

## New Members

### JANUARY

**Lissa Curtin**, Business Development Mngr.  
Orlando International Airport

**Jim Enos**, General Manager  
Orlando Vista Hotel

**Greg Hauenstein**, Area Managing Director  
Buena Vista Palace Hotel & Spa

**Richard Kessler**, Chairman & CEO  
The Kessler Enterprise

**Marcus Lund**

**Eric Szymanski**, Area Director of Sales  
Marriott International, Inc.

### FEBRUARY

**Manuel Escalante**, National Sales Director  
Choice Hotels International

**Robert Hattox**, Director of Marketing &  
Operations • Wyndham Vacation Ownership

**Dennis Lyons**, Director - Florida Sales  
Worth International Media Group

**Bill Murphy**, President  
Osceola Management & Consulting, Inc.

**Carolyn Pascal-Guarino**, Publisher  
Florida Travel & Life

**Tom Schwinden**,  
Director of Sales & Marketing  
Nickelodeon Family Suites

**Abdel Zouari**

### MARCH

**Joost de Meyer**, President  
First Incentive Travel, Inc.

**Steven Jamieson**, General Manager  
The Mall at Millenia

**Brenda Lounsberry**, Marketing Director  
The Mall at Millenia

**Mark McHugh**, President & CEO  
Gatorland

**Rene Pereira**, Area Director of Sales  
Westmount Hotels & Resorts

**Rhonda Walls**, Director of Sales  
TravelCLICK, Inc.

## CALENDAR OF CONGRESSES

**N.A.A.S.C. (North American)  
Congress 2008**  
Montego Bay, Jamaica • 15-18 of May  
For more information go to [www.naascmobay.com](http://www.naascmobay.com)

**Skål International Congress 2008**  
Taipei, Taiwan • 12-17 of October  
For more information go to [www.skål.org](http://www.skål.org)

**N.A.A.S.C. (North American)  
Congress 2009**  
Anchorage, Alaska • May (dates TBA)

**Skål International Congress 2009**  
Budapest, Hungary • October (dates TBA)

## ORLANDO EVENTS

The annual  
**Region IV Summer Congress**  
will be held at the Caribe Royale  
25-26 of July 2008  
The Skål USA Board of Directors  
will be in attendance for the event.

The 4th annual  
**Skål Tourism Leadership Summit**  
will be held 10-12 of September 2008



## 2007-2008 Skål Club of the Year

march 2008 • volume 1 issue 1  
[www.skalorlando.com](http://www.skalorlando.com)

## From the President

*Welcome.* It is an honor to be your SKÅL International Orlando president for 2008-2009.

As we look into the future, it's important to remember the dedication and perseverance of those who have previously served on the board. By reflecting on the past year, I wish to acknowledge their accomplishments and recognize their roles in what has laid the foundation for the success our members enjoy today.

While leadership continues to honor our history, it's dedicated to explore our potential. Our philosophy and focus is to deliver better membership value centered around unique venues, interesting engaging topics, open communication, web enhancements, new programs and regional SKÅL development.

Accepting the helm of the second largest SKÅL organization in North America is a humbling experience and one that I am honored to receive. Just this past year, we have set a high bar in being awarded the North American Club of the Year (May 2007) and then voted International Club of the Year (Nov 2007 - 2008). Yes, my friends, there is no better place to be!

This year, we will find our club building even more and setting new standards for the industry. Look forward to:

- Membership focused on quality executive-level member growth.

- Communication Improvements
  - Our first quarterly newsletter will be distributed early April. Newsletters like this one will offer articles, club updates, pictures and limited affordable advertising sponsorship.
  - Quarterly speakers with relevant topics on our industry and SKÅL history.
  - Full Four-color, advertiser-sponsored member directories again for 2008-2009.

- Public Relations & Marketing
  - Develop and enhance Skål branded messaging and media coverage for key Skål events, utilizing member partnerships that promote the value of Skål membership to our industry and community .

Excitement builds as we look ahead. On behalf of the Board of Directors and myself, we wish you continued success in the year ahead and encourage your involvement in SKÅL. Thank you for your membership, time and commitment to being the very best among the very best. SKÅL!

*President Ron Silveira raises his glass in a Skål toast*



## 2008 Officers & Directors

President - Ron 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

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

## Member Recognitions

**Randy Garfield** was included in the "Hot List of Top 25 Marketing Executives for 2007" by the HSMAL.

**Barbara Kenney** received the 23rd-annual Gene T. Hassett Award from HSMAL.

**Gary Sain** completed his first year as President of the Orlando/Orange County CVB.

**Laura Sherman** serves as 2008 Chairman of the CFHLA.

**Steve Vinciguerra** serves as 2008 Chairman of the CFHLA Allied Relations Council & 2008 Chairman of the International Drive Chamber of Commerce

**Duane Winjum** serves as 2008 Chairman of Osceola Resort Area Council for the Kissimmee Chamber

## Skål Participates in Florida Huddle

During the 32nd Annual Florida Huddle at the Tampa Convention Center, Florida, Skål-leagues and Florida Huddle shared the spotlight at a luncheon on January 28, 2008.

Florida Huddle, a three-day appointment-driven travel trade show, brings together nearly 200 international and domestic buyers with approximately the same number of Florida suppliers. The annual event is covered by major travel trade media from around the world.

After an intense morning of pre-scheduled business appointments, the group met for a grand luncheon. Our own Orlando Skål-league Lynn Warren, President of Huddle International LLC, owner of Florida Huddle, stood before a screen projection of the Skål logo and introduced Mike Dyrland, Vice President of Region IV SIUSA. Dyrland opened the luncheon program with the traditional toast. Tom White, Executive Secretary/Treasurer of our Orlando Club, explained to the assembly of travel



Mike Dyrland, Vice President of Region IV SIUSA, opens with the traditional toast.

professionals the purpose and importance of Skål. When he asked for Skål members to stand to be recognized nearly half the six hundred delegates in the room rose to their feet. Jack Westman, President of the Tampa Bay Club, closed the luncheon by asking the entire room to stand and join him in thanking Ms. Warren and Florida Huddle for the ongoing close relationship between Skål and the show. Westman closed the luncheon with the Skål toast. A big "THANK YOU" goes out to Lynn Warren along with fellow Orlando Skål-leagues and Florida Huddle associates Brenda Smith and DJ Towle!

Skål delegates working the Skål booth were pleased to have had the opportunity to introduce more than 25 prospective members to the club, which at this writing has resulted in more than five confirmed new members.

Florida Skål-leagues look forward to attending next year's Florida Huddle, which will be held February 1, 2 and 3, 2009 in Orlando, FL.

tion provided were beneficial enough that they would like to meet at least three times in 2008.

As a matter of protocol, the meetings are coordinated and planned by Gary Sain, and held at a breakfast session in the CVB boardroom. Gary serves as Chairman and facilitator. The meetings are scheduled to run for 90-minutes. In the future, minutes of those meetings will be posted on our website and as part of our new newsletter. Please take a few minutes to review the list of very distinguished members of your club that serve on the Skål International Orlando Leadership Advisory Council.

**Dennis BeMent, Coordinator  
Skål Leadership Advisory Council**

## The 2008 Skål Installation Dinner

For those of you that were unable to attend the Club's Installation dinner at the Hard Rock Hotel you missed an outstanding event. Member and General Manager Carlton Hudson deserves the thanks of the club for an excellent evening.

The attendance was over 125 people including Martha McClintock, President of Skål International Jacksonville and Ray Phillips and his wife both from Skål Jacksonville. Also Joe and Frances Kane from Skål International Pittsburgh joined us for the evening.

Four new members were inducted into the club. They were Manny Escalante, Joost de-Meyer, Carolyn Pascal and Bill Murphy. Two new board members for 2008-2009 were introduced - Scott Major and Mike Cassara who will begin their two year term of office on your club's Executive Committee.



Bob Van Bergen, outgoing President, thanked the membership and board for making it possible for the Club to achieve all it has this past year. Bob noted that the foundation for the clubs' success has been in place several years and we just continue to build on it. This past year Skål International Orlando was Winner of the North American Skål Award, voted # 1 Skål club in the world at the Skål International Congress in Antalya, Turkey in November 2007 and had another successful Tourism Leadership Summit. These are the major highlights of your club's achievements this past year. In addition the club continues to grow its membership with quality people and our club presently has 170 members, the second largest Skål club in North America.

Bob Van Bergen passed the chains of office to our club President for 2008-2009 Ron Silveira.



Ron presented Bob Van Bergen with his Past President Medallion and plaque as well as two gifts from the club, a set of silver cuff links with the Skål logo embedded in them and a box of his favorite handmade cigars (see above).

Ron spoke of his vision for the club this year -building on our club success with new initiatives you will read about soon. Ron recognized Bob's leadership last year, his new board of directors, and encouraged all members to share our unique story among friends.

President Ron Silveira closed the meeting

with the Skål Toast - *Happiness, GoodHealth, Friendship, LongLife!*



The 2008 Board of Directors. From left to right: Bob Van Bergen, Andres Cibotti, Philippe de Leonardis, Larry Naddeo, Tom White, Fred Corrigan, Ron Silveira, Roger Royston, Grant Bannen, Mike Dyrland, Barbara Kenney, Dennis BeMent, Maurice Arbalaez, Gary Sain

## 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 World Attractions

**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

## What is the Skål Leadership Advisory Council?

The Leadership Advisory Council was created in the summer of 2006 as an initiative of Gary Sain, president of Skål Orlando at that time. The purpose was to extend a special invitation to a diverse group of very senior industry leaders that would meet at least twice a year to share tourism trends among each other and with the members of the Skål Orlando Executive Committee. This information is then disseminated back to the Board of Directors and membership to provide insight on possible emerging trends that may have an impact on their short and/or long term business plan(s).

The overall goal for our organization was to increase the awareness, profile and visibility of Skål Orlando with targeted leaders in Central Florida tourism

through the creation of a Leadership Advisory Council. The Council was targeted to have 10-15 members, and the roster currently consists of thirteen (see right page). Each Council member was asked to serve for a three-year period, attend one Skål event per year in addition to any Council meetings, and possibly participate as a speaker in the Skål Forward Thinking Seminar (in conjunction with the CFHLA), and/or the Skål Tourism Leadership Summit.

The Leadership Advisory Council was scheduled to launch in early 2007, but the first meeting did not take place until May 2007 due to scheduling conflicts. The first meeting for 2008 was held in early January, and Council members agreed that the meetings and informa-