



# Skål International Canada Newsletter

October, 2014

## Table Of Contents

Skål Congress Mexico –Invitation

SICAN Board meeting highlights

- Rolf Schwartje recognition
- 2015 Executive Committee
- Statutes review
- Membership Development Working Groups

New Members

Vancouver 60<sup>th</sup> Anniversary highlights

New Tourism Products

## SKAL CONGRESS MEXICO – Special Invitation

President Rolf Schwartje invites all Canadian delegates to a Canada reception. This is a special opportunity to meet with all fellow Canadian delegates and meet our special guest Mr. François Rivest, Minister Counsellor and Head of the Trade programme at the Embassy of Canada in Mexico. Please join your fellow Skålleagues Saturday October 25 from 17:00 - 19:00, in the lobby bar Sheraton Maria Isabel.

## SICAN FALL BOARD MEETING

### London Club Hosts SICAN Board



The SICAN Board met in London October 3-5 and the London Club welcomed the Club representatives with a fantastic evening of great food and entertainment at the Delta London Armories. A special thanks to the London Club and all the members who welcomed the Board members.

SICAN President Rolf Schwartje presents London Club President Anna McNutt with his banner.



Rolf Schwartje was also recognized for his dedication and work during his term as President by VP Membership and incoming President Jean-François Coté.

## **2015 Executive Committee**

The Board of Directors elected the new Executive for 2015

President – Jean-Francois Coté, Quebec club  
VP Western Region - Doug McPhee, Canadian Rockies Club  
VP Central Region - Paul Leon, Toronto Club  
VP Eastern Region - Sean Buckland, Halifax Club  
International Skål Councillor - Bill Rheume, Canadian Rockies Club  
Executive Director - Denis Smith

## **Statutes Amendments**

The Board set up a working group to undertake a comprehensive review of the Skål International Canada Statutes. The group comprised of Bill Rheume, Jean-François Coté, Jean Pelletier and Denis Smith, undertook the task with the following goals:

- To provide definitions for the interpretation of the Statutes
- To clarify titles for the organization and committees.
- To define the scheduled Board meetings and clarify the authority of the Board.
- To clarify the timelines for key decisions affecting the organization.
- To simplify the language in the Statutes
- To clarify duties and procedures of various positions outlined within the Statutes

The Draft Statutes Amendments were approved unanimously by the SICAN Board of Directors. The next step is that the proposed Statues Amendments must be approved by Skål International to come into effect early 2015.

## **Membership Development Working Groups**

At the spring NAASC congress, the Board undertook a strategic planning workshop and launched three working groups that focused on priority areas to help build membership.

## **Awareness/ Branding:**

This group identified key tools and resources for members and clubs to utilize to promote Skål membership, value/ benefits and general awareness. You will find excellent tools such as handouts on 'What Is Skål', personal testimonials of incredible experiences by members, a new Powerpoint presentation on Skål Membership and a direct link to the Skål International DVD. The group will continue to add new and relevant information to the web site to use to help promote Skål: [www.skalcanada.org](http://www.skalcanada.org)

## Inviting & Engaging Guests

We have all had guests attend an event and have a nice dinner but then what? This group focused on what we can do to make guests feel truly welcome and help ensure that they experience the true friendship and amical of Skål. The group researched a variety of success stories from different clubs that have planned greetings for guests, opportunities for them to engage many members at an event, to share their stories and be engaged with members. The group will continue to review the Best Practices documents developed earlier and add them to the web site. [www.skalcanada.org](http://www.skalcanada.org)

## Membership Retention

Often times we assume that new members have met everyone and feel as welcome and as comfortable as long standing members. But that isn't always the case. This group focused on strategies to ensure that new members feel welcomed. This includes researching successful practices by clubs for inducting new members, mentoring during the first year and ensuring that new members feel truly welcomed into Skål and that membership is an investment in personal and professional relationships.

## November is Skål Awareness Month

The Board put forward a motion to recognize November as a key month to promote new memberships and is committed to develop a strategy for a national and club awareness program for each year to focus on membership initiatives.

## WELCOME TO OUR NEW MEMBERS

### Canadian Rockies

Georgina Raso  
Sales Director  
Banff Voyager Inn

### Halifax

Jonathan Duru  
Owner  
Aberdeen Charters & Tours

### Saskatoon

Gary Hoffert  
Regional VP  
Canalta Hotels

### Montreal

Patricia Perez  
Director  
Canandes International Tours

### St John's

Sheena McCrate  
CEO  
Mile One Centre

### Montreal

Camilo Aguilar  
President  
Canandes International Tours

### Montreal

Mohamed Elamiri  
Deputy Director  
Intl Civil Aviation Organization

### Toronto

Antje Splettstosser  
Director Sales/ Marketing  
German National Tourist Office

**Toronto North**  
James Harrison  
General Manager  
Etihad Airways Canada

**Toronto North**  
Jacqueline Bishop Martin  
President  
Journey The Globe

**Thunder Bay**  
Michael Redman  
General Manager  
Best Western Motor Inn

## TRANSFERS

**New York Club to Calgary Club**  
George MacDougall  
Retired

**Washington Club to Vancouver Club**  
Mark Andrew  
General Manager  
Semiahmoo Golf Resort

**Canadian Rockies Club to London Club**  
Paul Baxter  
In transit

## Active Individual Members

**Ottawa**  
Jason Kelly  
Cachet Consulting & Management Services

**St. John - NB**  
Ellen Tucker  
President  
Freedom Travel

## Vancouver 60<sup>TH</sup> Anniversary



Skål Vancouver's 60<sup>th</sup> anniversary was a great celebration and 14 past presidents were there to join the party along with Skål International Canada's President Rolf Schwartje! Skålleagues and guests reminisced about events held over the past 60 years while tasting BC VQA wines at the reception. Everyone then enjoyed a wonderful meal at the Gramercy Grill in Vancouver.

## Tourism Products

### Glacier Skywalk - Alberta



JASPER NATIONAL PARK, AB: The Skål Club of the Canadian Rockies literally took a step over the cliff-edge at their July 9<sup>th</sup> meeting held at the Canadian Rockies newest awesome experience, the Glacier Skywalk.

Arrive at the Columbia Icefield Glacier Discovery Centre and take in the interpretive exhibits along the cliff-edge walkway, step out on to the glass-floored observation platform 280 metres (918 feet) over the glacier formed valley while viewing the waterfalls, and surrounding glacier views.

### Canadian Museum Human Rights - Manitoba



The Canadian Museum for Human Rights (CMHR) will take you on a journey of inspiration unlike anything you've experienced before. From the moment you enter through its massive stone roots, to the time you emerge in its light-filled Tower of Hope, you will be moved by the power of human rights. Canada's newest national museum rises from the Prairie earth in Winnipeg at The Forks, where the Red and Assiniboine rivers meet. The Museum sits on land that has been a meeting place for over six thousand years.