



orlando

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2006-2007 Skål Club of the Year
www.skalorlando.com

From the President...



Where did the summer go? With the opening of The Wizarding World of Harry Potter, Central Florida saw the boost in visitors that we have been so anxiously awaiting. Many area businesses regained their confidence in the economy. A special thank you goes out to Universal Orlando, and to all of our area attractions, for giving our guests the fun and magical experiences that keep them vacationing in Central Florida. I hope everyone had a prosperous summer season.

I would like to thank Carla Ritthamel and Brian Peters, our program committee, for all the work they do putting together our events. The dinner meetings have been superb. In April, we held our first joint meeting with the Tampa Club at Fantasy of Flight. Everyone had a great time, and we should consider

making it an annual tradition. At our coming November meeting, to be held at the Waldorf Astoria, our guest speaker will be the honorable Mayor Richard Crotty. It will be interesting to hear his remarks as former Mayor of Orange County.

My main initiative this year has been to support a local charity. I am proud to say that we've embraced the initiative to give to the Perry Pavilion. Our first effort to raise funds was at our September dinner. We held a live auction for a Three Night Stay at the Loews Regency Hotel in New York City and two AirTran business-class tickets. The auction was a great success and raised \$2200.

To continue our efforts in raising funds, the Skål Cares Golf Tournament will be held on January 14th at the Legends of Orange Lake Resort. Proceeds from the tournament will also benefit the Perry Pavilion.

I and six other Orlando Club members had the opportunity to attend the Region IV Summer Congress at Callaway Gardens, Georgia. I am proud to say that your Orlando Club won the annual golf tournament and brought home the coveted trophy. Thanks to all members that attended.

As a member of the Orlando Club, I hope that you see value in your membership. The ability to meet your peers on a social level - sharing information about what's going on in our industry - is really what Skål is all about. I hope that you are attending as many meetings as your schedule permits.

It has been a busy summer for our club. The enthusiasm that I hear from our membership about being a Skålleague makes me proud to serve as your President. I wish you and your families the very best Holiday Season.

2010 Officers & Directors

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Jim Enos

Chris Reynolds

Save the date...

SKÅL CARES

**for Cynthia C. &
William E. Perry Pavilion
Dr. Phillips Hospital**

**Skål Golf Tournament
Friday, January 14, 2011**

**Registration at noon
1pm Shotgun
Scramble Format**

**The Legends
at Orange Lake Resort
8505 W. Irlo Bronson Memorial Hwy.
Kissimmee, Florida 34747-8201
(407) 239-1050**

A Call for Hospitality: Information about the Perry Pavilion

Before this facility was built, it was not unusual to find family members of our patients sleeping in the waiting areas, hallways, or patient rooms because they were afraid to move very far from a loved one who was critically ill. Other family members remained because they could not afford an extended stay in a nearby hotel. Dr. P. Phillips Hospital wanted to help. They wanted to ensure that during prolonged hospital stays, the patients did not feel the loneliness of not having family members nearby, and wanted to make it possible for family members to be close to loved ones during serious medical situations. This is why the Cynthia C. & William E. Perry Pavilion was built - to improve patient care and to meet the hospitality needs of hundreds of families each year.

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. "When a loved one needs medical care on vacation or a business trip, the family needs a place to stay and they want to be near their family member," says Bill Perry.

Located in the heart of the one of the top convention and tourist destinations in the world, Dr. P. Phillips Hospital's Emergency Department 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.

Region IV Congress at Callaway Gardens

On August 20 - 22, 2010, Skålleagues from around Region IV gathered at Callaway Gardens in South Georgia for their annual Summer Congress. SI-Atlanta was the host Club this year, with Co-Chairs Debbie Arett and Shary Dyer arranging all the details, managing the various committees, and helping to guide everyone to a very successful weekend.

The Summer Congress began as a golf/friendship weekend back in 1978 and was first organized by Bill Pullen.



The Congress has evolved to now include an Education Forum of some very high-level tourism leaders, such as this year's speakers Bob Coggin, formerly EVP Marketing of Delta Air Lines and now Vice-Chairman of TravelPort, Joseph Walker from the GA Dept. of Economic Develop and Tourism, and Mark Brown, Executive VP of AAA in Orlando. The Forum included a panel discussion with the audience asking questions, and moderated by our current Region IV Vice President, Phelps Hope.

The weekend was a fabulous success and had over 100 skålleagues and friends, including our current SIUSA President Lou Conklin and his wife Jenifer, as well as our SIUSA VP Admin, Llana Smith and her husband John Rada. SI-Atlanta President Kathy Bedell presided over the weekend. The winning foursome was from SI-Orlando, again, with the team of former Region IV-VP Mike Dyrland,



SI-Orlando President Barbara Kenney, Jeff Chase and Leslie Wright, who now take back the coveted trophy. Congratulations also go to Brian Peters, Brenda Spencer and Mario Plasencia for their contribution and support in winning this prestigious award! It was a great weekend of fun and camaraderie.

*Contributed by Mike Dyrland,
Communications/Public Relations*

Another Reason Not to Miss a Meeting!

The array of speakers lined up by President Kenney, Brian Peters and the venues committee is becoming more and more impressive.

Example: September's meeting featured a very informative presentation by Dr. Greg Dunn of Ypartnership. Dr. Dunn is the executive who heads up research, and puts together much of the data for Peter Yesawich's interpretation and use- it doesn't get more authentic than this.

Dr Dunn's research and insight into travelers' patterns in these troubled economic times produced some interesting facts:

- Leisure travel in 2010-11 should increase modestly, led by affluent travelers
- Last-minute vacations will become more

- popular. People will respond to "flash" and "Limited Time Only" promotions
- While more than half of all travelers use social media (facebook, linked-in, etc), only 6% use this media to determine their ultimate travel-supplier decision
 - Florida and California once again lead the way in terms of leisure travel interest. What state do you think is number five? (answer below)
 - "Doing things cheaply," rather than being a negative, has become the new way, and is viewed as something to be proud of, reflecting resourcefulness by the consumer

I hope to see you at the next meeting, so we can learn more together!

*Contributed by Grant Bannen
SIUSA Representative*

Answer: State with 5th most leisure travel interest: Alaska

2011 Skål Dues

Skål International USA and Skål International find it necessary to increase member dues in 2011. It has been over 10 years since Skål International USA has had a dues increase and over 5 years since Skål International had to increase their dues.

The combined dues increase to Active and Associate members is a modest \$20.00 per year. Skål Orlando dues in 2010 for Active and Associate members was \$575.00. Active and Associate members will be billed \$595.00 for their 2011 dues. Retired members will be billed \$135.00 for their 2011 dues. If you have any questions contact Tom at colatvl@aol.com.

Member in the News!

"Star sighting: Better Than Ezra at Hard Rock Hotel's Velvet Sessions"- Members of the band Better Than Ezra presented an autographed guitar to Hard Rock Hotel general manager Carlton Hudson Thursday as part of the resort's Pinktober campaign, which benefits breast cancer research. Better Than Ezra performed in the monthly Velvet Sessions concert in the hotel lobby, but the hotel's Pinktober drive extends through October. Select rooms are outfitted with pink sheets, and each night those rooms are booked results in 25 percent of the room rate going to the Breast Cancer Research Foundation. (Request a pink-sheets room upon check-in.) There's



also limited-edition apparel and accessories tied to Pinktober available at Hard Rock Hotel and Hard Rock Cafe, both part of Universal Orlando Resort.

Quoted from Orlando Sentinel, Oct. 1, 2010 - http://blogs.orlandosentinel.com/features_orlando/2010/10/star-sighting-better-than-ezra-at-hard-rock-hotels-velvet-sessions.html

2010 Advisory Council

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Peter Yesawich
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Ypartnership

NEW MEMBERS

Keith Charlton, Director of Sales
Pirate's Dinner Adventure

David Lindsey, Director of Sales
Pegasus Transportation

Bill Lupfer, President/CEO
Florida Attractions Association

Greg Moulton, General Manager
Super Shuttle/Executive Car Express

John Stine, Senior Associate
(membership reinstated)
Baker Leisure Group

CALENDAR OF CONGRESSES

For more info go to www.skål.org

50th Annual N.A.A.S.C. Congress
Puerto Vallarta, Mexico
May 12-15, 2011
www.naascpuertovallarta2011.org

2011 Skål International World
Congress, Turku, Finland
October 2011

AWARDS

Skål Orlando Advisory Council members Carolyn Fennell, Director of Public Affairs of Orlando International Airport and Mark McHugh, President & CEO of Gatorland have been inducted into the UCF Central Florida Hospitality Hall of Fame.

Maurice Arbelaez and Drew Frahm - Vista Cay Resort by Milenium have been awarded the 2010 Expedia "Insiders Select Award"

IN MEMORIAM

Long time Skål Orlando member
Clayne Dice will be missed.

MEMBERS ON THE MOVE

Ralph Blanchard, former Orlando Club member, is now Manager with the Sacramento Airport, CA

Siegbert Kindl is now
Regional Director of Operations in
Florida for Vista Hospitality Company

Kim Pranievicz is now Marketing
Director at Fifth Third Bank

Bruce Ream is now Managing Director
of AAA, Heathrow, FL

Bob Van Bergen is now Managing
Director of Holiday Isle Resort &
Marina of Islamorada, FL

Duane Winjum is now
General Manager of Crowne Plaza
Hotel Orlando Downtown

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