



Parting Words from Your 2010 President...

This is my last address to you as President, but I promise I won't disappear. I'm looking forward to my position as SIUSA Representative, and to serving with our new President Brian Peters. I've enjoyed working with all the officers and directors, of course, and wish Brian the best of success throughout his term!

I'd like to specifically thank everyone who made early commitments to once again support our Member Directory. Thanks to Jody Seifert at

Orange Lake Resort for hosting our golf tournament, as well as Scott Tripoli for chairing this *Skål Cares* event. Thank you Carla Ritthamel for arranging our venues, meetings and events. I'd also like to thank Fred Corrigan for planning and holding our Holiday Auction, and for serving as our SIUSA Rep for the last four years.

In the last issue of the newsletter, I spoke about an initiative to support a local charity, namely the Perry Pavilion. I appreciate our members who contributed through the meetings and events, and I'm proud to say that we've been able to help them a great deal. We'll be presenting the Perry Pavilion with a check for \$7,000 at the March Induction Dinner. Thanks to this effort, more families with hospitalized loved ones will have a place to stay during particularly difficult times.

The Skål Cares Golf Tournament was a blast. We were afraid it would be too chilly to play enjoyably, but the weather became perfect as the day progressed! Thank you to everyone who helped, including all of the businesses that sponsored signs and teams. See Mike Dyrland's article inside the newsletter for more information and photos.

It has been an exciting year for Orlando. We have seen the premiere of the new Amway Center, the opening of The Wizarding World of Harry Potter at Universal, and a major expansion at the beautiful Peabody Hotel. Even through difficult economic times, our industry continues to invest in the future of Orlando. I am optimistic that tourism in Central Florida will see a great 2011.

It has been a privilege to serve as the Skål Orlando President. I wish you, your family, and your staff the very best.

Barbara Kenney

2011 Officers & Directors

President - Brian Peters

Vice President - Carlton Hudson

Secretary - Scott Tripoli

Executive Secretary/Treasurer
Tom White

SIUSA Representative
Grant Bannen

SIUSA Representative
Barbara Kenney

Immediate Past President

Barbara Kenney

Directors

Dennis BeMent

Jeff Chase

Gaston Correa

Fred Corrigan

Lissa Curtin

Jeff Ingram

Scott Major

Jennifer Montague

Mark Reid

Carla Ritthamel

Steve Vinciguerra

Ex Officio Directors

Mike Dyrland

Ron Silvera

Auditors

Laura Sherman

Jim Enos

**Promote Your Business
to Skål Members!**

**We're beginning production
of the 2011 Directory.**

**Contact Barbara Kenney
at 407-859-3113 or
barbara@kenneycom.com
if you'd like to advertise.**



Skål International and Sustainable Tourism Development

Skål International, following the United Nations declaration of 2002 as the year of Ecotourism and the Mountains, launched the Ecotourism Awards in the same year, to highlight and acknowledge best practices around the globe.

The awards presented on these grounds, while highlighting best practices in tourism around the world, also serve the purpose of acquainting the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environments, the traveler's responsibility and the need for active community participation in Ecotourism.

Skål values sustainable development as the way to the industry's future success and considers Ecotourism but one area of the various components of sustainable

development. We are a tourism organization that cares about possible implications of its activities. We recognize our responsibility in developing and operating in such a manner as to contribute positively in the protection and preservation of our natural, social and cultural environments.

We also recognize our responsibility to operate in such a way as to continuously decrease the impact of our activities on the environment to provide benefits to the communities which host these activities, and to insure the well being of local societies and the sustainability of destinations so that they can be enjoyed by future generations.

For complete information on Skål International's involvement and the Ecotourism Awards go to www.skal.org



My Skål Experience by Scott Tripoli

It's been about four years now since I was approached by the great Dennis Bement about my potential interest in joining Skål. At the time, I had heard of Skål and knew it was a great organization, but was just not sure it was for me. More than anything else, I was so busy in other organizations and in doing my primary job of being the General Manager of the Crowne Plaza Orlando Universal, that I was not sure I could find the time or make the commitment that I needed to.

Finally all of Dennis' hard work paid off and I attended my very first Skål dinner one night in 2007. I was hooked!! It was a great evening of seeing several of my peers that I already knew, combined with the opportunity to meet many long time Skål members that truly showed their passion for the organization. Skål is different, in a good way. It truly is a group of "friends" across the world doing business and having fun in a way that forges new friendships and business opportunities very easily.

In 2010 I was elected to the Executive Committee of Skål International Orlando as the Treasurer. Although still fairly new to Skål, I was quite comfortable in this position as the Officers and Directors showed a true passion for friendship,

camaraderie and overall just having a great time. This month I will be inducted as Secretary and am excited about my continued progression. Whether it is assisting a fellow Skål member from another country with a room, or providing auction items, or raising money for charitable organizations, you know it is all worth it because the people of Skål believe in this organization and what it brings to our industry.

So the rumor that I only became a Skål member because I won the 50/50 that very first night is far from true. Although I have not won it since, I have gained so much more in the relationships that have been fostered and getting to know fellow Skålleagues everywhere!

Skål Cares Golf Tournament

Skål International Orlando, through President Barbara Kenney's guidance, came off with an extremely successful Skål Golf Fundraiser on January 14! The fundraiser was hosted by fellow Skalleague Jody Seifert at the incredible Legend's course located at Orange Lake Resort in Kissimmee.

The event drew nearly 90 players on a nearly perfect day, and raised a whopping \$7,000.00 for the Perry Pavilion Foundation located at Dr. Phillips Hospital. This facility offers many amenities of home while providing easy access to key hospital areas. Creating such a warm and inviting environment for families has been a longtime commitment for Cindy and Bill Perry and many other supporters. Dr. Phillips Hospital now accommodates and treats close to 90,000 patients a year. In addition to domestic visitors from outside Central Florida, Orlando Health meets the medical needs of almost 6,000 international visitors every year. Since the Pavilion opened in 2004, they have served over 14,000 guests from all over the world.

We appreciate everyone's help and participation on this our first Annual Skål Cares Golf Tournament!



Industry Relations

From the Public Relations Dept, we had several key Industry events in which Skål members participated.

During the Annual Orlando Orange County CVB marketing luncheon held Dec 17, three Orlando Skål members who were representing the Central Florida Chapter of HSMAl, Jeff Chase, President, Lisa Jennings, Vice President and Michael Dyrland, Managing Director presented the Annual Gene T. Hassett Award (who was a former Skål member). This award is given out each year to an Industry leader who exemplifies the true meaning of giving to the community. For 2010, we were proud to recognize Ms. Danielle Saba Courte-

ney, APR, Chief Marketing Officer of the new Visit Orlando (Formerly the Orlando CVB) as that person.

Skål Orlando again had a booth at Florida Huddle January 24-25, 2011 in Daytona Beach. Member Lynn Warren has made it possible for Skål Orlando to participate in this great event for the last 10 years. Club President Barbara Kenney and Mike Dyrland were at Huddle for both days of the event. There were a lot on inquirers about Skål and several applications for potential new members were taken.

*Both articles contributed by Mike Dyrland,
Communications/Public Relations*

2011 Advisory Council

Mark Brown
Executive Vice President
American Automobile Association

Bill Davis
President
Universal Orlando Resort

Carolyn Fennell
Director of Public Affairs
Orlando Aviation Authority

Randy Garfield
Executive Vice President
Walt Disney World Attractions

Peter Kacheris
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Waldorf Astoria
Hilton Hotel Bonnet Creek

Richard J. Maladecki
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Central Florida Hotel
Lodging Association

Mark McHugh
President/CEO
Gatorland

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

Gary Sain
President/Chief Executive Officer
Visit Orlando (formerly
Orlando/Orange County CVB)

Peter Yesawich
Chairman/Chief Executive Officer
Ypartnership

NEW MEMBERS

Cameron Akins, Director of Operations
Caradonna Dive Adventure

Norma Akins, Owner/Manager
A&A Discount Cruise & Travel

Don Diehl, President
Outdoor Adventure Media

Bonnie Ell, Director of Sales
Hard Rock Cafe

Scott Ford, Senior National Account
Manager, Freeman Company

Lisa Jennings, Owner
Wildly Different

Lynnette Lauria, Regional VP Marketing
(membership reinstated) The Florida Mall

Tori Sullivan-Eaton, Director of Product
& Sales, Grayline Orlando/Gator Tours

CALENDAR OF CONGRESSES

For more info go to www.skal.org

**50th Annual
N.A.A.S.C. Congress
Puerto Vallarta, Mexico
May 12-15, 2011**

www.naascpuertovallarta2011.org

**72nd Skål International
World Congress
Turku, Finland
September 18-23, 2011**
www.skal2011.com

**51st Annual
N.A.A.S.C. Congress
Bermuda
April 12-15, 2012
(website TBA)**

AWARDS AND ACCOMPLISHMENTS

The Central Florida Chapter of HSMIAI won two national awards for Leadership Development and Educational Programming. Congratulations to Jeff Chase and our local HSMIAI for this distinction!

Hard Rock Hotel Orlando was honored as Hotel of the Year for Hard Rock International at the worldwide meeting in Punta Cana, Dominican Republic. This is the third in the past seven years! Congratulations to Carlton Hudson and the team at Hard Rock Orlando!

On February 23rd, Art Moreau made his sixth hole-in-one at the Country Club of Mt. Dora, 4th hole. Congratulations!

**Skål International Orlando
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Orlando, FL 32872-0423**