



Newsletter, December, 2014

Table Of Contents

President's Message
SIERS – Skal Event Registration
New Members
New Brunswick Skal Club Development
Club Auctions – success stories
Quebec Scholarship/ Mentor Program
Premium Plaza Lounge Member Discount Program



Dear Skalleagues,

With 2014 quickly coming to an end, so is my term as President for SKAL International Canada. First I would like to say THANK YOU to our Executive Committee for all the hard work that they have done on behalf of SKAL Canada.

Denis Smith, our new EST for 2014 has done a remarkable job since taking on his new position since the passing of Henry Kelly. Bill Rheume our ISC representative has kept us on course throughout the year. I would like to wish Bill the best of luck in his new position as Vice President on the International Skal Council.

To Doug McPhee, who has done a meticulous job with our finances and to Paul Leon for his work on membership. A person who cannot be forgotten is Brian Aube who not only looked after PR & Communications but is also a SICAN Past President who is extremely passionate about SKAL. And finally a big thanks to Jean Francois Cote who has worked tirelessly on our Statutes. Jean Francois is also the incoming President for SKAL International Canada 2015 and I want to wish the entire 2015 Executive a year of smooth sailing.

Our membership numbers this year have remained constant and in fact we anticipate growing in the new year as we have had great success in recruiting new members and we are pursuing forming a new club in New Brunswick. I do want to acknowledge Sean Buckland, our incoming Vice President Eastern Region, Bill Rheume our ISC and Alison Fraser our local AIM member in St John who have been working on the recruitment of new members for this club.

Throughout the year I have been able to attend the monthly meetings of most clubs and during these visits I was able to get reacquainted with old Skalleagues as well as meeting new ones. I hope to be able to revisit these clubs and to also visit the ones I was not able to see.

We have made good strides with our new SKALCANADA website and I would like to thank Serge Doyon for all the time and effort he provided on the website.

In closing I would like to wish all Skalleagues and your families all the best in 2015 and please keep in mind two of the words in the SKAL toast: HAPPINESS and FRIENDSHIP.

Best wishes to all and SKAL!

Rolf Schwartz

President, SKAL International Canada 2014

Skal International Event Registration System (SIERS)

Late this year, Skal launched a new pilot program in parts of Asia, Australia and invited Canada to participate in the pilot launch of this new event registration system.

SIERS has been developed as a global system to benefit **ALL** SI members worldwide so that there is one place where all members can go to find club related events and simply register their attendance. It is an important initiative to enable members to network with other Skalleagues when traveling and to assist with facilitating increasing or at the very least maintaining membership numbers.

Membership Benefits

- Members can register for any SI event worldwide via any browser and Smart Phone, as long as there is an internet connection.
- One location for registering, cancelling or changing registration for all/any SI events that members can attend.
- Email confirmation goes to member when member registers for an event.
- Members can register up to 5 guests per event. If an event is nearly booked to capacity and the member wishes to book more guest than the capacity allows, a message shows the number of spaces available to book via SIERS and to contact the event organizer if they want to increase the number of registrations.
- Members can indicate special requirements and if they have dietary requirements (e.g. vegetarian) when registering for an event.
- Members can view SIERS screens in any language using the Google Translate feature

Club Benefits

- Members from other clubs can easily register for local club events increasing networking opportunities for local and international members
- Email confirmations sent to the Event Organizer with details of the registration, guests, special requirement etc when a member registers for an event.
- SIERS can manage event availability based on event capacity being reached. SIERS will automatically change Event Status to "Event Full" once an event has reach capacity.
- Club Organizers can export a list of people who have registered for an event for direct email correspondence, and building registration attendance lists
- Links to online payment systems can be added to an Event for processing payment via clubs online payment systems
- SIERS Generated Emails will go to both the Event Organizers and the club administrators email address if they are different.
- Can display currency of Payment
- Images of property where the event is located can be added to attract bookings.
- Club Administrators can add a registration cut-off date, that will change the event status when the cut-off date is reached

NEW MEMBERS

First, congratulations to all the clubs for your continuing efforts to develop our membership. We surpassed our growth plans for 2014 and will be developing new membership recruitment tools and adding new benefits in 2015. In addition to the new members listed below, we have another 5 new member applications in process!



One successful story on membership development was from Skal International Halifax who purchased a booth at the recent Tourism Industry Association of Nova Scotia Conference Opening Reception at Casino Nova Scotia November 23rd. Skal Halifax was exposed to Tourism professionals from across the Maritimes and Canada. The exposure proved to be worthwhile as Skal Halifax was able to sign up four new members and increase exposure of the Halifax based club to rural communities of Nova Scotia. Further casting the net to attract new members!

Sean Buckland Halifax Skal Club

WELCOME TO THE FOLLOWING NEW MEMBERS

HALIFAX

Paul Harrigan
Manager
Hollis Hilton Halifax

Terri McCulloch
Public Relations and Human Resources
Ambassatours Gray Line

Susan Downey
Tour Operator
Grape Escapes Wine Tours

HAMILTON

Peter Mielzynki; Associate
President & CEO PMA Canada Fine Wine
and Spirits

Doug Switzer
President & CEO
Ontario Motor Coach Association

Jack Moreira
President
Burlington Convention Centre

Marcelo Tomazo
General Manager
Holiday Inn Select at Bronte

Sonia Radunovic
Ops/ Events Director
Burlington Convention Centre

Anne Louise Matiuschuk
General Manager
Comfort Inn Fort Erie

Olivera Radisic
General Manager
Homewood Suites

CANADIAN ROCKIES

Casey Peirce

Executive Director
Association Mountain Parks Protection

LONDON

Ruth Harland

Conference Services Manager
Western University

MONTREAL

Kenneth Mann

President
House of Travel

QUEBEC CITY

Brigitte Gauvin

Directrice Generale
Hotel Chateau Bellvue

Mathieu St. Pierre

Charge De Comptes
Expocite Congress Centre

Rudolf Hegetschweiler

C.E.O. Misa Tours International

SASKATOON

Joan Champ

C.E.O.
Western Development Museum

TORONTO

Joanne Lundy

Director Canada,
Discover The World

TORONTO NORTH

Philippe Gadbois
Senior VP Operations
Atlific Hotels

Mathieu Brunet

Directeur General
Parc National De La Jacques-Cartier

Melanie Aube

Directrice Vente/Mgt
Tryp By Wyndham Hotel Pur

Kateryna Kirakova

Young Skal

ACTIVE INDIVIDUAL MEMBER

Anne KOKKO

Tourism Development Officer
Government of the Northwest Territories

NEW BRUNSWICK MEMBERSHIP DEVELOPMENT

Sean Buckland – Skál Halifax – VP Eastern, Bill Rheaume – ISC , Rolf Schwartz President , Eric Douay – Skál Montreal and Alison Fraser – St John AIM hosted a reception and dinner with 32 local guests from New Brunswick who came to learn about Skál. Guests were briefed on our organization and experienced the evening presented as a Skál event. Response has been excellent and a membership drive is underway to recruit members to form a new club in 2015!



Bill Rheaume – ISC



Alison Fraser – St John, New Brunswick

SUCCESSFUL AUCTIONS

Congratulations to Skál Quebec City (\$21,000) and Skál Toronto (\$18,000) on their incredibly successful auctions during their holiday events! Revenue development for all clubs is a priority for 2015 to help generate new and fun events to help raise money for student bursary programs and sending club representatives to NAASC and International Congresses. We look forward to the Clubs meeting at NAASC and sharing successful ideas!

QUEBEC CLUB SCHOLARSHIP/ MENTOR PROGRAM

In a vision to support tourism succession, Skål Club of Quebec is pleased to announce the establishment of two bursaries \$2,500 each to two graduating students who are obtaining a college degree in tourism or hotel management. Those two winners will also be accompanied by a mentor for 12 months. Mentorship will be provided by two Club members.

MEMBERSHIP BENEFITS – NEW PROGRAM



A special thanks to Brent Bowes (Skál Toronto) for introducing a new member discount program for **Plaza Premium Lounges** at airports around the world! Plaza Premium Lounge provides travellers with the utmost convenience, comfort and relaxation in a quiet oasis from the airport crowds. Visit www.skalcanda.org – Membership Benefits for the discount codes for 20% off Lounge Passes and 10% off Gift Cards.