Orlando for increasing its membership to 191 members by the end of 2008!

Unfortunately, as we move into the new year, and with the economic condition as it is, we will more than likely see an effect on total membership, both in the USA as well as worldwide. I would like to remind each of you of the importance of having a strong organization like Skål on your side during times like these. Let's not forget the many benefits which your membership provides, such as contacts with more than 22,000 tourism professionals worldwide with whom to network, which you can access through the Skål International website, www.skal.org or the SIUSA website at www.siusa.org.

Here are just a few of the benefits provided through Skål:

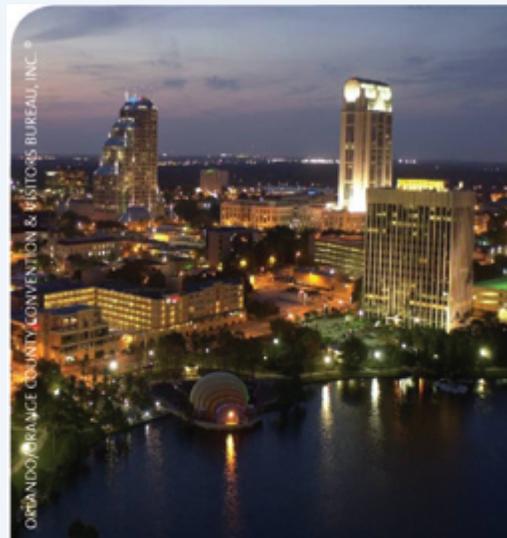
- Membership card - Member discounts

provided by Skål members

- Preferred Contacts - Internet service offered to members to promote their business on-line at the Skål.org website (at no cost)
- Skål News - Quarterly magazine in which you can advertise your business to 22,000 industry professionals
- Florimond Volckaert Fund - Assistance from this fund for those members or their families who fall on hard times
- World Tourism Organization - Skål International is an Affiliate Member of WTO, which provides members to all major issues that tourism deals with worldwide and contributes by participating in its projects.

In conclusion, a reminder that membership in Skål is open to Managers or Executives directly involved in tourism management, sales and promotions in specified travel and tourism business.

"Tourism through Friendship and Peace"
Mike Dyrland, SIUSA Region IV Vice Pres.



FUNNY HOW SO MANY PEOPLE WHO HELP BUILD THIS CITY DON'T EVEN LIVE HERE.

Tourism generates \$29.6 billion each year. And it all goes directly to you. The revenue helps build schools, stock libraries, promote cultural arts and more. So, support what supports Orlando — tourism.

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WWW.ORLANDOCOUPONS.COM

Venues & Program Committee

Each month Skål Orlando has the privilege to enjoy each other's company in some of the finest venues in Orlando. How does this continue to happen? The answer: Generous and entrepreneurial members of Orlando Skål. The Program Committee is continually seeking new and unique venues. We, of course, first seek to utilize the resources of our membership, and then when necessary look outside Skål membership.

When the planning group lays out the year, we are continually challenged to find venues that are willing and able to provide space and dinner for more than 100 members each and every month. Are you a member with a facility able to be a venue location? If you are, then we really would appreciate you to step forward and invite us to your property.

As a Skål member, you remember the fine meals and camaraderie with your fellow Skålleagues at each of the dinners. For 2009, we still have a few opportunities available. If you want to showcase your property and your chef, please let the committee know. You may contact Grant Bannen, grant.bannen@celebrationhotel.com, Carla Ritthamel, Carla@travelhostorlando.com, or Brian Peters, bpeters@simon.com. Help us to keep your monthly meetings memorable, become a host venue today.

Brian Peters, Program Committee

Skål Orlando Recognized in Taipei

Ron Silveira accepted a Certificate marking Skål Orlando's more than 10% membership increase in 2008 (see below), as well as a finalized version of The Club of the Year Award (see right).



Membership - The Key to the Future

When I joined Skål Orlando in 1993 we had about 65 members in the club, and Skål was relatively unknown in our industry here in Orlando. Our club now has a membership of 191 industry professionals that are leaders in their respective businesses, hospitality industry associations in many counties, and leaders in our community. While numbers are nice, our emphasis and commitment has always been for "Quality over Quantity," and we continue to maintain the standards of Skål to represent a diverse cross-section of the hospitality industry.

As we move forward in our membership efforts for 2009, it is important to remember that candidates must be from a "qualified" tourism organization and have "time in position," as in a senior management position (generally an officer, GM, DOSM or other qualifying category). While we know that our members are proud of their organization, we urge those of you wishing to bring potential members to a meeting to call a senior member of the membership committee to review your candidates' qualifications in advance. This will avoid both the sponsor and the club from being embarrassed should their candidate not meet the key qualifications

of membership. The committee members to contact are Dennis BeMent, Fred Corrigan, Mike Dyrland or Tom White. We can review the candidate and his/her business to verify their likelihood of becoming an approved member.

With the state of the world economy, we anticipate losing at least 20 members this year from our present level. This number should be mitigated by at least 15 new members that may come into the club during the year. In March, our new slate of officers and board members will be installed at our formal dinner event at The Hard Rock Hotel at Universal. Though all board seats are presently filled there are vacancies that do open up during the year. We hope that more of our newer members will step forward to fill positions as board members and/or participate in committees, and become a future leader of Skål International Orlando. Our future not only depends on the strength of our membership, but on the future quality of our leadership. Help do your part to assure that our club remains a top club in both North America and the World.

Dennis BeMent, Membership Development Officer



Left to Right- Nicola Racic of Zagreb, Mike Dyrland, then current president Phillip Sims of New Zealand, Ron Silveira, Fred Corrigan

2008 Advisory Council

Mark Brown
Executive Vice President
American Automobile Association

Steve Contos
Vice President - Managing Director
Grande Lakes Orlando
The Ritz-Carlton - JW Marriott

Bill Davis
President
Universal Orlando Resort

Carolyn Fennell
Director of Public Affairs
Orlando Aviation Authority

Randy Garfield
Executive Vice President
Walt Disney Parks & Resorts

Richard Kessler
Chairman & CEO
The Kessler Collection

David King
Regional Vice President
Loews Hotels & Resorts

Mark McHugh
President/CEO - Gatorland
Chairman - Orlando/Orange County CVB

Bud Nocera
President/Chief Executive Officer
Visit Florida USA

Abe Pizam
Dean
University of Central Florida
Rosen College of Hospitality Management

Gary Sain
President/Chief Executive Officer
Orlando/Orange County Convention
& Visitors Bureau

Bob Stolz
Executive Vice President/
Chief Operating Officer
Buena Vista Hospitality Group

Peter Yesawich
Chairman/Chief Executive Officer
Ypartnership

NEW MEMBERS

NOVEMBER

Mark Politte, General Manager
WorldQuest Resort

Rob Molnar, Tourism Publisher
VS Publishing

Keith Brady, President
Kissimmee Guest Services

DECEMBER

Billy Rocker, President
Rocker Travel

Paul Steen, National Accounts
Manager, Helms-Briscoe

Michael Gerringer*
Director Sales & Marketing
Ramada Orlando Celebration Resort

Opal Gibson*
Leisure Sales Director
Waldorf Astoria Orlando

Donald Ruedlinger, President
Youth Basketball of America

**Transfer from Skål Fort Lauderdale/Palm Beaches*

MEMBERS ON THE MOVE

TOM SCHWINDEN has left
Nickelodeon Family Suites and
accepted the Regional Director of
Sales position with TPG Hospitality,
phone 407-366-5090

GEORGE FAKHOURY has left
Dollar Rent-A-Car and is President
of GMF Consulting, Inc., phone
407-277-9977

PETER KACHERIS has left the WD

Swan Dolphin Resort and accepted
the position of Managing Director of
the Waldorf Astoria Hilton Orlando,
phone 407-597-3714

FIDEL HINOJOSA has left
Nickelodeon Family Suites and
accepted a position in Asset
Management with CNL Lifestyles
Company, LLC, phone 407-640-7570

CALENDAR OF CONGRESSES

For more information go to www.skal.org

**48th Annual N.A.A.S.C. (North
American) Congress 2009**
Anchorage, Alaska - 6-10 of May

Skål International Congress 2009
Budapest, Hungary - 1-6 of November

**49th Annual N.A.A.S.C. Congress
2010**, Chateau Frontenac, Quebec 6-8
May 2010

Skål International Orlando
P.O. Box 720423
Orlando, FL 32872-0423