



From the President...



It is an honor to serve as your Skål Orlando President this year. The professional and personal relationships I have had, since becoming a Club member, have been invaluable. Your confidence and encouragement means so much to me.

I would like to recognize our past leadership for their dedication. Through their commitment each year, new programs have been successfully implemented. The success of the Orlando Club to this day is a testament to their dedication.

At this year's installation dinner, I announced that one of my goals is to create a means to raise money for a local charity. In May, I will form a committee to oversee this initiative.

The committee will choose the benefactor of this fundraiser, and formulate some strategies to raise the money. I believe that this is a program that the whole club can get involved with. If you have any suggestions, please let me know.

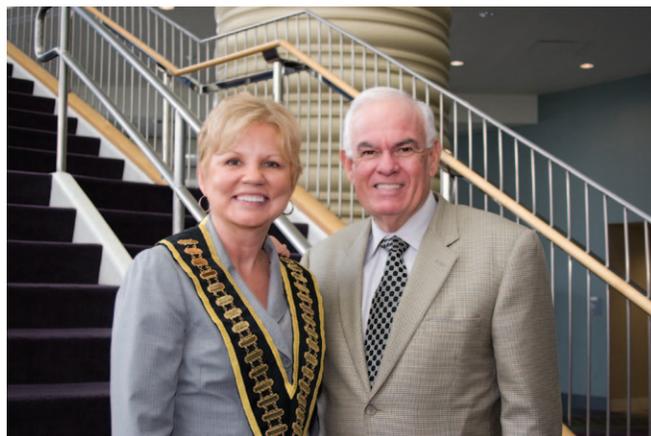
In June, our Club will be joining the Tampa Club for our very first joint meeting at Fantasy of Flight. This is a great idea, and in future I would like to explore opportunities to meet with other Region IV Clubs. This year's Region IV Summer Congress will take place at the Lodge and Spa at Callaway Gardens, Georgia on August 20-22. I have attended the last two Summer Congress meetings, and had a wonderful time with the members of the other Clubs. I encourage members to join me in attending this year's Congress. It is a great getaway for both you and your partner.

I am looking forward to attending this year's NAASC Congress in Quebec City. I will be joining our SIUSA representatives, Fred Corrigan and Bob Van Bergen. It will be interesting to see how the business of Skål is conducted on the national level.

By now you should have received your new membership directory. I hope that you find it to be a helpful tool when looking for information about our members. A special thank you goes out to the companies that support the directory through advertising.

We will continue to provide the newsletter three times a year. Now that we are in our third year of publishing, I am interested to hear your views on the piece. Remember that the newsletter is also posted on our website, www.skalorlando.com along with information about upcoming events and membership.

I feel that this year is going to be a much stronger year for business. There are many signs that point in that direction. I hope that you will join me in keeping an optimistic view as we move forward through 2010. On behalf of the Board of Directors and myself, I wish the very best for you, your family and your business.



April 8, 2010 - New Skål Orlando President Barbara Kenney met with Orange County Mayor Richard Crotty, where the Mayor was a special guest speaker for the International Drive Chamber of Commerce Luncheon at the Convention Center

2010 Officers & Directors

President - Barbara Kenney

Vice President - Brian Peters

Secretary - Carlton Hudson

Treasurer - Scott Tripoli

Executive Secretary/Treasurer
Tom White

SIUSA Representative
Fred Corrigan

SIUSA Representative
Bob Van Bergen

Immediate Past President

Grant R. Bannen

Directors

Dennis BeMent

Jeff Chase

Gaston Correa

Lissa Curtin

Ryan Deming

Mike Dyrland

Scott Major

Jennifer Montague

Kim Pranievicz

Mark Reid

Carla Ritthamel

Roger Royston

Ron W. Silveira

Steve Vinciguerra

Auditors

Jim Enos

Chris Reynolds

What It's Like Being a Past President

by Grant Bannen

I have been asked to describe my feelings now that my term is completed. This is best described by an old story:

Two widows ease their loneliness by taking a safari into deepest Africa. One of them is abducted and taken into the bush by a large male gorilla. After a few days the gorilla wanders off for food. While he's gone, the widow is rescued and taken to a nearby hospital for examination and recovery. Her friend, learning of the rescue, rushes to the hospital and asks "How are you feeling?" She answers "How do you think I'm feeling? He doesn't call, he doesn't write!"

Seriously, I remain grateful for the opportunity the members of the best Skål club anywhere afforded me last year. My future endeavors will center on doing whatever the club needs me to do. In 2010, I'll do anything Barbara Kenney needs to ensure a great presidency and help her with her initiatives during her term as our leader.

Being a SIUSA (Skål International USA) Representative

By Bob Van Bergen

I am very proud to be one of two SIUSA representatives from our club. The Orlando club by its sheer size and accomplishments over the years is one of the most well respected clubs in North America. I will be going to my first SIUSA annual general meeting in Quebec City, Canada this May. I will be meeting Skålleagues from all over North America, and together we will work on ways to strengthen our organization.

I look forward to reporting back to the club on the progress that was made. I really believe that what makes Skål a great organization are the friendships that are made with fellow members from clubs all over the world. I am happy to have such a great opportunity to make some new friends.

**Skål Orlando's
First Joint-Meeting Ever
with the Tampa Club!
Let's make a good showing!**

**June 8th at
Fantasy of Flight**

**1400 Broadway Blvd.
S.E. Polk City, FL 33868
(863) 984-3500**

**Transportation will be
provided. Details to be
announced later.**



Communication & Public Relations

By Mike Dyrland

Skål International Orlando, in conjunction with fellow Skålleague Richard Jackson, will be hosting a reception May 18 for all visiting Skål Pow Wow delegates at his new CoCo Key Hotel & Water Resort, located at 7400 International Drive. The time is 5 to 7 PM. All Orlando club members are welcome to attend and enjoy the friendship of many Skål members attending Pow Wow from around the world. The reception will include refreshments and hors d'oeuvre. You will need to wear your Skål lapel pin for admission.

Also, Skål International Orlando and the Skål Tampa Bay club are having a joint meeting at Fantasy of Flight on Tuesday, June 8. For those wishing transportation, Skålleague Karen Pitcherello will be providing us with a Mears bus for our journey. Details of the time and place for pickup/departure will be determined later.

Membership... The Results Are In

Our membership year was up at the end of February when we had to send our collected dues off to Spain with our starting membership roster for 2010. We had projected to lose a minimum of 25 members due to the soft economy and tighter budgets. Therefore, our gross membership dropped from 176 to 152 for a decrease of 24 members. Since that time we have inducted two new members and anticipate that we can still finish this year in the 170+ range. That is, with your help.

Keep in mind that Skål is made up of tourism leaders in the community, and is not open to just anyone. Potential members primarily come from positions of ownership, operations and sales/marketing. Remember this when you are attending industry-related events such as CFHLA,

HSMIAI, CVB and the many other associations that make our industry great. If you talk to someone that you feel would be a credit to our organization, then mention Skål to them and see if there is an interest. If you are not sure of their qualifications then call Tom White, Mike Dyrland or myself and we can quickly tell you if they would qualify.

We have a great club, and it is still the second largest Skål club in the United States, following New York City. With all of us looking, we should be able to replace our losses later this year. As always, it is still about Quality over Quantity.

Dennis BeMent
Membership Development Officer

North American Alliance of Skål Clubs

In May, representatives from Skål Clubs in Canada, Mexico, the Caribbean and the USA will be attending the 49th Annual Congress of NAASC (North American Alliance of Skål Clubs) being held at the historic Chateau Frontenac Hotel in Quebec City, Canada May 6-9, 2010. The venue for these congresses rotates to a different country in North America each year with the United States scheduled to host the event in 2013. In addition to conducting the business of Skål, these congresses are an excellent opportunity to meet Skål members from all over North America, and to make new friends and do some business networking.

It is at these congresses that the national committee for each country in the alliance holds their AGM (Annual General Meeting). All members are encouraged to attend their annual AGMs whenever possible. These meetings are where the membership of SIUSA (Skål International USA) has the opportunity to oversee the operation of their National Committee and to debate issues and vote on policies and procedures. This year the Orlando club will have three representatives attending the SIUSA

AGM. Our two SIUSA Representatives, Bob Van Bergen and Fred Corrigan, and our club President Barbara Kenney will be representing Skål International Orlando.

The Orlando club's Executive Committee has placed three items on the agenda of the AGM to be debated, voted on, and hopefully enacted. To view these agenda items visit the SIUSA website at www.siusa.org, then click SIUSA board meetings. Your email address is your user name and the password is *skal*. You can also review the latest auditor's report of SIUSA as well as the financial reports for 2009. These items will be discussed in depth at the AGM.

An oral report of the SIUSA AGM, as well as the congress in general, will be made by your SIUSA representatives. A written report will be posted on the club's website for all members to review.

Members' participation in your club's operation, as well as on a national level through SIUSA, are what makes Skål the premier tourism/hospitality association that it has been for over 75 years.

Program Committee

by Brian Peters

Thank you to all our great members who have stepped up and shared their property with the club. Each of you have brought a special touch to our monthly get-togethers. What we would really like to do now is get ahead of the game and fill in our monthly meeting locations for 2011. The committee of Brian Peters, Carla Ritthamel and Ryan Deming are all available anytime to answer any questions you may have regarding the expectations of our membership at our monthly meetings.

Don't wait ...let us know now what month you would like to showcase your property.

Sorry to Say...

The 2010 Tourism Leadership Summit, presented by Skål International Orlando and scheduled for May 20th at UCF's Rosen College of Hospitality Management, has been unfortunately cancelled due to lower-than-hoped-for registration.

The decision to cancel was made unanimously by Skål Orlando's board of directors at the April 13th meeting.

"It's a reflection of the current market," says program coordinator Fred Corrigan. "Budgets are still very tight, and even with a great speaker lineup and a very affordable registration fee of \$99, people are still holding back until things get better."

2010 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

Peter Kacheris
Managing Director
Waldorf Astoria
Hilton Hotel Bonnet Creek

Richard Kessler
Chairman & CEO
The Kessler Collection

Richard J. Maladecki
President
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
Orlando/Orange County Convention
& Visitors Bureau

Bob Stolz
Executive Vice President
Buena Vista Hospitality Group

Peter Yesawich
Chairman/Chief Executive Officer
Ypartnership

NEW MEMBERS

JANUARY -

Jessica Purslow
Director of Sales
TRAVELCLICK, Inc.

Gerald Barrack
Area General Manager
Embassy Suites Lake Buena Vista

FEBRUARY - none

MARCH -

Amy Elliot
Director
Integrated Insight, Inc.

Doug Gehret
General Manager
Hilton Orlando

CALENDAR OF CONGRESSES

For more information go to www.skål.org

49th Annual N.A.A.S.C.
(North American) Congress 2010
Chateau Frontenac
Quebec City, Canada
May 6-9, 2010

Visit event site www.naasc2010.com

Region IV Summer Congress
Callaway Gardens, Georgia
August 20-22, 2010

Skål International Congress 2010
Sydney, Australia
October 7-12, 2010

50th Annual N.A.A.S.C.
(North American) Congress
Dates & Location TBA

Skål International Congress 2011
Turku, Finland
September 18-23, 2011

MEMBERS ON THE MOVE

Nick Bell is now
Product and Sales Manager
South for AmericanTours
International (ATI)

Mark Moravec is now
General Manager of the
Sonesta Hotel Orlando,
Downtown

Rob Molnar is now
Director of Sales & Marketing,
Maingate Transportation

Kimberly Pranievicz is now
President of
Media Authority, Inc.

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