

# Skål News

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International Association of Travel Agents  
Founded 1934

Issue 244 | January-March | 2011



**TONY BOYLE**  
**Skål President 2011**  
Linking Business with Friends Worldwide

# FLORIMOND VOLCKAERT FUND

## How does it work?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

## HOW TO DONATE NOW

Donations can be made by :

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Banco Bilbao Vizcaya  
Plaza Costa del Sol 9, 29620 Torremolinos, Spain

US\$ Account No. 0182.0481.62.201121003.9  
Swift: BBVAESMM  
IBAN ES89 0182 0481 6220 1121 0039  
EURO. Account No. 0182.0481.65.0011510764  
Swift: BBVAESMM  
IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:  
Skål International  
Av. Palma de Mallorca 15, 1º  
P.O. Box 466  
29620 Torremolinos, Spain

Credit card by forwarding the details to [yolanda.sanchez@skal.org](mailto:yolanda.sanchez@skal.org)

## How to Apply for Grant

Go to our website and click on Members Only and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees. You can also send it directly to the Trustees, but then the process might take longer.

Your Trustees are:

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# SkålContents

- 2 FLORIMOND VOLCKAERT FUND
- 3 MESSAGE FROM THE PRESIDENT  
"Linking Business with Friends Worldwide"
- 5 SKÅL GREETER PROGRAMME  
Feeling "at home" in the global Skål family
- 6 DYNAMIC NEW IMAGE FOR SKÅL INTERNATIONAL
- 7 COUNCILLOR'S CORNER  
Looking to the future in Asia
- 7 TRADE FAIRS  
"Doing Business Among Friends" around the world
- 8 WORLD CONGRESS  
Resounding success in stunning Sydney
- 12 MEMBERSHIP BENEFITS  
Exclusive offers for fellow Skålleagues
- 12 PEOPLE  
Remembering Skål's outstanding figures
- 14 ECOTOURISM AWARDS  
Ongoing global commitment to sustainable tourism
- 16 SKÅL ON THE MOVE  
New Clubs throughout the world
- 18 SKÅL GOOD NEWS  
"Gold" service... and future Young Skålleagues?
- 20 IMEX ASSOCIATION DAY  
New networking opportunities for professionals
- 22 WORLD TRAVEL MARKET  
Potential new members visit Skål stand
- 22 IT&ME MOTIVATION SHOW  
Promoting the Skål message in Chicago
- 22 EIBTM  
Promotion of Skål in Barcelona



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# MESSAGE FROM THE PRESIDENT

## *"Linking Business with Friends Worldwide"*

It was a great honour and privilege to be elected President of Skål International at the World Congress in Sydney. I was overwhelmed by the level of support I received from Skålleagues, not only at the Congress, but also throughout the world. With this appointment comes great responsibility, and I am very aware of the uncertain economic environment that the travel and tourism industry is currently experiencing and the challenges and opportunities that lay ahead for our organisation.

This has been a difficult year for Skål International with the sad passing of our Secretary General, Jim Power, and the financial stress that the current economic environment created for the organisers of the Congress in Sydney. I would like to pay tribute to the Sydney Congress Organising Committee, and in particular the Chairman of that Committee, Russell Butler, and the President of the Sydney Skål Club, Bob Lunnon, for the tireless work and effort they put in to ensure that not only was the Congress very successful and enjoyable, but also profitable.

The global economic circumstances, the strong Australian currency and the distance that delegates had to travel to Australia certainly made the tasks of the Congress Organising Committee more difficult and it is a great credit to both these gentlemen and all of the members of the Organising Committee who produced such a successful Congress.

I also wish to thank Past-President Birger Bäckman for assisting the Executive Committee and also relocating to our Secretariat in Torremolinos at short notice on a voluntary basis during the past few months.

I understand we now have the youngest Executive Committee in the 76-year history of Skål International and I am delighted to be working with the members of this team. Senior Vice President Enrique Quesada will be looking after the portfolio of Special Projects, particularly focusing his efforts in promoting development in Latin America. Mok Singh was elected as Junior Vice President and will continue looking after Statutes and also be the liaison between the Executive Committee and the Task Force looking after the repositioning of Skål. Director, Karine



Coulanges will continue with the portfolio of Public Relations and External Communications, as well as looking after the very important Ecotourism Awards, which are an essential part of our ongoing desire for the sustainable development of tourism. Marianne Krohn will take over the responsibility of Finance Director and will be focusing on maintaining balanced budgets and strategies for reducing the deficit caused by Congress losses some 10 years ago.

We also welcome Andrew Wood to the Executive Committee. Andrew will be taking over the very important portfolio of Development and I am confident that, with his energy and skills, we will

see great results in this area during the coming year. We also welcome our new Director Ann Lootens, who will look after Business Affairs and also assist Andrew with Development.

The President of the International Council, Bent Hadler, continues as an observer on the Executive Committee and I know from his innovative leadership during the past year that the Council will continue to be a valuable advisory body to the Executive Committee and assist with proposed reforms as recommended by the Repositioning Task Force.

The commercial world has changed significantly in recent years and Skål can no longer be purely a social club in my opinion. I am of the belief that, in addition to the many great social activities arranged by Skål Clubs, we need to focus more on business benefits for our members and, as a consequence, I have chosen as my Presidential theme “Linking Business with Friends Worldwide”.

I feel this theme is in alignment with many of the recommendations of the Repositioning Task Force and the numerous comments and suggestions received from the survey that was recently conducted in relation to the Task Force recommendations. “Doing business among friends” is our key message to our members and I encourage all our members to take advantage of the great network that we have of approximately 20,000 tourism and travel professionals in 85 countries throughout the world.

I encourage you to wear your Skål pin whenever you travel, as I know from first-hand experience that Skålleagues love to meet fellow Skålleagues and extend great friendship and hospitality. I also recommend you utilise the Skål website to make contact with Skål members whenever you travel. I suggest you change your Skål “Members Only” area password from your Skål membership number to one you can easily remember. Your password remains the same year after year whilst you continue to be a member of Skål.

The new **Executive Committee** met twice during the **Sydney Congress** and we have made some significant decisions regarding various new initiatives. We now have a new corporate identity for business cards and letterheads, an example of which is detailed in this publication. Printing specifications are now loaded on the website for this new design.

We have also commissioned a brand-new design of the Skål website which is very modern and dynamic, and we are now utilising new technologies such as video messaging and Facebook. Former Skål Director Lone Ricks will be assisting the Executive Committee with the Skål Greeter programme and more information about this great initiative is also included in this edition



of Skål News, along with an example of the layout of the new website design.

We have also developed templates for new theme banners for Skål International, which are now available on Skål Net and also depicted in this publication.

Our IT and design expert, Esther Romero at the Secretariat, has done a fantastic job on these new developments. We will also now accept credit cards as a form of payment for capitation fees. Credit card merchant fees will apply; however, this may be a more convenient payment method for some Skål Clubs and possibly more cost effective compared to bank transfer fees.

Despite challenging economic circumstances during the past year, 76 Skål Clubs received a Development Award at the Sydney Congress, which is a remarkable achievement. I congratulate the members of these Clubs who have worked so hard on membership development and retention.

The new version of the Skål promotional DVD has now been completed and is available for download in a very high quality format from the Skål website. The quality and content of this production is a significant improvement on previous versions, and it is the desire of the Executive Committee that every Skål Club holds a development seminar as part of one of their Skål functions during the next 12 months and shows this DVD to potential new members. We feel very confident that, if every Club supports this membership development initiative, we will have no difficulty in achieving our 10 per cent net growth target.



The Executive Committee has commenced the process of recruiting for the position of Secretary General. This role will change slightly and be more focused on development, public relations and attracting sponsorship. Finding the right person for this position will not be an easy task and we will not be rushing this decision. It is a Statutes year in 2011 and proposed changes to our Statutes will be put to our membership at the next Skål World Congress in Turku (Finland) in September.

I envisage there will be a new direction for Skål International following the recommendations of the **Task Force**, and the appointment of a new Secretary General; however, I wish to reassure all of our members that no significant changes will be implemented by the Executive

Committee without concurrence of the majority of our membership.

Finally, I wish to say a very special **thank you** for the great teamwork and effort provided by the staff at the Secretariat. They have endured a very difficult year and have worked very hard at ensuring the operation of our organisation continues to run smoothly and efficiently.

I very much look forward to working with the Executive Committee, the team at the Secretariat and the International Council over the coming year, and I plan to attend many Congresses and Trade Shows and also visit National Committees and Skål Clubs wherever possible. With the promise of improving economic conditions, the pending appointment of a Secretary General and a new direction for Skål International, I feel confident the coming year will be exciting and rewarding. I wish all of our members a successful and prosperous year.

Skål International President Tony Boyle

# SKÅL GREETER

SKÅL INTERNATIONAL INVITES YOU TO BECOME A SKÅL GREETER AND MEET SKÅL FRIENDS FROM AROUND THE WORLD AT YOUR OWN DESTINATION.

Advise by email how they can enjoy your destination when they visit. Meet them for a drink to say hello when they arrive, and introduce them to what's on. Give them a personalised welcome... an introduction. Share news about your club and invite them to a club meeting.

Any Skålleague can sign up as a Skål Greeter. If you wish, you can even be among several from your club.

When you, as a Skålleague, travel on holiday or on business, you often need advice you can trust. The Skål Greeter can provide friendly advice on accommodation, tours, good restaurants, etc.

The Skål Greeter is a voluntary and non-profit programme. It will not cost

you anything. However, you are welcome to make a donation to the Florimond Volckaert Fund on your return, as a thank you to Skål for the service you received.

With the Skål Greeter programme we want to link Skålleagues with each other – to enjoy the true spirit of Skål... the amicale.

The programme was introduced at the Sydney World Congress and Skålleagues from 28 countries have already signed up to be a Skål Greeter.

#### How do I become a Skål Greeter?

Contact Lone Ricks at greeter@skal.travel and give your full name, club and contact details. You should mention any languages you speak, as this will be important for the visitor to know.

#### What are your special interests?

For example... tennis, fishing, opera, dogs, sailing, cooking, fencing, golf, music...? Let us know about your hobbies. Perhaps the Skålleague who is visiting shares the same interest and you would be able to link up around this – as well as Skål.



**WE LOOK FORWARD TO WELCOMING YOU AS A SKÅL GREETER !**

# DYNAMIC NEW IMAGE FOR SKÅL INTERNATIONAL

In recent years *Skål International* has been undergoing something of a *revolution*. For some members it has been too gradual; for others, too much too soon.

However, the vast majority of Skål leagues have realised that, to remain not only a significant voice but also an agenda-setter in the tourism and travel industry, the association needed to embrace the changing face of global business and create its own 21st century identity and philosophy.

In 1934, when Skål International was founded and travel was a completely different concept, that philosophy had – at least officially – a social emphasis. Today, as the association’s slogan declares, it is also about “Doing business among friends.”

Over the past decade, Skål International has had its first woman International President (Mary Bennett, 2002-2003) and two others since then (Litsa Papathanassi and Hulya Aslantas); and three of the current seven Executive Committee members are women.

The association has enthusiastically embraced the most important industry issue of this era, sustainable tourism, by launching and consolidating the prestigious Skål International Ecotourism Awards, which in turn contributed to the General Secretariat being awarded the Green Globe Certification.

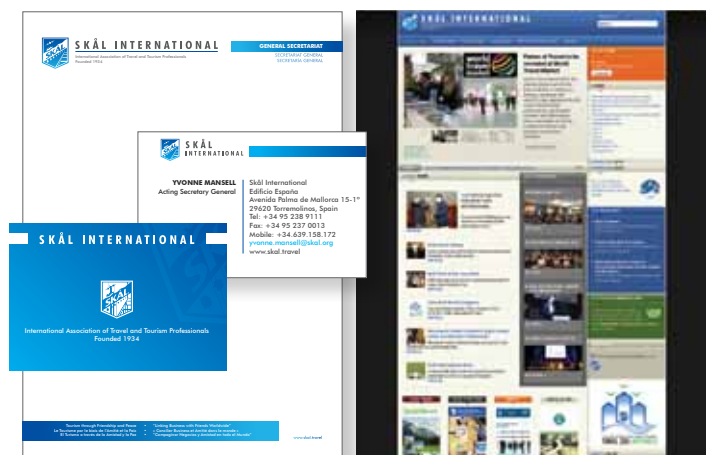
Closer working relationships have been forged with other international tourism organisations; and Skål International has had a growing official presence at the main world trade fairs.

Perhaps most importantly, however, Skål has been reaching out to younger potential members – the future of the association – through the creation of Young Skål clubs throughout the world.

Now Skål is taking this “revolution” to the next step, with a stylish corporate re-branding – a new image in today’s PR-conscious world.

## IDENTITY IS BEING DEVELOPED IN VARIOUS KEY AREAS, INCLUDING:

- A new **letterhead** design for emails sent by members of the Executive Committee, the International Council and the team at the General Secretariat.
- A new design for Executive Committee members’ **business cards**.
- A new design for **posters** used to decorate stands at tourism fairs.
- A more dynamic design and interactive format for the **website**.
- A more modern look and style for **Skål News**.
- An improved **Members Benefits**.
- A Skål Greeter section.



The main objective is for Skål International to become more modern, more dynamic and more attractive to younger professionals, to ensure that the important gains made in recent years are consolidated and enhanced – resulting in a larger and more active membership, covering an even broader spectrum of the industry.



## COUNCILLOR'S CORNER

### Looking to the future

I would like to take this opportunity of quoting from my report to the Asia Area Committee, as a board member, concerning the growth of the Skål movement. I am referring to the vision of Skål for a generation at least three times removed from my own, a generation which – like ones in the past – will have many new ideas. We need these people with us to become future leaders among tourism professionals.

“Susan Field, the President from Hong Kong, raised a strong point that she has brought up with me before. She brought to the floor (the view) that our image is still 1934, especially in the eyes of our younger members. She received from the chair an explanation that a survey had been done on this very point, and there was a 50/50 feeling that the status quo should remain.

Firstly, I have no knowledge of any such survey. Secondly, during the coffee break both President Susan and I went around as many members as possible to canvass their opinion on what had just been said. We can report that not one single member that we were able to speak to in the limited time available was of the view that the status quo should remain. They were all strongly in favour of re-branding our image and logo.

“I would very much now like to see a programme for each club to discuss this and, if they favour the idea, to become proactive and have some of their younger members and Young Skål members come up with ideas in the form of a competition for a new generation of Skål leagues, the future of our organisation. In this way we can send a loud and clear message to our Executive Committee that the membership want to see practical change and should be much more a part of the decision-making process for the future of Skål.”

Since joining Skål International in 1985 I have been of this opinion. Now I am a “senior” and still nothing has changed. I ask myself, why? I think we all should all ask the same question.

Susan Field is a professional and her finger is on the pulse. I would like to canvas the opinion of all of our younger members, and hopefully some of us who are still young at heart, to seriously consider the proposal.

By **Graham Blakey**  
Asian Area International Councillor

## Trade Fairs

### FEBRUARY 2011

- 3-7 SALON DES VACANCES**  
Brussels, Belgium  
[www.vosvacances.be](http://www.vosvacances.be)
- 4-6 BASLER FERIENMESSE**  
[www.baslerferienmesse.ch](http://www.baslerferienmesse.ch)  
Basel, Switzerland
- 8-9 IMTM 2011**  
Tel Aviv, Israel  
[www.ortra.com](http://www.ortra.com)
- 10-13 HOLIDAY WORLD**  
Prague, Czech Rep.  
[www.incheba.cz](http://www.incheba.cz)
- 10-13 EMITT**  
Istanbul, Turkey  
[www.emittistanbul.com](http://www.emittistanbul.com)
- 15-16 AIME**  
Melbourne, Australia  
[www.aime.com.au](http://www.aime.com.au)
- 17-20 BIT**  
Milan, Italy  
[www.bit.expocets.it](http://www.bit.expocets.it)
- 23-27 CBR - Leisure and Travel**  
München, Germany  
[www.c-b-r.de](http://www.c-b-r.de)
- 23-25 FLORIDA HUDDLE**  
USA  
[www.floridahuddle.com](http://www.floridahuddle.com)

### 23-25 VITRINA TURISTICA DE ANATO

Bogota, Colombia  
[www.vitrinatouristica.anato.org](http://www.vitrinatouristica.anato.org)

### 23-27 REISE

Essen, Germany  
[www.reise-camping.de](http://www.reise-camping.de)

### 24-28 ITF 2011

Belgrade, Serbia  
[www.ift-belgrade.com](http://www.ift-belgrade.com)

### 25-27 VIVATTUR 2011

Vilnius, Lithuania  
[www.visusplenus.lt](http://www.visusplenus.lt)

### MARCH 2011

#### 3-6 UTAZAS

Budapest, Hungary  
[www.utazas.hungexpo.hu](http://www.utazas.hungexpo.hu)

#### 9-13 ITB

Berlin, Germany  
[www.itb-berlin.com](http://www.itb-berlin.com)

#### 12-15 ITM 2011

Moscow, Russia  
[www.itmexpo.ru](http://www.itmexpo.ru)

#### 12-15 WTF 2011

Sanghai, China  
[www.worldtravelfair.com.cn](http://www.worldtravelfair.com.cn)

#### 16-19 MITT 2011

Moscow, Russia  
[www.mitt.ru](http://www.mitt.ru)

### 17-20 MAP - LE MONDE A PARIS

Paris, France  
[www.lemondeparis.com](http://www.lemondeparis.com)

### 23-25 UITT

Kiev, Ukraine  
[www.uitt-kiev.com](http://www.uitt-kiev.com)

### 24-25 Braztoa

São Paulo, Brazil  
[www.braztoa.com.br](http://www.braztoa.com.br)

### 24-27 TUR

Gothenburg, Sweden  
[www.tur.se](http://www.tur.se)

### APRIL 2011

#### 14-16 TOURSIB 2011

Novosibirsk, Russia  
[toursib.sibfair.ru](http://toursib.sibfair.ru)

#### 25-28 TIANGUIS ACAPULCO

Acapulco, Mexico  
[www.tianguisturistico.com.mx](http://www.tianguisturistico.com.mx)

#### 28 WORLD SKÅL

DAY 2011

#### TBA BITE 2011

Cuenca, Ecuador  
[www.bitecuador.org](http://www.bitecuador.org)

#### 27-29 MITM-Euromed

Vigo, Spain  
[www.mitmeuromed.com](http://www.mitmeuromed.com)

# 71<sup>st</sup> SKÅL WORLD CONGRESS SYDNEY (AUSTRALIA) 7-12 October 2010

A very successful 71<sup>st</sup> Skål World Congress was held in Sydney (Australia) from 7 to 12 October with over 500 participants. The local Organising Committee, led by Russell Butler, Chairman of the Organising Committee and President of Skål International Australia, and Bob Lunnon, President of Skål International Sydney, did an outstanding job in the lead up to and during the Congress.

The special circumstances surrounding the Sydney Congress following the passing away of Secretary General Jim Power required an extra effort by the local Organising Committee to ensure the success of the event. The PCO, Odyssey Travel, had in Russell Windebank the perfect congress organiser, who was ably assisted by his fantastic staff and volunteer tourism students. The Congress would not have been possible without the generosity of the sponsors, to whom Skål International once again extends its thanks.





## RESOUNDING SUCCESS IN STUNNING SETTING

The Get-Together Party was held on Thursday 7 October at the Waterfront Restaurant, The Rocks, under the sponsorship of Tourism Australia and Tourism New South Wales.

On Friday 8 October the Opening Ceremony was held at the Sydney Convention & Exhibition Centre (SCEC), Darling Harbour, and was attended by special guest Lyndel Gray, Executive Director & General Manager, Tourism NSW. The Opening Ceremony started with a Welcome to Country and the Aboriginal Smoking Ceremony. The Australian National Anthem was sung by the renowned Marty Rhone. The ceremony included the roll call of nations and the parade of flags, as well as speeches of welcome by the dignitaries present.

The results of the Skål Club of the Year competition were also announced, and the winner of the competition for 2010 was Skål International Sunshine Coast (Australia). Second was Skål International Fort Lauderdale & Palm Beaches (U.S.A.) and in third place Skål International Istanbul (Turkey).

The 9th Ecotourism Awards were also presented during the Opening Ceremony. The 2010 awards were

sponsored by Diversey, who designed a new logo, new trophy and new certificate for the prizes, and Marriott Group (see full details of the Ecotourism Awards at the end of this report).

The ceremony ended with a great surprise: the Qantas Choir. The lunch held at Bayside Grand Hall, SCEC, was sponsored by the Korea Tourism Organisation, as Seoul & Incheon were bidding for the 2012 Congress.

After the lunch, participants enjoyed a fantastic Sydney Harbour cruise with Captain Cook Cruises on a sunny afternoon.

That evening the annual Meeting and Dinner of the Honorary and Past Presidents was held at the Kables Private Dining Room, Four Seasons Hotel.

The General Assembly of Clubs was held on Saturday 9 October in the Parkside Ballroom, SCEC. Morning and afternoon coffee breaks, held at Parkside Foyer, offered an incredible view of Darling Harbour and were sponsored by the Croatian Convention & Incentive Bureau.





There were six Twinning Agreements signed during the General Assembly by the following Clubs: Lima (Peru) and Los Angeles (U.S.A.); Belgische Kust & Vlaanderen (Belgium) and Northern New Jersey (U.S.A.); Seoul (Korea) and Tokyo (Japan); Chennai (India) and Colombo (Sri Lanka); Bali (Indonesia) and Sydney (Australia); and Hawaii (U.S.A.) and Vancouver (Canada).

Lunch in the **Bayside Gallery** was sponsored by **Tourism Ireland, as Kerry** was also bidding for the 2012 Congress.

Secretariat which, following a very strict audit and meeting the Green Globe Standard, was awarded Certification for its sustainable operations and management.

**Guido Bauer, CEO of Green Globe Certification**, presented the Green Globe Certification Trophy to President Nik Racic for the Skål International General

The **Dine Around** took place on Saturday evening 9 October at the Dockside restaurants Waterfront, Wolfies Grill, Italian Village and Ice Cube.

On Sunday morning 10 October all activity moved to the Four Seasons Hotel for the **Business to Business Workshop (B2B)**. It was a successful event with 44 pre-reserved tables, although a few more tables would have been necessary.

On Sunday evening the **President's Gala Dinner**, sponsored by the **Zagreb Tourist Board**, was held at the Parkside Ballroom, SCEC. President Nik Racic presented a **Skål Corporate Order of Merit** to the Croatian National Tourist Board and Croatian Convention & Incentive Bureau, Zagreb Tourist Board, Best Western International, Diversey, IMEX, Reed Exhibitions and IT&ME Motivation Show, as well as a Skål Order of Merit to Ray Bloom, IMEX Chairman.



*2010 Membership Increase Campaign*

Vice President Tony Boyle presented the winners with a certificate: Skål International **Seoul** was presented with the **Platinum Award** for the highest net increase in membership in 2010; Skål International **Pattaya & East Thailand** was presented with the **Gold Award** for the second highest net increase in membership in 2010; and Skål International **Jakarta** was presented with the **Silver Award** for the third highest net increase in membership in 2010. Certificates were presented to 76 Clubs who had increased their membership by a net 10% or 10 members.





Famous Croatian cellist **Ana Rucner**, also sponsored by the Zagreb Tourist Board, offered a wonderful performance to the delight of all present. The show "Born to Rock" by Marty Rhone and Steve Davis & Band encouraged attendees to fill the dance floor.

On Monday 11 October all participants went on the full day tour to the Hunter Valley with lunch at Lindeman's Winery.

The Farewell Party at the Four Seasons Hotel was sponsored by the 21 Skål Clubs of Australia.

## Elections



The new President of Skål International is **Tony Boyle**, Managing Director, Jetset Travel Townsville. He has chosen as his Presidential theme "**Linking Business with Friends Worldwide**".

**Mok Singh**, Skål International Los Angeles (U.S.A.), is the new Vice President and he retains the portfolio of Statutes with special responsibility for the repositioning of Skål. **Enrique Quesada** continues as Vice President and his new portfolio is Special Projects. **Lone Ricks**, Skål International Copenhagen, having served the maximum three-year term as Director, leaves the Executive Committee and is now a Membre d'Honneur of Skål International.

The new Directors of Skål International are **Andrew Wood**, Skål International Bangkok, who has been given the portfolio of Development; and **Ann Lootens**, Skål International Belgische Kust & Vlaanderen, who has the portfolio of Business Affairs. **Karine Coulanges** and **Marianne Krohn**, who continue as Directors, have been given the portfolios of Communications & P.R. and Finance, respectively.

**Colin Schirmer**, Skål International Adelaide, was re-elected Auditor for a second term. The Senior Auditor for the coming year is **John Ruzich**, Skål International New York.

**George Kudyan**, Skål International Istanbul (Turkey), **Rafael Millan Perez**, Skål International Ciudad de Mexico (Mexico) and **Knud Paaske**, Skål International Copenhagen (Denmark), were awarded the distinction of Membre d'Honneur of Skål International by the General Assembly. It was also agreed to confer the distinction of Membre d'Honneur posthumously on **Jim Power**.



International Councillor for Ireland Ian Dodson accepted the certificate for presentation to Jim Power's family

## FUTURE CONGRESSES

Skål International Turku (Finland) was reconfirmed as the venue for the 72nd Skål World Congress, with the theme "Turku 2011 Naturally". The dates are 18-23 September 2011. Information on the Congress will be posted on the Skål International website shortly.

Skål International Seoul & Incheon (Korea) were elected to host the 73rd Skål World Congress 2012.

## International Skål Council



The International Skål Council held its annual meeting at the Amora Hotel Jamison on Thursday 7 October 2010. Bent Hadler, Skål International Copenhagen, continues as President of the International Skål Council. Keith Murcott, Skål International Nelson Mandela Bay, is the new Vice President of the International Skål Council; while Arturo Sierra Barrera, Skål International Monterrey, continues for a second year. David Fisher, Skål International Nairobi (Kenya), has been appointed as new Secretary of the International Skål Council. The International Councillors selected St. Gallen (Switzerland) as the venue for the 2011 International Skål Council Mid-Year meeting.

## Post-Congress Tour



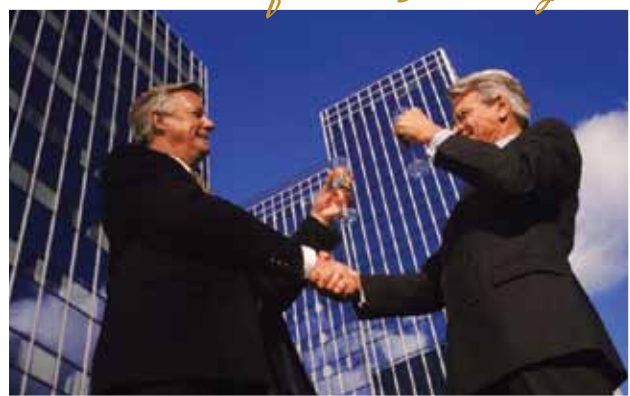
Newly elected Skål President Tony Boyle lead a Skål Post Sydney Congress tour to the Red Centre of Australia and to Darwin to celebrate Skål International Darwin's 40th Anniversary. Pictured are 25 Skålleagues from 12 countries in front of Ayers Rock at sunset in the Northern Territory, Australia.

### FLORIMOND VOLCKAERT FUND RAFFLE

The Florimond Volckaert Fund Raffle held during the Congress in Sydney raised a significant amount of money, approximately €1,845. The Trustees would like to take this opportunity to thank all those who contributed to the success of the raffle.

## MEMBERSHIP BENEFITS

*Exclusive offers for fellow Skålleagues*



A new year brings new opportunities for members throughout the world as part of Skål International's key "Doing business among friends" concept.

Coinciding with the development of a more dynamic and interactive website, members are being encouraged to use the "Membership Benefits" section to promote their businesses while also taking advantage of exclusive offers.

On the one hand, members can log in to the section (reserved exclusively for Skålleagues) and fill in a form publicising special prices, rates or discounts for their services and products (available to fellow members ONLY), as well as contact details, and a photo and description of the business or establishment.

Other members can then consult these offers in what is a win-win situation for everyone – and another prime example of Skål International's more pro-active marketing philosophy, both internally and to attract new members.

## PEOPLE

### Emil Fischli: a dedicated Skålleague and a wonderful friend



Emil Fischli was a good friend, a dedicated family man and a loyal Skålleague.

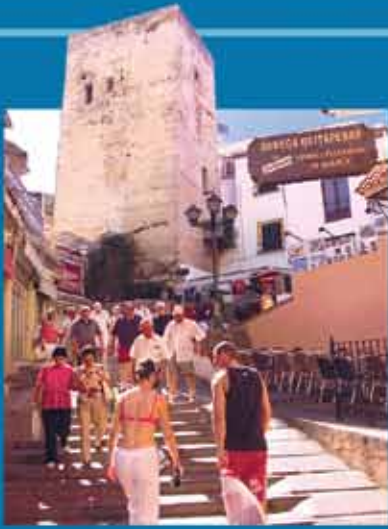
During my year as Skål International President, Emil was appointed Director of Finance on our Executive Committee. With his background in finance and accounting and his penchant for detail and accuracy, Emil was a natural for the position.

He was, indeed, a most valuable member of our dedicated Executive Committee team. He worked tirelessly to raise the levels of accuracy and transparency of that very vital sector of Skål administration. With his various language skills, Emil was able to make his reports to the Executive Committee and our various Assemblies.

During our years of working together and socialising, at various Skål meetings and functions, my wife, Rosy, Emil and I and Emil's loving wife, Gabrielle, became good friends. On our birthdays and at Christmas, Emil and I called each other to extend greetings. I will miss those telephone calls.

To Emil: au revoir et merci, mon bon ami! May you rest in peace.

Tribute by John McCaul –Skål International  
President 1990/1991



# *New* **Torremolinos**



**Ayuntamiento de Torremolinos**  
[www.ayto-torremolinos.org](http://www.ayto-torremolinos.org)



# ECOTOURISM AWARDS 2010

*Special presentation at World Congress in Sydney*



Once again, the Skål International Ecotourism awards ceremony was a great success. The trophies for the ninth annual Ecotourism Awards were designed and sponsored by our partner Diversey; and were presented by the

President of Skål International, Nik Racic, and Director of Communication & PR, Karine Coulanges, during the Opening Ceremony of the 71st Skål World Congress at the Sydney Convention & Exhibition Centre.

Skål International is aiming at quality in tourism, values sustainable development in tourism as the key to the industry's future success and considers ecotourism to be just one area of the various components of sustainable development and responsible tourism.

alternative forms of tourism, strengthens local economies and contributes to sustainable development.

To encourage conservation of the environment and to help promote the development of responsible and sustainable tourism, Skål International initiated an awards programme in 2002, during "The Year of Ecotourism and the Mountains" as declared by the United Nations.

All the projects received were evaluated by three independent judges and the scores given by each, separately, were totalled to find the winners in each category. The primary criteria for the evaluation is based on such points as: contribution to the conservation of nature and cultural heritage; community involvement; educational features; business viability; and innovation.

While the purpose of these awards was to highlight best practices in ecotourism around the world, they were also created with the aim of acquainting the world with this new concept that puts emphasis on the importance of the interaction of the physical, cultural and social environment, the traveller's responsibility and the need for active community participation for ecotourism.

Skål International worked with new judges again this year and is grateful for the meticulous and hard work undertaken by them in their evaluation:

- Luigi Cabrini, Director Sustainable Development of Tourism, UNWTO
- Guido Bauer, C.E.O., Green Globe Certification
- Ed Roberts, EMA Sustainability Leader, Diversey

In their ninth year now, the awards have received continued support worldwide and this year 30 entries were received, originating from 19 countries: four from Asia; six from the Americas; eight from Europe; nine from Africa; and three from Oceania.

Our main sponsor, Diversey, Inc., is committed to a cleaner, healthier future. Its products, systems and expertise make food, drink and facilities safer and more hygienic for consumers and for building occupants. With sales in more than 175 countries, Diversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions. The company serves customers in the building management, lodging, food service, retail, health care,

The awards show Skål International's strong commitment to the protection of the environment in conjunction with sustainable tourism. Ecotourism, together with other

## THE 2010 WINNERS ARE:



1. In the category of Tour Operators – Travel Agents:  
**BUNGLE BUNGLE BUSHCAMP – Australia**  
[www.eastkimberleytours.com.au](http://www.eastkimberleytours.com.au)



2. In the category of Urban Accommodation:  
**THE WORLD'S GREENEST HOTEL – Denmark**  
[www.cpcopenhagen.dk](http://www.cpcopenhagen.dk)

and food and beverage sectors. Diversey, Inc. is formerly JohnsonDiversey, Inc. To learn more, visit: [www.diversey.com](http://www.diversey.com)

This year, the 10 hotels of the Marriott Group in Paris- Ile de France also contributed with sponsorship of the Ecotourism Awards. Marriott's environmental vision is to be the global hospitality leader, demonstrating how responsible hospitality management can be a positive force for the environment and create economic opportunities around the world; and, by example, inspire personal action in the communities where the company operates. Some

of their initiatives are "Protecting the Rainforest", "Water, Waste and Energy Reduction", "Supply Chain" and "Green Buildings". For more information, visit: [www.marriott.com](http://www.marriott.com)

**ECOTOURISM AWARDS 2011 New deadline**

Due to the early dates of the Turku Skål World Congress (18 - 23 September 2011), the next deadline for submission of projects will be 30 April 2011.

Please visit the Sustainable Tourism section on the Skål website to read the guidelines.



3. In the category of Rural Accommodation:  
**HACIENDA TRES RIOS RESORT, SPA & NATURE PARK** – Mexico - [www.haciendatresrios.com](http://www.haciendatresrios.com)



4. In the category of General Countryside:  
**IKHWA TTU-SAN CULTURE CENTRE** – South Africa  
[www.khwattu.org](http://www.khwattu.org)



5. In the category of Cities-Villages (Joint Winners):  
**STREETSMART SOUTH AFRICA** – South Africa  
[www.streetsmartsa.org.za](http://www.streetsmartsa.org.za)



Jose Segui, President of Skål International Spain presents the trophy to Sebastian Rueda, President of the Association of Municipalities of the Sierra de las Nieves

**SIERRA DE LAS NIEVES-STRONG COMMITMENT TO SUSTAINABLE DEVELOPMENT** – Spain  
[www.sierranieves.com](http://www.sierranieves.com)



6. In the category of Educational Programmes – Media:  
**REISEPAVILLON** – Germany  
[www.reisepavillon-online.de](http://www.reisepavillon-online.de)



Karine Coulanges presented the certificate and the trophy to Amy McPherson, President and Managing Director, and Satya Anand, Area Vice President Western Europe, in the presence of the Directors of the Marriott Group in Paris.

7. In the category of Global Corporate Establishments:  
**MARRIOTT INTERNATIONAL GREEN ATTITUDE**  
France - [www.marriott.fr](http://www.marriott.fr)



# SKÅL

## ON THE MOVE

### *New Clubs Throughout The World*

Skål International's ongoing growth is highlighted by the fact that eight **new Clubs** have been formed during the year 2010, in Europe, Asia and the Pacific area; while two others have been reactivated.

#### FORMATION OF NEW CLUBS

##### SIBIU, ROMANIA



Official formation:  
26 January 2010  
Club number: 701  
Founding members: 21

The 21 founding members include hotel general managers from Continental Forum, Ramada, Hilton, Golden Tulip and Ibis, and the managers of the main travel agencies in town (Eximtur, Aerotravel, Carpatour Brasov, Sibiu Reisen, Kultour and Reky Travel). The local city hall is represented by Tourism Development Manager Stela Matic. Now, one year later, five or six new managers (including Blue Air and Sixt) are interested in joining and the enrolment forms have been prepared for them. The atmosphere at meetings is always very friendly and positive. The first meeting was held in October 2009 in the Balkan Bistro-Hotel Continental Forum – and everybody was very proud and happy to be part of the project.

The official launch of Skål International Incheon was held on 16 June 2010 at Hyatt Regency Incheon, with 60 participants including ITO (Incheon Tourism Organization) President and CEO Jae Geun Choi; Skål International Seoul President Robert Sohn; and Skål International Incheon President Adam Simkins. Skål International Incheon is the organisation's second Club in Korea after Skål International Seoul, which was formed in 1969. The Incheon Club aims to bring together officials from the airlines, hotels and tour operations to boost the tourism market and promotion.

##### NOUVELLE CALEDONIE

Official formation:  
2 May 2010  
Club number: 704  
Founding members: 23



The first meeting of Skål International Nouvelle Calédonie was held on 22 May 2010 at the La Coupole Restaurant in Anse Vata. Sixteen of the 23 members of the new Club were present. The members took the opportunity provided by this friendly get-together to elect the Committee. Eleven members stood for election and were all elected. Alain Parisot was then unanimously elected President. They received a welcome message from the President of Skål International Port Vila, who sent a sculpture of a Tam Tam, the symbol of communication in Vanuatu, as a sign of friendship. The evening ended with a cocktail party, where members raised a Skål toast – according to tradition. Karine Coulanges, Skål International Communications Director paid them a visit immediately after the Congress in Sydney in order to give them up-to-date information on the results of the Congress which she did during a delightful dinner organised in Noumea.

##### MARBELLA, SPAIN

Official formation:  
11 March 2010  
Club number: 702  
Founding members:  
20 – now 22



Skål International Marbella was formed on 8 March 2010 at 10.14pm, with the sponsorship of Skål International Malaga-Costa del Sol. Rafael de la Fuente and Jorge Lemos, Founder President and Secretary, respectively, signed the Statutes for the new Club at the Hotel El Fuerte in Marbella and welcomed founder members Jose Luque, Managing Director of El Fuerte Hotels; Francisco Gomez of the Alfil Group; Leo Llorente, Director of the Club del Mar in Puerto Banús; Santiago Dominguez, owner of the Santiago Restaurant; Maria Teresa Gozalo, Director of the Les Roches Hotel School in Marbella; Antonio Flores, Director of the Bellamar Hotel School; Santiago Payo; Benito Fernandez Palaso; and Marcos Leria – among others. The then International President Nik Racic presented Skål International Marbella during the Opening Ceremony of the 54th Congress of Skål International Spain, which was held in Marbella from 10 to 14 March.

##### SOFIA, BULGARIA



Official formation: 2 June 2010  
Club number: 705  
Founding members: 21 – now 25

Skål International Sofia was officially launched on 2 June 2010, at Hotel Hilton Sofia. The Club meets every first Wednesday of the month in different hotels, invited by their managers – members of the Club. Members represent the leading hotels and travel agencies in the country as well as

##### INCHEON, KOREA

Official formation:  
30 April 2010  
Club number: 703  
Founding members: 21





various tourism and hotel associations. Professionals and leading managers of the travel industry find Skål appealing for their business needs and contacts. The Club is fostering and maintaining a friendly business environment during its meetings, encouraging discussion on topics of mutual interest including the impact of new Internet technologies and promoting the country worldwide. As a new Club seeking more information and understanding of Skål International, members established the practice of inviting Skålleagues from other countries to present their Skål best practices and share their experiences. Its objective is to become one of the fastest growing clubs in Skål International.

#### KVARNER, CROATIA



Official formation:  
20 September 2010  
Club number: 706  
Founding members: 26

The first meeting and official assembly of Skål International Kvarner was held on 18 November 2010 at the Grand Hotel Adriatic in Opatija. The President, Katarina Hauptfeld, reported that a growing number of people in Kvarner region were interested in joining the newly formed Club.

Topics discussed included the Club's participation in the next Skål World Congress in Turku. Members elected to the Management and Supervisory Board are: Vjekoslav Martinko, Gordana Medved Petar Škarpa, Milan Mirjanić, Loredana Perčić, Milena Peršić, Mirna Krešić Budimir, and Sanja Dejanović. The Supervisory Board members are Jasna Doričić Sanković, Kristijana Ribarić Matušan and Branka Polonijo.

#### FAMAGUSTA-AYIA NAPA-PROTARAS, CYPRUS

Official formation:  
22 September 2010  
Club number: 707  
Founding members: 27



Skål International Famagusta-Ayia Napa-Protaras was formed on 16 June 2010. At the inauguration ceremony at Sunwing Resort in Ayia Napa, all new members, various tourism personalities from the island and many Skål friends attended the assembly, which was addressed by the President of the Skål National Committee of Cyprus, George Michaelides, the Chairman of the Cyprus Hotels Management Association, Mr. P. Kallis, and the Vice Chairman of the Cyprus Tourism Organisation, Mr. G. Mintis. The formation of the new Club was part of the General Assembly of the National Committee and was initiated by George Michaelides and Mr. P. Kallis.

#### LITORAL URUGUAYO, URUGUAY

Official formation:  
11 November 2010  
Club number: 708  
Founding members: 20



It all began on Saturday 3 June 2000. On the occasion of the first workshop organised by the UAVI (Unión de Agentes de Viajes del Interior – Union of Inland Travel Agents) a Skål meeting was held in the city of Salto. Members highlighted the Skål spirit at this meeting and left those present with the idea of forming Skål International Litoral. Ten years later, new winds were blowing. On Saturday 11 September, at the Hotel Los Naranjos, another meeting was held to discuss the formation of Skål International Litoral Uruguayo. Many people were working towards this objective, which came to fruition two months later during an emotional ceremony. The first committee comprises: President, Gabriel Yañez; Vice President, Andrés Zanatta; Secretary, Washington Torterolo; Treasurer, Pablo Duvós (pictured).

### REACTIVATION OF CLUBS

#### RIOHACHA-LA GUAJIRA, COLOMBIA



Official reactivation:  
14 April 2010  
Club number: 520  
Members: 17

Skål International Riohacha-La Guajira was reactivated during a meeting of the National Committee of Colombia at the Hotel Arimaca de Riohacha on 16 April 2010. Riohacha is an area that balances tradition and modernity, a town where everyone says hello to each other... peaceful, safe, with good transport connections and friendly tourist operators always happy to help tourists and visitors. La Guajira is an area of great cultural wealth, with the wayuu being the largest ethnic group in Colombia – their famous dance is the Yonna.

#### CAIRO, EGYPT

Official reactivation:  
20 May 2010  
Club number: 69  
Members: 20 – now 31



Skål International Cairo celebrated the inauguration of the Club during the first Skål meeting held at Longchamps Hotel on 18 February 2010. Following in the steps of their predecessors and in recognition of their good work on behalf of the travel industry, the new generation of members joined forces with the old to consolidate their efforts to cope with latest developments in the travel business – the most important of which is new technology and internet communication. Skål International Cairo is recruiting young executives from different fields of the travel industry to mix with the older members.



# SKÅL

## GOOD NEWS STORIES

Have you had a pleasant experience meeting other Skålleagues on your travels? Have you been able to take advantage of the benefits of “Doing Business Among Friends”? Do you have a positive story to tell about the advantages of being a member of Skål International? Have you savoured a special moment as a result of being a Skål member? If so, we would like to hear all about it – and share your “Skål Good News” with other members. Send us an email (and any high-resolution photos) to: [anamaria.vera@skal.org](mailto:anamaria.vera@skal.org)

### “GOLD” SERVICE WITH A SPECIAL SYDNEY SPIRIT

I would like to personally thank a remarkable person who showed a true Skål spirit during the Sydney World Congress.

On arriving in my room at the Four Seasons Hotel in Sydney I realised that my suitcase had been damaged and I did not believe that it would survive the 30-hour journey home; I would have to inform the airline and either repair my case or purchase a new one.

I was not too certain as to how to proceed and on an inspection visit to the Sydney Convention Centre I was in the car with Faye Alexander and I asked her how I should go about making the report on my broken case. Faye immediately offered to do whatever was necessary on my behalf. She came up to my room and took the broken case and my airline tickets away with her. Two days later, when I returned to my room – to my pleasant surprise – I had a brand new case waiting for me.

That is not, however, the end of the story. Faye also managed to find a way to help me when I was leaving Sydney. Before returning to Paris I was going to Noumea to visit the recently-formed Club of Nouvelle Caledonie (New Caledonia) but I did not really want to take my entire luggage with me for one night. Faye offered to take care of my large suitcase and to give it back to me on my return from Noumea for my flight to Singapore and on to Paris.

I learned the following day that Faye works at the airport as a “Gold Ambassador” and had received the authorisation to keep my suitcase in their offices. Faye’s actions certainly contributed a great deal to making my Congress in Sydney an even more special event. Faye has an amazing sense of service and I would like to thank her.



Those who attended the Congress will certainly have met her: she was present at the welcome, at the Credentials Desk and selling the Skål Anniversary books for the Florimond Volckaert Fund – always discreet but very efficient.

I hope that if she comes to Paris one day I will be able to reciprocate all her help and make her stay just as enjoyable. I had a “guardian angel” in Sydney and her name was Faye Alexander.

**Karine Coulanges,**

Member of Skål International Paris  
and Director Communications & PR of Skål International

### ARE THESE TWIN BOYS FUTURE YOUNG SKÅLLEAGUES?



Damien Boyle, a member of Skål International London and brother of Skål International President Tony Boyle, became the proud father of twins recently.

The young boys, Harry and Fraser, were born in London on 21 October and will soon be taking their first flight to Australia. **Could these young boys be future Young Skålleagues?**

After working in London for 12 years as a tour operator for Harrison Parrott, Damien is relocating to Melbourne (Australia) with his wife Beth, three-year-old son Sam and the twin boys. He intends to transfer to the Melbourne Skål Club early next year.

Damien has really enjoyed his time in the United Kingdom but is looking forward to returning home to Melbourne and spending time with his mother, sister and five brothers and their extended families. There will be no shortage of babysitters, that is for sure.

Damien intends to continue to work in the travel and tourism industry and become actively involved with the Skål Melbourne Club. Pictured is Damien and twins Harry and Fraser.

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# **ASSOCIATION DAY**

*New networking opportunities for professionals*

*A highlight of the industry calendar for international meetings association members, the programme for IMEX Association Day 2011 is now coming together with several speakers already confirmed.*

Taking place at Sheraton Frankfurt Hotel & Towers Conference Center on 23 May 2011, the day before IMEX in Frankfurt officially opens its doors, this industry Association Day has become a must-attend event, offering a unique networking opportunity for association members to meet with hundreds of like-minded colleagues from around the world.

Every year almost 300 association professionals from 40 countries attend. It comprises a one-day forum of education and seminars dedicated to association issues, expertise and new developments, which is followed by the ever-popular Association Evening networking reception.

This year's seminar programme will include a session on medical association meetings moderated by Dan Rivlin, managing director at Kenes Group, which organises over 2,800 congresses in 100 different countries servicing medical and scientific associations. Alongside Rivlin, Keith Foley from Marathon International, providers of content management services, will be leading a panel of guest speakers. Under the title "Cutting Edge Medical Association Meetings – Ideas and Innovations that can be Adapted for any Association Conference", the panel will discuss how to organise and monetise meetings content and deliver it to new audiences. It will also explore how to create new mutually supportive relationships with sponsors and new meeting formats for effective learning and partnership working. A second session will examine how associations can use social media, mobile apps and Web 2.0 to best effect. Michael Priem, of travel marketing agency USDM.net, will be supported by a panel of association executives leading a discussion on how social media is increasingly being incorporated into association meetings. This session will look beyond what market leaders are doing today and attempt to anticipate the next stages of development.

Also confirmed, Rohit Talwar, CEO of Fast Futures and IMEX partner in the Conventions 2020 research study, will be



providing further insights into what we can expect from meetings of the future.

The German Convention Bureau (GCB) and MCI Germany will again be running German presentations tailored to meet the specific needs of German association delegates. These include "Produktentwicklung und-orientierung von Verbänden", discussing associations' product portfolios including product development and orientation within associations. A further session entitled "Turnaround Management" will be led by management consultant Sylke Winter and will address insourcing and outsourcing issues.

Delegates will have the opportunity to attend up to two round-table discussions to digest the day's key messages and lessons in the late afternoon before departing for the Westin Hotel for the Association Day evening reception. This hugely popular event offers the chance for association members to enjoy an evening of networking among old and new friends on a 700-plus guest list of exhibitors, industry suppliers and hosted buyers.

For more information visit: [www.imexexhibitions.com](http://www.imexexhibitions.com)

More than 1,000 hosted buyers responded to the IMEX 2010 post-show survey, and results show that the award-winning trade show continues to deliver on its promise of high quality exhibitors, outstanding networking and education and, above all, abundant business opportunities.

With the majority of buyers (79 per cent) spending over 12 hours on the show floor and nearly a quarter over 16 hours, meetings at IMEX continued to generate the highest possible levels of business between buyers and exhibitors. Survey results showed that hosted buyers placed orders of US\$450 million with exhibitors during the exhibition and expected to place over US\$2.2 billion of business with IMEX exhibitors in the subsequent 12 months.

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## WORLD TRAVEL MARKET 2010: Well-attended Skål stand promotes membership benefits



Pictured (left to right): Paul Follows, UK International Councillor; Ann Lootens, Business Affairs Director of Skål International; Mok Singh, Vice-President of Skål International; and Robin Jackson, President of Skål London.

The annual luncheon held in conjunction with the exhibition attracted 100 Skålleagues from 30 different clubs representing 20 countries – a truly international gathering.

The Skål International stand at the World Travel Market was a huge success, visited constantly each day (8 to 11 November) by Skålleagues from all over the world, including Mok Singh, Statutes Director of Skål International.

While the stand was a useful meeting point for Skål members, the prime purpose was to explain the role of Skål to visitors and to attract new members.

According to stand manager Tony Milhofer, Membership Development Officer for London, a number of new members were recruited for the UK and a substantial number of enquiries were taken from visitors around the world. Their personal details are being forwarded to local secretaries for them to make contact.

The rota on the stand was mostly taken care of by UK members but assistance was also provided by Ann Lootens, Business Affairs Director of Skål International, Vitalina Le Feuvre from Paris and, said Tony Milhofer, “most especially Alison Partridge from Victoria, who not only worked for many hours on the stand chatting up anyone who came near but also provided considerable help at the end of the show carrying the various promotional items to my car”.

## IT&ME MOTIVATION SHOW IN CHICAGO: *Promoting the message about Skål membership*

Skål International Chicago was honoured to host the Skål International booth at the IT&ME Motivation show in Chicago on 13 and 14 October. The Chicago members had a wonderful opportunity to meet fellow Skålleagues from different countries as they participated in and visited this important show.

The focus of the booth is always to get the message out about becoming a Skål member, and many potential members showed great interest.

Skål International Immediate Past-President Nik Racic was also able to attend the show after travelling from Sydney, where the World Congress had finished a few days earlier. His long journey back home to Croatia took him through Chicago for a few days, and members there once again appreciated his visit.



Nik Racic presenting the “Skål Corporate Order of Merit” to Pete Erickson.



Nik Racic presenting his presidential banner to Tim Rinkoski.

Nik Racic took the opportunity to present his presidential banner to the President of Skål International Chicago, Tim Rinkoski, and to present Pete Erickson, President of the IT&ME Motivation Show, with the “Skål Corporate Order of Merit” in recognition of their support and cooperation over the years.

Skål International Chicago members staffed the booth, greeting visitors and showing the “friendship” for which Skål stands. As they noted later, “We always look forward to making Chicago a key destination for all Skålleagues visiting our great city.”

## EIBTM: *Promotion of Skål in Barcelona*

Skål International was present with a booth at EIBTM trade show, the Global Meetings and Events Exhibition, which was held at the Fira Gran Via in Barcelona, Spain from 30 November to 2 December 2010.

The stand was managed by Vitalina Le Feuvre representing Skål International who was assisted by members of Skål International Barcelona. There were many visitors to the stand who showed interest in Skål membership, as well as many members, including Nik Racic President Skål International 2009/10 and Karine Coulanges, Communications & PR Director.

A Happy Hour was held at the stand on Tuesday 30 November and Wednesday 1 December, sponsored by the Croatian Convention and Incentive Bureau.

Nik Racic was also there and he took the opportunity of his presence at EIBTM to present the Skål Corporate Order of Merit to the Managing Director of Reed Exhibitions, Richard Mortimore.

The Skål International booth is a benefit of Skål membership and members are encouraged all professionals ACTIVE Members who cannot afford to have their own booth, to benefit from this facility when they visit the trade fairs, in line with the Skål policy of “Doing Business Among Friends”.



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