



SKÅL ORLANDO

— MEMBER HANDBOOK —

2026



Welcome to Skål International Orlando!

On behalf of the Board of Directors of Skål Orlando, we are so grateful that you are a member of the most respected professional organization in the global travel and tourism industry!

Since its founding in Paris in 1932, Skål International has brought together leaders from every sector of the travel and hospitality industry under one guiding principle; **“Doing Business Among Friends.”**

Today Skål International connects thousands of tourism professionals in hundreds of clubs across the world. This global network creates opportunities for collaboration, professional growth, and lasting friendships among leaders in tourism.

Skål Orlando was chartered in 1972, during the early years of Orlando’s emergence as a global tourism destination following the opening of Walt Disney World. Since that time our club has played an important role in connecting leaders across Central Florida’s tourism industry.

As a member of Skål Orlando, you are part of a network that spans airlines, hotels, attractions, tour operators, transportation companies, travel services, tourism organizations and the allied industries who support these businesses worldwide.

Please take full advantage of your membership by attending meetings regularly, participating in club activities, and connecting with fellow members both locally and globally.

Welcome to Skål Orlando. We look forward to your active participation and friendship.

Skål!

Norah White
President
Skål Orlando



Our Vision Statement

To be a trusted voice in Travel and Tourism.

Our Mission Statement

Through our leadership, professionalism and friendship, work together to achieve our vision, maximize networking opportunity and support a responsible Tourism industry.

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The Basics

What is Skål?

Skål International is the only global organization that unites all sectors of the travel and tourism industry.

It is a global organization of travel and tourism professionals dedicated to promoting friendship, cooperation, and business relationships among leaders in the industry. Founded in Paris in 1932, Skål brings together executives and decision-makers from every sector of tourism, including:

- Hotels and resorts
- Airlines
- Cruise lines
- Attractions
- Tour operators
- Travel agencies
- Transportation companies
- Tourism promotion organizations
- Industry suppliers

Unlike many industry associations that focus on a single sector, Skål unites professionals across the entire travel and hospitality ecosystem.

Skål was created on the belief that strong personal relationships among tourism leaders lead to stronger businesses and a healthier global travel industry. Members meet regularly at local clubs around the world to share ideas, discuss industry trends, and build professional relationships in an atmosphere of camaraderie and mutual respect.

Today Skål International operates through hundreds of local clubs in more than seventy countries, representing thousands of members worldwide. These clubs are connected through national organizations such as Skål USA and through the international governing body of Skål International. Members have opportunities to participate in local meetings, national gatherings, and the annual Skål International World Congress, which brings together tourism leaders from around the globe.

Through its global network, Skål fosters cooperation, knowledge sharing, and professional development within the tourism industry. Members benefit from a trusted community of colleagues who support one another professionally while also promoting responsible tourism and sustainable growth in destinations worldwide. For many tourism professionals, Skål provides a unique combination of friendship, networking, and leadership within one of the world's most important industries.

The guiding philosophy of Skål is simple: **“Doing Business Among Friends.”**

The Meaning of the Word Skål

The name Skål comes from the Scandinavian word traditionally used when offering a toast among friends (similar to “Cheers”, “Salud”, “Santé” or “Prost”). Historically, the word also referred to a shared drinking bowl passed among companions as a symbol of friendship, trust and goodwill. Over time, the word evolved into a greeting or toast used across Scandinavia to celebrate fellowship and shared experiences.

In the context of Skål International, the word represents the spirit on which the organization was founded—bringing together professionals from across the travel and tourism industry in a spirit of friendship and cooperation. Since its founding in Paris in 1932, Skål has embraced the idea that strong personal relationships among industry leaders foster collaboration, mutual support, and successful business partnerships.

The Skål Toast

At Skål meetings around the world, members often conclude gatherings with the traditional Skål toast. Traditionally, in our Orlando club, we both open and close our gatherings with the toast. Someone is selected to lead it, while members stand, raise a glass and responsively repeat the toast:

**“To fellow Skålleagues everywhere,
happiness,
good health
friendship,
long life!
Skål!”**

The Skål toast symbolizes the core values of the organization:

- **Friendship** – Building lasting personal relationships among tourism professionals
- **Cooperation** – Working together across companies, sectors, and countries
- **Professional respect** – Recognizing the contributions of colleagues throughout the travel industry
- **International goodwill** – Promoting understanding and collaboration among nations through tourism

This simple but meaningful tradition reflects the organization’s enduring philosophy of “**Doing Business Among Friends.**” By raising a glass together, members celebrate not only their professional connections but also the shared commitment to strengthening the global travel and tourism community.

The use of the word “**Skålleagues**”—a combination of *Skål* and *colleagues*—symbolizes the unique spirit of camaraderie that distinguishes Skål International as a global network of tourism leaders.

The Brief History of Skål International

Skål International was founded in **Paris in December 1932**, inspired by an extraordinary journey that brought together travel professionals from several European countries. In May of that year, a group of travel agents and tourism leaders from Paris were invited on a fam trip to Scandinavia to experience the newly introduced air routes of the Dutch airline KLM. The journey, which included visits to Denmark and Sweden, they were welcomed with the traditional toast “**Skål.**” This fostered strong friendships among the participants from all the nations involved. This is generally considered **the inspirational origin of Skål.**

The KLM fam trip was significant because it demonstrated how travel professionals from different countries could collaborate and build personal relationships that benefited the entire industry. The thoughts of friendship, camaraderie, and understanding that united the people who planned and organized trips, the people who transported passengers, and the people who received those passengers across the world, are what birthed the spirit of Skål International.

After returning from Scandinavia, the participants decided that the friendships formed during the journey should continue through a formal organization. They decided to create a club that would maintain those relationships and promote international goodwill within the travel industry. **The Skål Club of Paris already existed unofficially in the autumn of 1932.** Hugo Krafft had assumed the role of Acting President and, together with Pierre Soulié and Florimond Volckaert, had the initial idea; on 30 June, after a cocktail gathering arranged by Lignes Farman, the initiative was established.

The participants continued meeting socially and professionally. In September 1932, these meetings became what would become the first Skål Club.

53 professionals in the tourism field, the "*Elder Statesmen of Tourism*" who were elders in experience if not in age, met together and decided to officially found the Skål Club of Paris. The meeting was held at the Taverne Parisienne, at no. 41, Rue Faubourg Montmartre. Those present included Hugo Krafft of the Swedish American Line, Jules Mohr of KLM, Pierre Soulié of Air Union, Florimond Volckaert of Wagons Lits, and Georges Ithier of Exprinter. The Paris Skål Club was formally organized and structured on **December 16, 1932**, with Rene Genestie as President. This is the date many Skål publications reference as the **official founding of Skål International**, because the organization was formally established. This stage marks **the actual beginning of the first Skål club.**

A commission of 12 members drafted the organization's Statutes; on December 20, 1932 at the Ambassador Hotel, and then on December 27, 1932 at the Hotel Astra, that first Skål Club was formally recognized by the constitutive General Assembly. The initial Assembly consisted of:

- **President:** René Genestie, from Agence Van Ommeren.
- **Vice-presidents:** Hugo Krafft, from the Swedish American Line and A/B Aerotransport; Jules Mohr, from KLM; J. Hambly, from W. L. C.; F. Von Winterfeld, from D.L.H.
- **Secretary:** Pierre Soulié, from Air Union Lignes Farman.
- **Treasurer:** George Ithier, from Exprinter.

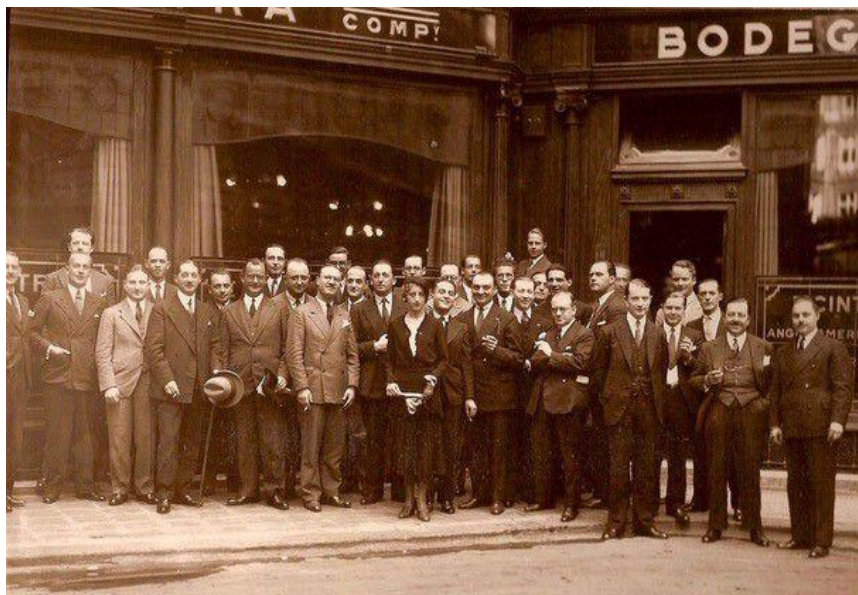
Florimond Volckaert served as Chair of Festivities. The five founders thus formed the club's first executive committee.



Paris, 1932: the founders, Jules Mohr, Pierre Soulie, Florimond Volckaert, George Ithie and Hugo Kraft.

The Skål Club of Paris' first headquarters was at the Cintra bar in Paris' Place de l'Opéra, where the initial meeting was held. Attendees of that gathering included, besides those already mentioned, Walter Harvey of Thos Cook, Arthur Cook of Dean and Dawson, Jean Monmarché of Les Beaux Voyages, Maurice Fanchtein of Sabena.

At the meeting of 7 January 1933 at the Cintra bar, in the underground room graciously reserved for the Skål Club, the club's first Statutes drafted in December meetings were presented and officially adopted.



*1933: the Cintra bar in Paris, which served as headquarters for the club.
Photo of the Skål members at the first meeting.*

Skål Quickly Grows Beyond Paris

After the first Skål club's founding, additional clubs quickly appeared. On April 3, 1933, George Thiry of American Express in Amberes sent a letter to his colleagues in that city, informing them of the founding of the Skål Club of Paris and suggesting that they form a chapter. Ten days later, on April 13, the Skål Club of Belgium was founded, and growth followed in cities such as Copenhagen, Amsterdam, and Stockholm.

To coordinate the growing network, representatives from these early clubs met in Paris on April 28, 1934 for the first Skål International Congress, where Florimond Volckaert conceived the idea of uniting them into an international organization, and Volckaert became its founding President.

They created the Association Internationale des Skål Clubs (A.I.S.C.)—the organization now known as Skål International. This gathering was especially significant because it was during this congress that Skål International was formally established as a global organization.

Delegates at the congress established the tradition that continues today: the structure for the international organization. Unlike other associations that focused on a single profession, Skål welcomed leaders from airlines, hotels, travel agencies, tour operators, cruise lines, attractions, and tourism boards. They agreed that Skål would unite professionals from all sectors of the travel and tourism industry. The congress also reinforced the philosophy that continues to guide the organization today: **“Doing Business Among Friends.”**

You can read more about the founding of Skål on the Skål International website.

Skål International Today

After a couple years in Paris (1932-1934), Belgium (1934-1964 under Secretary General Florimond Volckaert) and various European locations (1964-1994, reflecting the international nature of the organization and the location of its present leadership), Skål International has been headquartered in **Torremolinos, Málaga, Spain**, on the Mediterranean coast in the Andalusia region of southern Spain, since 1994.

Skål International established its permanent headquarters in **Torremolinos** near Málaga, a major tourism destination on Spain's Costa del Sol.

Torremolinos was selected because:

- Spain was (and remains) one of the world's leading tourism destinations
- The city already had strong connections to the tourism industry
- The location provided a stable and accessible base for international operations

The Skål International Secretariat in Torremolinos supports the global organization by managing:

- International membership and club records
- Governance and board administration
- Coordination of the annual Skål World Congress
- Communication between clubs worldwide
- Support for Skål committees and initiatives

The General Secretariat is the administrative body of Skål International, accountable to the Executive Committee (also sometimes referred to as the Executive Board).

The Executive Board of Skål International is formed by 14 elected members who are accountable to the General Assembly, being led by the President of Skål International who represents the Association. The 2026 board President is Andres Hayes of the Skål Washington, D.C. club.

Two Internal Auditors and one Deputy are also elected by the Assembly, in accordance with the by-laws. The Auditors are responsible to the General Assembly and submit a report on the finances of Skål International ensuring that the expenditures, fund status, and the financial and operational management of the association are in keeping with the Skål International Statutes and By-Laws.

An Internal Auditor cannot hold any other office in Skål International at any level.

These members are elected by the General Assembly of delegates (one appointed delegate per club) each year during the Skål World Congress.

The Executive Board is responsible for guiding the strategic direction of Skål International, overseeing the organization's policies, and ensuring that the mission and values of Skål are upheld globally. Supporting the Executive Board are several international committees and working groups, which focus on areas such as membership development, communications, tourism advocacy, and professional networking initiatives.

Through this governance structure with the volunteer board and the administrative staff in Torremolinos, Spain, Skål International ensures that members from every region of the world have a voice in shaping the organization's future while maintaining consistent standards and programs across its global network.

How Clubs, National Committees, and Skål International Work Together

Skål International operates through a three-level structure consisting of **local clubs, national committees, and the international organization**. Each level plays an important role in supporting the global network of tourism professionals.

At the local level, **Skål clubs** are the heart of the organization. Clubs bring together tourism professionals within a city or region to build relationships, share industry knowledge, and conduct regular meetings and events. Members participate in networking opportunities, educational programs, and social activities that strengthen connections within the tourism community.

Above the club level are national committees, such as **Skål USA**, which coordinate activities among clubs within a country. National committees provide leadership, organize national meetings or conferences, and represent the interests of their country's clubs within Skål International. They also serve as a bridge between local clubs and the global organization.

At the top level, **Skål International** provides the global framework that connects clubs across more than seventy countries. Through the international organization, members gain access to worldwide networking opportunities, participate in global programs, and attend the annual World Congress. Together, these three levels—clubs, national committees, and the international organization—create a network that allows tourism professionals to connect locally, nationally, and globally while advancing the shared goals of the travel and tourism industry.

Today, Skål International, as the largest international association of tourism professionals in the world, has **more than 12,000 members in over 300 clubs across approximately 70 countries**. Members include executives and leaders from every sector of the travel and hospitality industry, connected through local clubs, national organizations, and the international governing body.

SKÅL INTERNATIONAL TODAY
Connecting Tourism Globally

Skål International includes:

- 300+ Clubs Worldwide
- 70+ Countries
- 12,000+ Tourism Executives

Major activities include:

- International Congresses
- Tourism Advocacy
- Industry Networking
- Professional Development

Skål members from around the world gather annually in different destination for the Skål International World Congress, where members conduct the organization’s business, elect international leadership, and strengthen the global network of tourism professionals.

**The 2026 Skål International
WORLD CONGRESS**
September 29 – October 2, 2026
Nelson Mandela Bay (Gqeberha), South Africa

Experience the Spirit of South Africa!

This marquis event brings together tourism professionals from around the world to celebrate friendship, collaboration, and the shared mission of strengthening the global travel industry. **The 2026 Skål International World Congress will be held September 29 – October 2, 2026 in Nelson Mandela Bay (Gqeberha), South Africa.**

The Brief History of Skål USA

New York, New York

The first Skål club in North America was **Skål New York**, chartered on **April 1, 1938**. The club was sponsored by Skål Paris and formed by leaders of New York's travel, hotel, and transportation industries who wanted to extend the spirit of international cooperation that had begun in Europe.

New York was the logical location for Skål's first North American club. At the time, the city was the primary gateway for international travel to the United States, serving as the hub for transatlantic steamship lines, international airlines, major hotels, and travel agencies. Many European tourism professionals traveling to the United States had strong business connections in New York, which helped facilitate the formation of the club.

The chartering of Skål New York marked the beginning of Skål's expansion into the Western Hemisphere. The club quickly became one of the organization's most influential groups and played an important role in helping establish additional clubs throughout the United States and Canada.

Widespread expansion across the United States occurred primarily after World War II. As international travel resumed and the global aviation industry expanded, tourism leaders in major American cities began forming their own Skål clubs.

During the **late 1940s and 1950s**, new clubs were chartered in major tourism and transportation hubs such as **Boston, Chicago, Los Angeles, San Francisco, Miami, Washington, DC, Dallas, and Honolulu**. These cities were important centers for airlines, cruise lines, hotels, and convention business, making them natural locations for Skål's professional networking model.

"The North American Chapter Committee" in which all Skål Clubs in North America were represented, was formed on March 31, 1949, and was followed by the "North American Skål Council" on August 9, 1950, and that organization was superseded by the "National Skål Committee of the U.S.A", now called "Skål International U.S.A." (SIUSA). There were also National Committees formed in Canada and Mexico.

Coincident with the formation of the three separate National Committees, its "North American Skål Council" was continued to help in all matters of joint and common interest between Canada, Mexico and the USA, as well as offering membership to Skål Clubs affiliated with the Area Committee under new name of "North American Area Skål Committee." In 2007, it was decided being part of an Area Committee was no longer necessary and the name was changed to the "North American Alliance of Skål Clubs."

For historical context, **Skål Orlando was chartered much later in 1972**, during the rapid growth of Central Florida's tourism industry following the opening of Walt Disney World in 1971.

10 Oldest Active Skål Clubs in the United States

RANK	CLUB	CHARTER YEAR
1	New York	1938
2	Boston	1939
3	Chicago	1939
4	San Francisco	1948
5	Miami	1950
6	New Orleans	1950
7	Hawaii	1952
8	Seattle	1954
9	Washington, DC	1955
10	Colorado (Denver)	1958



Skål International USA
Doing Business Among Friends

Skål USA Current Leadership

Skål USA is led by a President and Vice President, supported by a board of directors and financial oversight roles like an auditor. The current Executive Board of Directors for 2026 is:

President	Wayne V. Lee, Jr.	Skål New York
Vice President	John Stine*	Skål Orlando
Director	Simeon Miranda	Skål Hawaii
Director	Efren Aponte	Skål Boston
Director	Lori Knipe	Skål Boise
Director	B'Anka Neder-Mauro	Skål Las Vegas
Auditor	Jack Wert**	Skål Southwest Florida
Deputy Auditor	Jennifer Chung	Skål Hawaii

* John Stine was President of Skål Orlando in 2018. He will be President of Skål USA in 2027.

**Jack Wert was President of Skål Orlando in 2000.

Skål USA serves as the national organization for U.S. clubs. Responsibilities include:

- Supporting local clubs
- Coordinating national programs
- Hosting the Skål USA National Convention
- Representing U.S. members internationally

There are approximately 37 Skål clubs in the United States.



2026 Skål USA Clubs

CITY / CLUB	ST	CITY / CLUB	ST
Albany / Upstate New York	NY	Los Angeles	CA
Anchorage	AK	Miami	FL
Arizona (Phoenix)	AZ	New Orleans	LA
Atlanta	GA	New York	NY
Austin	TX	Northeast Florida (Jacksonville)	FL
Boise	ID	Northern New Jersey	NJ
Boston	MA	Orlando	FL
Buffalo	NY	Philadelphia	PA
Charleston	SC	Pittsburgh	PA
Chicago	IL	Sacramento	CA
Cincinnati	OH	San Diego	CA
Colorado (Denver)	CO	San Francisco	CA
Dallas	TX	San Jose	CA
Detroit	MI	Seattle	WA
Fort Lauderdale / South Florida	FL	Southwest Florida (Naples / Ft. Myers)	FL
Hawaii (Honolulu)	HI	Tampa Bay	FL
Kansas City	MO	Tucson	AZ
Las Vegas	NV	Washington	DC

Skål International USA — Connecting Tourism Globally

Recent and Future NASC Events

These clubs meet yearly at an annual conference (typically in May, and rotating among the countries, hosted by member clubs) and is commonly referred to as the North American Skål Congress, or more commonly as the “NASC” (pronounced “NASK”).

All members are encouraged to attend. Recent and future NASC events have been:

2022	Orlando, FL	Host: Skål Orlando
2023	Mexico City (CDMX)	Host: Skål Mexico City
2024	Winnipeg, MB`	Host: Skål Winnipeg
2025	Clearwater, FL	Host: Skål Tampa Bay
2026	RCCL Cruise to Bermuda	Host: Skål New York
2027	Calgary, AB	Host: Skål Calgary

The Brief History of Skål Orlando

Disney's Arrival Influences Creation of Skål Orlando

Skål International Orlando was chartered in 1972. The club was founded that year by leaders in Orlando's travel and tourism industry, including individuals who later served as early presidents and founding members.

The founding meeting that created the club occurred on **June 21, 1972**, shortly after the opening of Walt Disney World in October 1971, as Orlando was rapidly becoming a major global tourism destination. Local tourism and hospitality leaders formally organized the Orlando club and received recognition from Skål International.

In fact, the first meeting was held at the Cherry Park Plaza Hotel, 431 East Central Boulevard (at East Central Boulevard and North Osceola Avenue), historically significant as this was the same hotel which had been the site of Walt Disney's announcement of the "Florida Project" on November 15, 1965.

Early Skål Orlando meetings were typically held at major Orlando hotels of the era, including:

- **Cherry Plaza Hotel** (near Lake Eola)
- **Angebilt Hotel** downtown
- Later at properties near the growing tourism corridor after Disney opened

The club formed at a pivotal moment for Orlando tourism:

- Walt Disney World had recently opened 8 months before (October 1971)
- Orlando's hospitality industry was rapidly expanding
- Travel, airline, hotel, and attraction executives wanted a professional networking organization tied to the global Skål network

Among the early charter members frequently cited in club records were:

- **Sydney "Bo" Swope** – later served as club president.
- **Elon "Red" West** – Disney security executive and former FBI agent who became one of the club's early leaders and also served as club president.
- **L. William "Bill" Pullen** – Tourism executive; previously helped found Skål Palm Beach.
- **Jack O. Coalter** – Eastern Airlines executive.
- 25 – 35 other senior travel-industry professionals, which was standard for Skål clubs worldwide, representing airlines, hotels, attractions, and travel agencies in the emerging Orlando tourism market.

A full list of Founding Members and their companies is listed later on in this document.

Over the years, Skål Orlando has grown to regularly being one of the largest clubs the country, with local professionals also providing leadership support to Skål USA and Skål International.

There have been several Orlando members who have served as Skål USA President (and John Stine will be the next, serving in the role in 2027), and Burcin Turkkan has recently served as Skål International President in 2023 (while a member of Skål Atlanta, but she is now currently an Honorary member of Skål Orlando).

Who Qualifies for Membership in Skål

Active membership is limited to professionals who hold senior management, executive, or decision-making roles in the travel and tourism industry, including both core sectors and those companies which closely and directly support and serve the travel and tourism sector in related allied industries.

Eligible industries include:

Accommodation & Hospitality

- Hotels, resorts, timeshares
- Hospitality management companies

Transportation

- Airlines and aviation services
- Airports
- Cruise lines
- Rail, motorcoach, and other transportation providers

Travel Services

- Travel agencies
- Tour operators
- Online travel companies

Meetings, Events & Destination Services

- Convention and exhibition centers
- Meeting and event planners
- Destination management companies (DMCs)

Tourism Promotion & Government

- Convention & Visitors Bureaus (CVBs) / DMOs
- Tourism boards
- Government tourism offices

Attractions & Entertainment

- Theme parks
- Attractions and cultural sites
- Museums and Zoos

Education & Training

- Tourism and hospitality schools
- Industry educators and trainers

Allied (Supporting) Industries

- Marketing, PR, and communications firms focused on tourism
- Technology providers serving hospitality or travel companies
- Consultants working with tourism businesses
- Travel and tourism media or publishing
- Hospitality suppliers and vendors
- Financial, legal, or professional services with a strong tourism focus

To maintain Skål's identity as a tourism organization, it is generally expected that **allied industry members do not exceed approximately 20% of total club membership.**

To qualify, members must hold a senior management, executive, or decision-making role in the qualifying company, such as:

- Owners, executives, and senior leaders
- General managers and directors
- Department heads (sales, operations, marketing, etc.)
- Professionals with decision-making authority

Positions that are entry-level, administrative, or not directly connected to tourism do not qualify. Membership requirements ensure that Skål maintains its professional standards and help maintain the purposeful environment of empowered members “**Doing Business Among Friends.**”

There are several categories of membership in Skål, which include:

- Active Members
- Retired Members
- Life Members
- Honorary Members
- Young Skål Members

Active Membership

To be eligible for Active membership (the core membership group), individuals must:

- Work full-time in the tourism industry or a directly supporting allied industry company, and
- Be actively involved in management, leadership, or decision-making

Membership is annually renewed, once confirmed, effective January 1. **The dues for Active members are currently \$770/year (\$570 to Orlando; \$200 to USA/International). Monthly events are included in this amount**, so Active members generally pay one time for all activities for the year.

A portion of the annual dues go to Skål USA and to Skål International to fund their operations.

There is also a one-time application fee of \$175. Once accepted into Skål Orlando, new members receive a plaque designating them as a member of the club as well as a name badge to wear to meetings.

Retired Membership

Retired membership is for former tourism professionals who stay involved in Skål Orlando after leaving the industry.

While Skål Orlando doesn't spell out Retired membership in its own bylaws, it follows Skål International rules, which define retired membership as someone who:

- Is typically **55+ years old**
- Has **fully retired from the industry**
- Was an **Active member for at least 3 years before retiring**

Retired members:

- Remain full members of the club
- Pay annual dues of \$200
- Can attend all meetings and events
- Dues do not include meetings and events – Retired members pay for events they attend
- Stay part of the network and friendships
- Often continue to contribute experience and mentorship

In Orlando specifically, Retired members are listed in the directory simply as “Retired” members alongside their former industry roles.

Life Membership

Life Membership is an honorary recognition for long-time Skål members who have made major contributions to the organization. It is an **honorary status**, not something you simply apply for. **Skål International no longer routinely grants new Life Memberships, however existing Life members retain their status permanently.**

A Life member was a long-standing Skål member who has been recognized for many years of continuous membership, and outstanding service to Skål. Life membership was nominated by the club and approved through the proper Skål process (club → national → international, depending on type). It was not automatic, even if someone met the years requirement.

To have been considered for Life Membership, per Skål International, a member must have typically had:

- At least 20 years of continuous Skål membership
- Been at least 55 years old
- Made significant contributions to Skål at the club level, national level or international level

Current Life members remain full members of Skål and can attend meetings and vote. They are often seen as senior leaders/advisors and pay annual dues of \$200 although, unlike Active members, their dues do not include the costs for meetings and events; similar to Retired members, Life members pay for events they attend.

This is the current roster of Skål Orlando Life members:

Bob Bader (American Airlines)
Kerry Cushing (Cruises International), Skål Orlando President, 2002
Lenore DeMeo (hotel sales)
Carol Hubbard (British Airways), Skål Orlando President, 1996
Bill Pullen (hotel industry)
Arne Rotne (A.R. Enterprises), Skål Orlando President, 1989
Kimberly Slavin (hospitality)
Elon “Red” West (Northwest Airlines), Skål Orlando President, 1976

Honorary Membership

Honorary membership is a special recognition given to individuals who have made significant contributions to Skål or the tourism industry, without requiring standard membership qualifications. Honorary Membership may be granted to individuals who have made significant contributions to Skål Orlando or the tourism industry.

Honorary members must be approved by the Board of Directors through a formal vote or nomination process.

Honorary members may attend meetings and events however, they generally do not vote or hold office, and are not counted as Active members. They do not pay dues as status is granted as a courtesy or recognition.

Skål Orlando has three Honorary members:

- **Matanyah Hecht** (Skål Jerusalem, President Skål International 2004-05)
- **Jan Sunde** (Skål Bergen, President Skål International, 2005-06)
- **Burcin Turkkan**, (Skål Atlanta, President Skål International, 2022-23)

Matanyah Hecht is a highly respected leader within Skål International and served as the organization's global president during a period of continued international expansion. During his presidency he worked closely with clubs around the world, including Orlando. Granting him honorary membership recognizes his contributions to the global Skål community and his relationship with the Orlando club.

Jan Sunde served as Skål International President immediately following Matanyah Hecht. He was known for his strong advocacy of international cooperation and for strengthening relationships between clubs worldwide. Skål Orlando has historically been active in hosting international visitors and participating in global Skål initiatives. Honorary membership for Sunde likely reflects his support of the club and recognition of his leadership at the international level.

Burcin Turkkan is a prominent leader within Skål USA and the first woman from the United States to serve as President of Skål International. Her presidency placed a strong emphasis on membership engagement, modernizing the organization, and strengthening the connection between international leadership and local clubs. As a fellow U.S. Skål leader with close ties to American clubs, including Orlando, honorary membership acknowledges her leadership and her support of the club and the broader Skål USA community.

Young Skål and Project Future

Young Skål Membership

Young Skål was created around 2003 by Skål International to ensure the long-term vitality of Skål by bringing the next generation of tourism professionals into the organization. The program was designed to connect students and young professionals with established industry leaders, giving them access to mentorship, networking, and career development opportunities within the global Skål community. Former Skål Orlando president Jack Wert also works to develop Young Skål through Project Future.

Today, Young Skål is active in dozens of countries and well over 100 clubs worldwide, making it a critical pipeline for future leadership across the organization. Skål Orlando has been a leader in supporting Young Skål through active recruitment and engagement.

Two Types of Young Skål

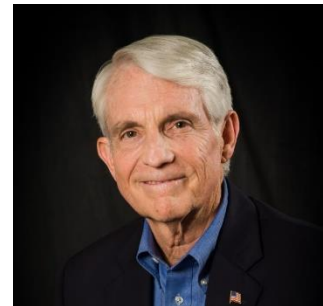
Young Skål includes **two distinct segments**. The first is **students**, typically enrolled in hospitality, tourism, or related university programs. These members are often part of university-based Skål clubs or affiliated through local chapters. The second group is **young professionals**, generally under the age of 30–35 (depending on club or national guidelines), who are already working in the industry and transitioning into full Skål membership.

Students:

- Hospitality / tourism majors
- Often tied to universities (like UCF Rosen)
- Entry point into the industry

Young Professionals:

- Already working in tourism
- Typically under 30–35 years old
- Transition stage toward full membership



*Jack Wert, Skål Orlando President 2000
Project Future Leader*

Young Skål members pay a greatly reduced dues price subsidized by the club as an investment into the future which includes admission to all of the club's events. This low barrier to entry makes it accessible for students and early-career professionals while still providing access to the full Skål network. Active, Retired and Life members are encouraged to mentor and help strengthen Young Skål members so they may flourish in the careers and one day become Active members.

Young Skål Orlando

Our club works closely with local universities and hospitality programs, sponsors student participation at meetings and events, and provides mentorship opportunities with seasoned members. Orlando also encourages Young Skål members to attend regional and national conferences, helping them build relationships beyond the local level.

Skål Orlando often has fundraising opportunities to raise additional funds to help support Young Skål members attending those functions, like the NASC and World Congress. Often times the club's 50/50 raffle is an example of one of those programs.

Skål Hawaii traditionally has offered a robust Young Skål program, and Skål Orlando consistently has had good participation in its own program since its inception by up and coming hospitality leaders. In addition to networking at club events, Young Skål members tend to help support the set up and administration of those functions, both providing a service to the club and learning another aspect of hospitality events.

Young Skål members are invited to sit in on Skål Orlando board meeting to grow their understanding of the industry. Joining while a UCF student, Young Skål Professional Michael Mennard serves on the Skål Orlando board as a non-voting member and the current chair of the Young Skål committee.

Project Future

Championed by Skål USA leaders at the national level, including former Orlando Skål president Jack Wert, **Project Future** has focused on strengthening the Young Skål pipeline. Project Future emphasizes recruitment, mentorship, and retention—ensuring that Young Skål members are not only brought into the organization but are actively engaged and transitioned into long-term members.

The initiative highlights the importance of integrating younger members into events, leadership opportunities, and meaningful industry connections. Project Future is gaining exposure and acceptance nationwide, including at UCF and the University of Florida locally.

By investing in Young Skål, Skål Orlando is not only supporting individual career growth but also ensuring the continued strength and relevance of the organization for years to come.

Current Skål Orlando Leadership

Skål Orlando Board of Directors and Committees

The current leadership of Skål Orlando is as follows:

President:	Norah White
Vice President:	Frank Dolley
Secretary:	Rich Bradley
Treasurer:	Kathy Hernandez
Past President/ Skål USA Rep:	Suzi Brady
Remaining Directors:	Jo Bailey, Melissa Brooks, Steve Hollis, Manny Agon Kresky, Michael Menard, Pam Robertson, Richard Scinta, John Stine, Steve Vinciguerra, Michaela Winter
Executive Secretary:	Ross Burke
Executive Treasurer:	Jeff Calvert

Executive Secretary (Ross Burke, Skål Orlando President 2020-21) and Executive Treasurer (Jeff Calvert) are compensated non-voting board-appointed staff positions. All other board positions are non-compensated. Michael Mennard (Young Skål Chair) and John Stine are also non-voting.

Traditionally potential board members and recommendations for officers for the following year are present to the general membership for a vote at the November meeting. The line of succession for officers is typically Treasurer ➡ Secretary ➡ Vice President ➡ President ➡ Skål USA Rep.

Committees help manage club activities. While the actual committees themselves are not set in stone by the bylaws, typical Skål Orlando committees may include:

- Events
- Gala
- Membership
- Public Relations
- Sponsorship
- Young Skål

Current Committee Chairs For 2026 are:

Events/Sponsorship Chair:	Frank Dolley
Gala Chair:	Melissa Brooks
Membership Chair:	Steve Hollis
PR & Communications Chair:	Kathy Hernandez
Young Skål Chair:	Michael Menard

Members are encouraged to participate in committees. Those interested in future board or committee service should speak with a member of the current board to express their interest and get further engaged!

Orlando Leading Nationally

As previously mentioned, there have been many members from Skål Orlando who have stepped into national leadership support in many roles. This has contributed to the Orlando club’s legacy of strength, support and leadership.

Four Orlando members have become Skål USA presidents over the years, with John Stine set to become the fifth in 2027:

Skål Orlando Members Who Became Skål USA President

<u>L. William Pullen</u>	<u>Robert (Bob) Bader</u>	<u>Tom White</u>	<u>Richard Scinta</u>	<u>John Stine</u>
Founding member of Skål Orlando	Skål Orlando Life Member	Skål Orlando President: 1995	Skål Orlando President: 2014	Skål Orlando President: 2018
Skål USA President 1989	Skål USA President 2007	Skål USA 2013	Skål USA 2022	Skål USA President-Elect: 2027

Skål Orlando Benefits

Meetings and Events

Skål Orlando typically holds monthly meetings/evening events. These are usually held on the third Tuesday evening of the month, but may change for special occasions. Each event is built around a food & beverage experience, split between a blend of dinners and mixers with heavy appetizers.

At these events, activities may include:

- Networking time
- Special programs
- Periodic compelling speakers

Benefits of Membership

Members benefit from:

- Global networking with industry leaders
- Peer-to-peer business development opportunities with decision-makers
- Lasting friendships that go beyond transactions and casual dinners
- Leadership opportunities and a path to mentor young people in hospitality
- Skål USA NASC and the International Congress
- Regional gatherings and the Skål Florida Member Retreat

Skål Florida Member Retreat 2026 (September 18 – 20, 2026)



Skål clubs in Florida have always had a special interconnected relationship. In 2025, a group of local leaders got together to re-establish and annual get-together, and also invite Skålleagues from around North America for the Skål Florida Member Retreat, which was held at the Castle Hotel in Orlando.

Nearly 50 people attended from all the Florida clubs, Merida Mexico and other Skål USA clubs, including New York, New Jersey, Atlanta and Tucson.

Skål Orlando captured the title as the first winner of the Florida Skålympics, edging out Northeast Florida's team in the final swing-riding event, thanks to Suzi Brady and Melissa Brooks! A rematch of all the events, from corn hole to English cucumber races, is on the agenda for this year.

The weekend also features the Skål Tables of Friendship Dinner, Skål Buffet & Bonds Lunch, a group dinner experience with Blue Man Group, and a brief inter-club dialoging session. Individual day passes, guest passes for spouses and full weekend admission can be purchased on the website (www.SkålFloridaMemberRetreat.com) or through the link on the Skål Orlando website, and optional room nights for the event can be booked at the site for \$109+tax thanks to a great rate by Skål Orlando members Anna Snow and Michaela Winter.

Skål NASC 2026 (May 2 – 7, 2026)

The 2026 Skål North American Skål Congress (NASC) is more than just a conference—it's where the energy of Skål truly comes to life.

This is your opportunity to connect face-to-face with fellow Skålleagues from across the U.S., Canada, and beyond, strengthening relationships that lead to real business opportunities. From high-level industry insights to meaningful networking and unforgettable social events, NASC delivers the full value of Skål in just a few days.

You can find more information or register for the NASC at the event website: <https://nasc2026.com>.



Skål International World Congress 2026 (September 29 – October 2, 2026)

The 2026 Skål International World Congress in Nelson Mandela Bay, South Africa is a once-in-a-lifetime opportunity to experience Skål at its highest level. For Skål Orlando members, it's a chance to elevate your involvement beyond the local and national level, build international relationships, and represent Orlando on the world stage!

If you're serious about getting the most out of your Skål membership, World Congress is where it happens. You'll return with new connections, fresh ideas, and a deeper sense of purpose within Skål. Add in the incredible setting of South Africa—rich in history, culture, and natural beauty—and this becomes more than a conference; it's an unforgettable global experience. To learn more and/or register, go to <https://registration.floq.live/skal-world-congress-2026>.



Skål Orlando 2026 Events



ORLANDO

January 20 – The Castle Hotel–Installation Dinner

Sponsored by: Booking.com

February 17 – Brother Jimmy's BBQ – Dinner

Sponsored by: Knowbeforeyougo.com

March 17 – Maggiano's Little Italy – Dinner

Sponsored by: AdventHealth

April 21 – 480N Wine Bar (formerly Flutes) – Mixer

Sponsored by: I-Drive District

May 12 – SeaWorld – Sharks Underwater Grill – Dinner

Sponsored by: Unimac

June 16 – Del Frisco's – Mixer

Sponsored by: GSI



July 21 – Blue Man Group – Mixer & Show

Sponsored by: Open

August 18 – Fogo de Chão – Dinner

Sponsored by: Clean Tec–Services & Clean Tec Outsourcing

September 12 (Saturday) – Wekiva Island Family Fun Day MeetUp –8:00AM – 5:00PM

Sponsored by :Holiday Inn VacationClub

CleanTech, Courtyard by Marriott Across from Universal, VacationVillas, Holiday Inn Celebration & CoCo Key Resort

October 20 – Roka Hula – Voodoo Halloween Ball

Sponsored by: Open

November 17 – The Wave Hotel – Mixer

Sponsored by: Expedia

December 5 (Saturday) – Caribe Royale – Winter Gala

Title Sponsor: Clean Tec–Services & Clean Tec Outsourcing

September 18-20 Florida Clubs Combined Retreat! The Castle Hotel - You don't want to miss it!

All events are the Third Tuesday of the month from 6–8PM unless otherwise noted.

Register and pay in advance: <https://skalorlando.com/meetings-events/>

Skal Members in Good standing, no additional costs.

Guest & Non-Member Cost varies by Event.

Visiting Other Skål Clubs

Members are encouraged to visit other Skål clubs when traveling! Here is an opportunity to expand your network and meet other professionals in the hospitality industry!

Check the chart below to see where there are other clubs. Then view the calendar on the Skål USA website for events and meetings of the club, or head straight to the club's own website.

There are also 13 active clubs in Canada in 2026, including Calgary, Canadian Rockies (Banff), Edmonton, Halifax, Hamilton-Niagara, London, Quebec, Saskatoon, St. John's, Toronto, Vancouver, Victoria and Winnipeg.

There are 27 active clubs in Mexico in 2026, including Acapulco, Bahías de Huatulco, Bernal, Campeche, Cancún, Cozumel, Ensenada – Valles Vitivinícolas, Guadalajara, Guanajuato, Isla Mujeres – Puerto Morelos, Ixtapa, Los Cabos, Manzanillo, Mazatlán, Mérida (Orlando Twin), Mexico City, Monterrey, Oaxaca, Puebla, Puerto Vallarta – Riviera Nayarit, Querétaro, Riviera Maya, Taxco, Tijuana – Ensenada, Tlaxcala, Veracruz and Villahermosa.

And of course there are clubs all over the world!



2026 Skål USA Clubs

CITY / CLUB	ST	CITY / CLUB	ST
Albany / Upstate New York	NY	Los Angeles	CA
Anchorage	AK	Miami	FL
Arizona (Phoenix)	AZ	New Orleans	LA
Atlanta	GA	New York	NY
Austin	TX	Northeast Florida (Jacksonville)	FL
Boise	ID	Northern New Jersey	NJ
Boston	MA	Orlando	FL
Buffalo	NY	Philadelphia	PA
Charleston	SC	Pittsburgh	PA
Chicago	IL	Sacramento	CA
Cincinnati	OH	San Diego	CA
Colorado (Denver)	CO	San Francisco	CA
Dallas	TX	San Jose	CA
Detroit	MI	Seattle	WA
Fort Lauderdale / South Florida	FL	Southwest Florida (Naples / Ft. Myers)	FL
Hawaii (Honolulu)	HI	Tampa Bay	FL
Kansas City	MO	Tucson	AZ
Las Vegas	NV	Washington	DC

Skål Traditions

The name “**Skål,**” meaning “cheers” or “good health,” **was adopted from the Swedish language** in honor of the Scandinavian hospitality experienced during the trip. Interestingly it also referred to (among other things) a drinking vessel customarily made out of wood. The medieval Swedish historian Olaus Magni (1490-1557) defended the use of such containers, in preference to those made of glass, this way: "*Glass is not used at tables in the Nordic lands, as when it breaks – as it is wont to do – various sorts of accidents may result, which does not occur with vessels of wood*". The Skål ritual was a kind of civil complement to the religious ceremony of marriage. was adopted.

In another document, the Swedish philosopher Dr. Bo Lagercrantz describes the customs associated with this, giving various examples of the ‘host's/farmer's toast’. In the Middle Ages, vassals would take an oath to the king by means of a *Skål* toast. Business transactions could be concluded with such a toast as well. Over time, the prestige of this tradition gradually declined, to the point of nearly disappearing. Dr. Lagercrantz cites the old saying, "***Din Skål, min Skål, alla vackra flickors Skål***" ("***To your health, to my health, and the health of all the beautiful girls***").

In the 1930s, the word was also interpreted symbolically, leading to the full toast language (although varied a bit as “Long Life” comes last in the toast), as representing:

- **Sundhet** – Health
- **Kärlek** – Friendship
- **Ålder** – Long Life
- **Lycka** – Happiness

At meetings, Skål traditions include:

- The Skål toast
- Guest introductions
- Recognition of visiting members
- The Skål song (Skål Orlando does not typically sing the song at group events)

The Skål Song

The Skål Song is the official song of Skål International and is a long-standing tradition at Skål gatherings around the world. Interestingly, the Skål Song **does not have a universally standardized tune**. Because tempo and melody can vary by country and club (even who’s leading it that day!) it can sound different from one meeting to another. What matters is the common lyrics!

The Skål Song (English Lyrics)

*We are Skål International,
A worldwide friendship band,
Together we are stronger,
In every foreign land.
We travel all together
With friendship as our goal,
And when we meet each other,
We always shout SKÅL!*

Florimond Volckaert and The Florimond Volckaert Fund

Florimond Volckaert joined the organization in 1933. Volckaert was Belgian. He worked in the European travel industry and was associated with Wagons-Lits/Cook, the major international travel company that operated luxury rail services such as the Orient Express and later travel agency operations across Europe. Although he was not one of the original travelers/founders in 1932, he quickly became one of the most influential figures in Skål's early development. In 1934 he became Secretary General of Skål International, a position he held for roughly 30 years (1934–1964).

Volckaert's contribution was organizational rather than founding. He helped formalize Skål's structure, guided the creation of new clubs worldwide, and oversaw the organization's expansion after World War II. Because of this long leadership role, he is often considered one of the architects of Skål International's global growth. His leadership helped transform Skål from a small European club into the worldwide tourism organization it is today.



Florimond Volckaert
February 23, 1898 - January 17, 1968

In recognition of his decades of service, in 1953 Skål International established **The Florimond Volckaert Fund (FVF)**, which provides assistance to provide financial assistance and humanitarian support to Skål members worldwide and their families in times of hardship. The fund reflects one of Skål's core principles—that the organization is not only a professional network, but also a community that cares for its members.

Skål clubs or individual members can request assistance through their local club or national committee, which then submits a request to Skål International. The fund is supported through voluntary contributions from Skål members, clubs, and national organizations, as well as fundraising activities conducted at Skål events.

The fund exists to help members who experience serious difficulties such as:

- Natural disasters
- Medical emergencies
- Personal or family crises
- Financial hardship resulting from unexpected events

The Florimond Volckaert Fund represents the humanitarian side of Skål International. It demonstrates that the organization's motto, "Doing Business Among Friends", extends beyond professional relationships to include genuine concern and support for fellow members throughout the global Skål community.

Frequently Asked Questions

Here are some frequently asked questions and answers:

What should I expect at my first meeting?

Skål Orlando meetings are designed to be welcoming, social, and professional. You can expect a combination of networking, food and beverage, a short program and sometimes a speaker. Members are friendly and encouraging introductions, so don't hesitate to introduce yourself and engage with others. Many members build lasting relationships through these interactions.

What is the typical meeting schedule?

Skål Orlando typically meets **once per month**, usually on the **third Tuesday evening**, although dates and formats may vary for special events. Most (but not all) functions typically include a cocktail hour that starts at 6:00pm, followed by dinner at 7:00pm. The Board of Directors and Events Committee work hard to find new and quality host venues each year to mix in with popular favorites, like SeaWorld Orlando or The Castle Hotel.

Do I have to attend every meeting?

No, but regular attendance is strongly encouraged. The value of Skål comes from building relationships, and those connections are developed through consistent participation. Members are expected to attend several meetings throughout the year to remain engaged. Also you prepay for a year's worth of events up front, so you'll want to attend as many as possible to maximize your return.

Can I bring guests to meetings?

Yes. Members are encouraged to bring qualified guests who may be interested in joining Skål. Guests should be professionals in the travel and tourism industry or a related field. This is one of the primary ways the club grows and maintains a strong membership base. Spouses or significant others are also welcome to attend Skål events with you. Guest tickets can be purchased on the website in advance or at the door, and vary in price based on the individual event.

How do I sponsor a new member?

Sponsoring a new member is one of the most valuable contributions you can make to Skål Orlando. If you know a qualified tourism professional who would benefit from membership, speak with them about Skål and invite them to attend a meeting as your guest. From there, contact the Membership Chair or a Board member to begin the application process. Sponsors are expected to support the candidate, introduce them to other members, and help them integrate into the club once approved.

I don't really drink wine or alcohol; am I going to be out of place during the toast each event?

Skål Orlando traditionally does the Skål toast at the start and at the end of the meeting (some clubs only do it once). Wine is always provided for the toast. But, no, you are in no way pressured nor obligated to toast with wine. Many members choose other drinks, including cocktails, soda, water or whatever is within easy reach to stand and recite the toast! And if you haven't memorized the toast, no worries! Simply repeat the line with the group as that night's toastmaster leads it.

How do I attend another Skål club function or event?

Members are welcome to attend meetings and events at other Skål clubs around the world. To do so, identify the club in the city you are visiting and reach out in advance—either through the club’s website, Skål International directory, or a local contact—to request an invitation and confirm the event details. Clubs are typically very welcoming to visiting Skålleagues, but advance notice is important. Also check the new Skål USA website for its calendar of nationwide events.

Can any member attend the World Congress, NASC or Florida Member Weekend?

Yes! In fact, please do as your schedule and budget permits! Active participation will help you build stronger relationships and get the most value from your membership. You’ll not only meet new people and share ideas, but you will bond deeper with the other members from Orlando who are attending as well.

How do I keep up with local and national Skål activities or ways to get my brand out there with sponsorship opportunities?

Kathy Hernandez, the long-time PR & Communications Chair, compiles and distributes timely club information in a quarterly newsletter, which also provides sponsorship opportunities as low as \$50 an issue. Additionally, each event has one dinner sponsor and a wine sponsor (multiple sponsor for the December Gala) at a surprisingly low cost, and which typically sell out. Contact Frank Dolley, the current Events/Sponsorships Chair, for any remaining opportunities.

Is Skål Orlando more social or business-focused?

It is intentionally both. Meetings combine networking and relationship-building with a social atmosphere, creating an environment where business can develop naturally. The balance of professional and social interaction is what makes Skål unique compared to more formal industry associations.

How does Skål Orlando differ from CFHLA, Visit Orlando, or a Chamber of Commerce?

Skål Orlando is fundamentally different from organizations like CFHLA, Visit Orlando, or a local Chamber of Commerce because it is a **relationship-driven, individual membership organization**, not a company-based advocacy or marketing group. While those organizations represent businesses and focus on industry promotion, policy, or destination marketing, Skål brings together **individual leaders across all sectors of tourism** to build personal relationships that lead to long-term professional connections. Membership is based on the individual—not the company—and emphasizes trust, collaboration, and friendship as the foundation for doing business. The result is a more personal, cross-industry network where members build genuine relationships that often translate into business opportunities over time—true to Skål’s guiding principle: *“Doing Business Among Friends.”*

Who do I contact if I have questions?

For general questions, you can contact any other member of Skål Orlando. Skål is a relationship-driven organization. Never hesitate to reach out to a fellow member for guidance or advice. Also, the Executive Board is always happy to assist if you can’t find the answer. Remember that Skål is built on friendship, and there are always plenty of other members willing to help!

Thank you for being a member Skål Orlando, Skål USA and Skål International!

By being a member, you are part of something much larger than a local organization; you are part of a global network of tourism leaders united by a shared commitment to friendship, professionalism, and collaboration. The relationships you build here have the potential to extend across cities, countries, and continents, opening doors to opportunities that go far beyond traditional networking.

Unlike many other professional organizations, Skål is built more on participation than obligation. Yes, there are a handful of important matters that we must all attend to each year, but the magic of Skål comes from regularly engaging with old and new friends in the industry where business relationships turn into lasting friendships.

Show up, get involved, and lean into the experience: truly the members who engage the most are the ones who gain the most. Whether you're growing your business, expanding your reach, or simply enjoying the camaraderie of fellow Skålleagues, this is where it all comes together.

We encourage you to take full advantage of everything Skål has to offer and to contribute your energy, ideas, and camaraderie to that special environment that our leaders have carefully crafted since 1972.

At Skål, relationships come first. Meetings are designed to foster genuine connections and friendship, creating a foundation of trust that naturally leads to business opportunities through follow-up after the event.

Before long, a Skål Orlando event feels like coming home to an extended circle of friends and an elite industry family, where you are right at home. Just where you ought to be!

Skål!



Quick Reference Sheet – 2026 Skål Orlando

President:	Norah White
Vice President:	Frank Dolley
Secretary:	Rich Bradley
Treasurer:	Kathy Hernandez
Past President/ Skål USA Rep:	Suzi Brady
Events/Sponsorship Chair:	Frank Dolley
Gala Chair:	Melissa Brooks
Membership Chair:	Steve Hollis
PR & Communications Chair:	Kathy Hernandez
Young Skål Chair:	Michael Menard
Executive Secretary:	Ross Burke
Executive Treasurer:	Jeff Calvert
Remaining Directors:	Jo Bailey, Manny Agon Kresky, Jesse Martinez, Pam Robertson, Richard Scinta, John Stine, Steve Vinciguerra, Michaela Winter
Members:	+/- 100 (one of the top clubs in USA)
Typical Meeting Schedule:	Third Tuesday of every month, 6:00pm – 9:00pm
Typical Board Meeting Schedule:	Third Tuesday of every month, 4:30pm – 5:45pm
Current Active Member Dues:	\$770, due January 1
Orlando “Twin Clubs”:	Skål Miami, Skål Internacional Mérida (Mexico)
Skål Orlando Created:	June 21, 1972
Skål Latin America Congress:	April 29 – May 3, 2026; Panama
Skål NASC 2026:	May 2 – 7, 2026; Royal Caribbean Independence of the Seas (Port Liberty/Newark departure)
Skål Asia Congress:	June 11 – 14, 2026; Grand Lisboa Palace Resort, Macau, China
Skål Florida Member Weekend:	September 18 – 20, 2026; The Castle Hotel, Orlando
Skål World Congress:	September 29 – October 2, 2026; Nelson Mandela Bay, South Africa
Skål USA President:	Wayne V. Lee (Skål New York)
Skål USA VP/President-Elect:	John Stine (Skål Orlando)
Skål USA Number of Clubs:	+/- 40
Skål Clubs in Florida:	(5) Miami, Northeast Florida, Orlando, Southwest Florida, Tampa Bay
Skål Worldwide Clubs:	295
Skål Worldwide Members:	12,510
Skål Worldwide Countries:	76
Websites:	www.SkalOrlando.com www.SkalUSA.org www.Skal.org www.SkalFloridaMemberRetreat.com

Top 10 Things Every Skål Member Should Try to Do

1. Attend Meetings Regularly

The relationships built at meetings are the heart of Skål.

2. Introduce Yourself to Other Members and Guests

Don't sit with the same people each time—meet someone new.

3. Volunteer for a Committee

Participation helps you connect more quickly with fellow members.

4. Invite a Guest

Bring a colleague who might benefit from Skål membership.

5. Visit Another Skål Club While Traveling

Skål clubs around the world welcome visiting members.

6. Attend a Skål USA Event

National meetings are excellent opportunities to expand your network.

7. Learn the History and Traditions of Skål

Understanding the organization's roots strengthens the experience.

8. Participate in Special Events and Social Activities like the Skål Florida Member Weekend

Many of the strongest relationships are built outside regular meetings.

9. Connect with Members Across the Industry

Skål's strength is its diverse membership from every sector of tourism.

10. Be an Ambassador for Skål

Share the spirit of friendship and cooperation that defines the organization.



Skål Orlando Statutes Summary

(The original, complete statutes are on the Skål Orlando website)

Article 1: Name, Address and Term

This section explains the basics of the club.

- The club is officially called Skål International Orlando
- It is a non-profit organization
- Members do not own any of the club's money or assets
- If the club ever closes, its assets go to Skål International
- The club exists indefinitely unless Skål International decides otherwise

Article 2: Objectives

The objectives of Skål Orlando are to:

- Fulfill the mission and principles of Skål through individual and group activities
- Build friendship and shared purpose among tourism professionals
- Promote goodwill and understanding through travel
- Support professional development, especially for young professionals
- Encourage business relationships under “**Doing Business with Friends**”
- Promote awareness of Skål programs and funds
- Increase visibility of Skål in the community and industry
- Organize social and professional events
- Attract ethical, qualified tourism professionals
- Recruit and support Young Skål members
- Connect with other Skål clubs worldwide
- Build stronger relationships across the industry
- Encourage participation and leadership from members

Article 3: Restrictions

This section explains what Skål cannot do.

- Skål cannot be used to directly promote personal business interests
- Members must respect human rights
- The Skål name and logo must be used properly
- Members cannot register or use the Skål name for personal business purposes

Article 4: Rights of the Club

This section explains what the club is allowed to do.

- Use the official Skål name and identity
- Send representatives to vote at international meetings
- Nominate members for leadership roles
- Participate in national and international Skål groups
- Communicate with Skål International leadership
- Discipline members when needed
- Recognize members with honorary titles
- Take part in global Skål activities

Article 5: Obligations of the Club

This section explains what the club must do.

- Promote Skål in the local area
- Welcome and assist visiting members
- Hold an annual meeting and at least **5 other events each year**
- Actively support Skål's mission
- Follow all Skål International rules
- Pay required fees on time
- Keep member records updated
- Encourage members to attend national and international events
- Update club rules when Skål International rules change

Article 6: Membership Structure

This section explains how membership works.

- Members are called Skålleagues
- Each person belongs to one club only
- Members are grouped into categories
- Members receive a digital membership card each year

Articles 7–11: Membership Categories

These sections define the different types of members:

- **Active** – Working professionals in tourism (main category)
- **Life** – Older category, no longer open
- **Retired** – Former professionals
- **Young Skål** – Students and young professionals
- **Between Jobs** – Members temporarily unemployed

Each category has specific rules about eligibility and participation.

Article 12: Member Duties

Members are expected to:

- Support Skål's mission and values
- Follow all rules and guidelines
- Attend meetings regularly (at least a few per year)
- Promote friendship and professionalism
- Recommend new members
- Help support and grow the club
- Promote Skål in their workplace
- Pay dues on time

Article 13: Member Rights

Members have the right to:

- Attend meetings and events
- Speak and vote (Active, Retired, Life members)
- Run for leadership roles (with some limits)
- Receive membership benefits
- Be treated fairly and appeal decisions if needed

Articles 14–17: Membership Process

These sections explain how membership works administratively.

- Members must apply and be approved
- Fees may apply when joining
- Members can transfer to another club if they move
- Members can resign at any time (but still owe any unpaid dues)

Article 18: Discipline and Appeals

This section explains how problems are handled.

If a member acts in a way that harms the club:

- They may receive a warning
- They may be suspended
- They may be expelled

Important:

- Members must be given a chance to respond
- They can appeal decisions
- Skål International has final authority on expulsion

Articles 19–26: Club Leadership

These sections explain how the club is run.

- The club is managed by a **Board of Officers**
- Roles include:
 - President
 - One or two Vice President(s)
 - Secretary
 - Treasurer
- The Board:
 - Runs the club
 - Makes decisions
 - Manages finances
- Elections are held annually
- Active, Life and Retired members will elect the Board
- Committees may be created to help with specific tasks

Articles 27–30: Finances

These sections explain money and budgeting.

- The club is funded by:
 - Membership dues
 - Events
 - Sponsorships
- Members do not own club funds
- Money must be used to support Skål's mission
- A yearly budget is created and approved

Article 31: Auditing

This section explains financial oversight.

- Auditors review the club's finances
- They check records and report any issues
- They report to the membership and leadership

Articles 32–35: Meetings

These sections explain how meetings work.

- The General Assembly (AGM) is the main decision-making body
- Members vote at meetings
- A certain number of members must be present (quorum)
- Meetings can be in person or virtual
- The club must hold:
 - 1 Annual General Meeting
 - At least 5 additional meetings/events each year

Article 36: Honors and Recognition

This section explains awards.

- Members can receive honorary titles for contributions
- May be proposed by the Board or by a majority of Active, Life or Retired members; approval requires 2/3 majority of voting members present at an Annual General Meeting of the club
- Some honors are reserved for Skål International only

Article 37: Suspension or Dissolution of the Club

This section explains what happens if the club fails.

- Skål International can suspend or close the club
- The club must maintain a minimum number of members
- If the club closes:
 - Debts must be paid
 - Remaining assets go to Skål

Articles 38–41: General Rules

These sections cover final rules.

- Skål International leadership can attend club meetings
- Clubs can create additional rules (if they follow Skål guidelines)
- Changes to the statutes must follow a formal process
- Skål International rules always take priority



Skål Orlando Presidents

2026 — Norah White	1999 — Michael Dyrland
2025 — Suzi Brady	1998 — Clayne Dice †
2024 — Jesse Martinez	1997 — David Warren †
2023 — Frank Fry	1996 — Carol Hubbard
2022 — Steve Vinciguerra	1995 — Thomas White
2021 — Ross Burke	1994 — Martin Hunter
2020 — Ross Burke	1993 — Robert Langford III †
2019 — Keith Wolling	1992 — Robert Langford III †
2018 — John Stine	1991 — Curtis H. Lund
2017 — Mark Reid	1990 — Robert Aagard †
2016 — Duane Winjum	1989 — Arne Rotne
2015 — Jeff Chase	1988 — Herb Crowley †
2014 — Richard Scinta	1987 — Gerald C. McKenna †
2013 — Scott Tripoli	1986 — William Parke
2012 — Carlton Hudson	1985 — Richard Merritt †
2011 — Brian Peters	1984 — Michael J. Hardisty
2010 — Barbara Kenney	1983 — Tomas Carrillo
2009 — Grant Bannen	1982 — Frederick W. (Rick) Smith
2008 — Ron Silveira	1981 — Robert Duncan
2007 — Bob Van Bergen	1980 — Kenneth Murray †
2007 — Tom Tittel	1979 — O. A. McAbee †
2006 — Gary C. Sain †	1978 — John Schlenk
2005 — Frederick W. Corrigan	1977 — Sidney W. (Bo) Swope
2004 — Carmen Lacombe	1976 — Elon (Red) West
2003 — Dennis BeMent	1975 — William Graves †
2002 — Kerry Cushing	1974 — Rodney K. Howard †
2001 — Richard Howard †	1973 — Jack Coalter †
2000 — Jack Wert	<i>† Indicates deceased</i>



Orlando Past Presidents and former International President Burcin Turkkán

Founding (Charter) Skål Orlando Members

Thomas Martin
Zone Manager
Avis Rent-A-Car

Kenneth Murray
President
Budget Rent-A-Car

John Schlenk
President
Caribbean Cruises, Inc.

William Graves
District Sales Manager
Delta Airlines

Pierre Powel
President
Eola Travel Services

Jack Coalter
Manager Passenger Sales
Eastern Airlines

Sidney "Bo" Swope
Vice President
Greyline, Inc.

John Ash
Director of Operations
Hemsley-Spear, Inc.

Michael Kuntz
Director of Marketing
Hemsley-Spear, Inc.

Robert Langford
Owner
Langford Hotel

Rodney Howard
Sales Manager
National Airlines

Robert Reese
Manager
Olins Rent-A-Car

Laco Rhodes
Manager
Olins Rent-A-Car

Broadus Brown
Partner
Orlando Travel

Hugh Snow
GM/Vice President
Robert Meyer Motor Inn

David Latham
President
Shawnee Airlines

Alan Porter
Vice President Sales
Shawnee Airlines

Elon West
District Sales Manager
Southern Airways

Ormond Mcabee
Owner
Sunniland Travel