

Skål News

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International Association of Travel and Tourism Professionals
Founded 1934

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SKÅL⁷³ 2012
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MESSAGE FROM THE PRESIDENT

Essential and active role for Skål around the world

This is a year of many challenges – finding a new Secretary General, the new website and database, the first Club in mainland China, new programmes for members and, with the help of the Executive Committee, we will see these challenges through to fruition.



I attended the NAASC Congress, which comprises Canada, the United States, Mexico and the Caribbean Clubs, in Bermuda from 12-15 April. I was delighted to be able to take part in this congress and to witness first-hand the hard work of Skålleagues in making it a success, and, of course, to meet up with Skål friends from this area.

The opening ceremony was attended by the Governor, Sir Richard Hugh Turton KCMG CVO as well as a speaker who explained Bermuda's amazing history to us. The 2013 congress will be in Sacramento, California.

I attended the Executive Committee and International Skål Council meetings in Opatija (Croatia) from 18-23 April, where President 2010, Nik Racic together with Skålleagues in Zagreb and Opatija took care of all the arrangements in an impeccable manner.

I was also present at the very well-attended and lively Latin American Congress in Panama, involving most of the Clubs in this area. Panama's Minister for Tourism, Salomon Shamah, attended the Opening Ceremony. While in Panama I was presented with the Keys to the City and the official decree by the Mayoress, Roxana Méndez. I expressed my appreciation for this great honour on behalf of Skål International – the first time a Skål International President has received such recognition.



The next congress will be in Punta del Este (Uruguay). Skål International Uruguay organised a dinner attended by Uruguay's Ambassador to Panama.

I then travelled to Penang, Malaysia to attend a very well-organised Asia Area Congress with representatives of a large number of Clubs. Asia is, currently, the second largest Skål area with more than 2500 members. The next congress will be in Sri Lanka.



On the same trip I travelled to Taiwan to visit the Taipei and Taichung Clubs, where I received a very warm welcome from a large and enthusiastic group of Skålleagues and had the honour of an interview with David Hsieh, General Manager of the Taiwan Tourism Bureau.

After having attended three congresses in different countries, as well as visiting Taiwan, I can say that Skål is very much alive and active, and we should be extremely grateful for the selfless efforts and work of the various congress organisers.

Participating in congresses, be it world, area or local, is very important. It is the best place to see and be seen by all Skålleagues, to make new friends and to renew friendships with Skål friends.

It is a true honour for me to belong to this organisation, such a key participant in the tourism industry.

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 :

Bank transfer to the Florimond Volckaert Fund account:

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

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:

Trygve Sødning,

President Skål International 1993:

sodring@online.no

Alfonso Passera,

President Skål International 2001:

alfonso.passera@gmail.com

Richard Hawkins,

President Skål International 2000:

richard.hawkins@hawkrentacar.com

FVF TESTIMONIAL | QUICK AND POSITIVE HELP

Some weeks ago I got word that one of our members was very ill and in hospital here in Indonesia. He was in desperate need of an operation and, due to his age and employment status, had not renewed his medical insurance.

As an expatriate the only way he would get the operation was if he paid a considerable sum for it along with the ongoing hospital bills; and he was so weak that he could not be sent back to Australia, where the treatment would have been free.

A couple of emails and a form sent up to Richard Hawkins (in his capacity as FVF Trustee) and a quick

phone around our board and down to Skål International Bali saw some US\$12,000 in cash made instantly available to assist this member.

Sadly, he never regained enough strength to have the operation and succumbed to his illness a few days later.

I have to wonder what other organisation could have or would have had the ability to act so quickly and positively to come to the aid of a member?

Jim Weston | President Skål International Jakarta



TRAFFIC VIEW

After spending quite a lot of time walking around Jerusalem and watching “how drivers behave”, 2005 Skål International President Matanyah Hecht decided it was time to put words into action. Last year he volunteered for the Israeli traffic police and now – in full uniform regalia – he is on the streets providing friends and others with a “traffic report”.



SKÅL | GOOD NEWS STORIES

RECOGNITION AS THE “ELITE”

It all happened in April 1983 at the Jorge Newberry airport, which services the city of Buenos Aires (Argentina).

I arrived at the airport as the tour organiser for a group arranged by my agency (120 passengers), and we were met by local guides. As tour leader, I introduced myself to the guides and one of them, who had noticed my distinctive Skål pin, exclaimed, “Are you a member of Skål? Very important.”

I had never before really believed that a Skålleague could attract such recognition. In subsequent years I learned that, in many countries, Skål members are the “elite” of tourism, considered renowned professionals in the industry. Argentina is one of those countries.



Jorge Líbera
Skål International Caracas

WORKING TOWARDS A BRIGHT FUTURE



My experience began thanks to my father, the owner of a restaurant in Gerona province (in north-eastern Spain), and Skål International Gerona Past President Jordi Comas, co-owner with Carmen Hospital of the Aromar Group. Sr. Comas put me in contact with Teresa Díaz Comas, President of Skål International Gerona and International Councillor Spain, and after listening to Teresa I knew straight away that I should become a member of Young Skål Gerona – as I shared the same values.

Once contact was established we began looking for a job in England, as my main priority was to improve my English.

Meanwhile, I and other Skål International Gerona members organised meetings where I was able to get to know key professionals in the restaurant, hotel and tourism business, in tune with the Skål message of doing business with professional people in our industry.

After several months, I had the opportunity of travelling to England, thanks to International Councillor for United Kingdom Paul Follows’ contacts and help, and I remain there today – delighted to be gaining professional experience and improving my English.

As I write this I have been working at Grim’s Dyke Hotel in Harrow Weald (London) for two months and I am very happy thanks to the support of my family and my own efforts at work, with my colleagues and in improving my English.

This was all my own decision, as my only desire is to learn and learn. At 20 years of age, this journey is – without a doubt – very important for my future and there is no other word to describe my feelings other than gratitude to Skål.

Eudald Creus | Skål International Gerona

TREATED LIKE ROYALTY IN ISTANBUL



Earlier this year we got a last minute opportunity to send our Editor in Chief to Istanbul to gather some features for the magazine (Viva Asia Travel & Food Magazine). The opportunity came through one of our Skål Jakarta members who is country manager of Turkish Airlines.

First thing I did was contact Susan Field, President Skål International Hong Kong, to see if she represented any hotels in Istanbul as we needed six nights of accommodation. Unfortunately she didn’t.

Next thing I did was go to the Skål website to check which hotels in Istanbul were members of Skål, but unfortunately the website was temporarily down due to the upgrading.

Then I sent an email to Hulya Aslantas, International President 2009, seeking assistance. Forty-eight hours later: six nights of complimentary accommodation provided by three of the best hotels in Istanbul.

The Editor in Chief tells me he has been treated like a king. Now that is the power of Skål!

Jim Weston | President Skål International Jakarta



Skål International

73rd World Congress

Seoul & Incheon (Korea)
2-7 October 2012

A WEALTH OF VIBRANT SIGHTS, SOUNDS
AND TASTES IN KOREA

Korea welcomes the world between 2 and 7 October 2012 as hosts of the 73rd Skål World Congress to be held jointly in Incheon and Seoul. Skål delegates coming to Korea will enjoy an exciting program which will showcase the vibrant sights and sounds of this dynamic and historic Asian country.

The first part of the Congress will take place in the ever-expanding city of Incheon, which boasts the fifth longest bridge in the world, stunning modern architecture and breathtaking coastal vistas. The Opening Ceremony will be held at the world-class Songdo ConvensiA exhibition centre next to the Sheraton Incheon Hotel, which also serves as the Headquarters Hotel in Incheon. Prior to the departure to Seoul for the remainder of the Congress, delegates will have the opportunity to explore many of the unique tourist attractions of Incheon through an organised tour.

Once in Seoul, there is a wealth of activities and experiences to be enjoyed as the second leg of the 73rd Skål World Congress commences. The Grand Hyatt Seoul will be the Headquarters Hotel, where the General Assembly, President's Gala Dinner, Tourism Forum and B2B sessions will take place. The theme of this year's Tourism Forum is "New Frontiers In Tourism" and it will feature presentations on medical tourism, green tourism and other emerging tourism opportunities.

Tours of Seoul's unforgettable attractions include visits to the local palaces, shopping expeditions to the impressive open-air markets and shopping streets, where bargains are plentiful, and a city tour which encompasses many cultural landmarks.

For the amateur epicureans, Seoul is an excellent place to discover an exciting and varied new cuisine and there are almost endless selections of enticing Korean menu items to be found throughout the city. Although much of the Korean cuisine is considered to be quite spicy, there is also a great number of mouth-watering dishes which will tempt even the most jaded palates, such as the tasty Korean barbecue beef known as "Galbi" and the popular "Bulgogi" – which is marinated beef served with onions. Most Korean meals are served with a variety of side dishes which are appealing to both the eye and the tastebuds.

A Dine Around session in the city's cultural art hub of "Insadong" has been arranged so all delegates will be able



to immerse themselves in a rich traditional Korean dining experience, including a chance to sample the local rice wine known as "Makoli".

On the final day of the Congress, a tour of the world-famous Korean Folk Village has been arranged – a cultural theme park where actors are dressed in traditional costumes and go about their daily activities exactly as they were carried out by their ancestors. An interactive experience not to be missed, the Korean Folk Village is nestled amidst the picturesque Korean countryside, which will be exhibiting the first colours of autumn.

All members of Skål International Seoul and Skål International Incheon look forward to extending Korea's renowned hospitality to their international Skål leagues in October.

REGISTRATION FEE

The registration fee is:

- per room in the case of hotels (single = one person / double or twin = two persons)
- per person in the case of Congress Only

The registration fee includes:

- five nights' accommodation with breakfast from 2-7 October 2012 (except Congress Only participants): one night in Incheon (from 2-3 October 2012) and four nights in Seoul (from 3-7 October 2012)
- four luncheons
- five dinners
- events and excursions as detailed in the programme
- transfers from / to the airport and Congress hotels (*1)
- transfers from / to Congress hotels and functions (*2)

DELUXE HOTELS	CREDIT CARD		CHEQUE / BANK TRANSFER	
	Single	Double / Twin	Single	Double / Twin
Package A	EUR 1,120	EUR 1,740	EUR 1,080	EUR 1,680
Package B	EUR 1,595	EUR 2,310	EUR 1,540	EUR 2,230
CONGRESS ONLY (No hotel)	CREDIT CARD		CHEQUE / BANK TRANSFER	
Per person	EUR 540		EUR 520	

(*1) Complimentary airport transfers are provided for arrivals on Monday 1 and Tuesday 2 October and for departures on Sunday 7 and Monday 8 October 2012

(*2) Congress Only participants are welcome to use the complimentary airport transfers to the Congress hotels and the transfers between Congress hotels and functions

HOW TO RESERVE FOR THE CONGRESS

Registrations will be accepted:

- On a first come, first served basis.
- No money, no registration.
- Complete one form per room.

When completing the registration form, you will need to consider in which capacity you are attending:

- **Voting Delegate** means you will attend the General Assembly and exercise the right to vote on behalf of your Club.
- **Observer at General Assembly** means you will attend the meetings of the General Assembly but without the right to vote.
- **Non-Delegate** means you will attend the Congress but will go on excursions while the delegates and observers are attending the sessions of the General Assembly.

If you are two Skålleagues sharing a room please indicate the membership card number of both Skålleagues. If you are disabled or require a special diet, please indicate this on the "special requirements field" of the registration form. Everything possible will be done to meet your needs but this cannot be guaranteed. If you are the Voting Delegate for your Club, please collect the voting ballots at the credentials desk located at the registration area.

DRESS CODE AND REGALIA

Day wear: smart casual for General Assembly, Tourism Forum and B2B; casual and comfortable for excursions.

Opening Ceremony: lounge suit for the gentleman and suitable attire for the ladies.

Evening wear: smart casual for Get-together and Farewell Parties; casual and comfortable for dinner at own hotel and dine around.

President's Gala Dinner: tuxedo and black tie for the gentlemen and suitable attire for the ladies.

Skål regalia: required for the Opening Ceremony and President's Gala Dinner.



RESPONSIBILITY

Skål International is responsible for the organisation of the Congress and General Assembly of Club Delegates for which it will receive the registrations. When registering you accept unconditionally any decision taken by Skål International in case of complaints.

Cancellations or Modifications: requests for modification or cancellation will only be considered if received in writing. Requests for reimbursement made before the refund deadline of **7 September 2012** will be reduced by EUR 50 per person to cover administrative costs. After that date no reimbursement will be made. Skål International will not be responsible for differences caused by currency fluctuations or for bank charges arising from the refund in the case of a banker's cheque or transfer.

Insurance cover is not provided for participants whilst travelling to and from the Congress, at the Congress or on Pre and Post Congress Tours, or for refund of fees, if for some reason you cannot attend. Medical assistance will be provided at the hotels at a cost to the participants who use the facility. You are therefore strongly advised to take out your own insurance to cover these eventualities.

For more information, please visit the official 73rd Skål World Congress website www.skalkorea2012.org. Register online at https://www.lyyti.fi/ilmoittaudu/Skal_International_World_Congress_20123_2583

SKÅL GENERAL ASSEMBLY Candidates for elections

Skål International will hold its annual election of Officers on Thursday 4 October during its 2012 World Congress to be held in Seoul & Incheon, Korea.

PRESIDENT



MOK SINGH

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In 1972, after graduating from St. Stephen's College in Delhi, Mok Singh arrived in Missouri where he received a degree in Travel Administration and Management from Columbia College; he began his career in the travel profession (World Travel Services) and later worked for Wilson Travels in Kansas City. After three years at Wilson, Mok moved to Los Angeles where he worked for Chicago-based Patson Travels. Initially hired as Director of Sales for the South Western USA, he was promoted to the position of Vice-President of Sales and Marketing based

in Chicago. In 1981, Mok went into business for himself with his long time friend, Roger Mahal. Travel Promotions Inc., the start-up company, had been established for just over a year, when the opportunity to acquire SITA World Travel Inc, a company with a solid reputation and a long history since 1933, came along. In late 1982, SITA was acquired and by 1983 had merged with Travel Promotions Inc. Mok currently serves as Group President of the SITA World Group with direct responsibility for two of the company's three operating divisions which are Airline Representation, Information Technologies and Tours Operation. In addition to heading the Airline Division, Mok also heads SITA's IT Group, operating under the brand "OR Global". Mok has been accorded the highest honour awarded by the Commonwealth of Kentucky and was inducted into The Honorable Order Of Kentucky Colonels by the Governor in April 2004. Mok has attended and participated in 14 Area Congresses and 18 International Congresses.

1981 - 1982	Member, Skål International Delhi	2004 - 2006	Vice President, Skål International U.S.A.
1982 - 2012	Member, Skål International Los Angeles	2006 - 2007	President, Skål International U.S.A.
1992 - 1993	Secretary, Skål International Los Angeles	2007 - 2009	International Skål Councillor, U.S.A.
1993 - 1994	Vice President, Skål International Los Angeles	2009 - 2010	Director, Statutes & Skål Repositioning, Skål International
1994 - 1995	President, Skål International Los Angeles	2010 - 2012	Vice President, Statutes & Skål Repositioning, Skål International
2001 - 2004	Regional Vice President, Region VI, Skål International U.S.A.		

Mok is serving the second year of his two year term as Vice President and would be termed out if not elected President.

KARINE COULANGES



R.O.S.E. Meetings & Events
132 rue d'Herblay
95150 Taverny
France
33-6.2055.1105
karine.coulanges@rose-meetings.com
www.rose-meetings.com

Karine Coulanges, after 20 years in the hotel industry as International Director of Sales, formed R.O.S.E. Meetings & Events in April 2010 of which she is Managing Director, in order to increase the scope of her activities and also as a complement to her activities for HelmsBriscoe. In view of the success of R.O.S.E. Meetings & Events, she decided to concentrate all her efforts exclusively towards the development of her company and, whenever possible, she applies the slogan "Doing Business among Friends" working with Skålleagues in France and abroad.

From 1987 to 1989, she was Sales Manager for Meridien Hotels Paris (2000 ch), responsible for the French and U.S.A. convention markets and international congresses for associations, federations and government institutions. From 1989 to 1992, she held the post of Regional Sales and Marketing Director for Penta International Hotels & Resorts, partner of Lufthansa – France, Benelux, Italy, Spain and Switzerland. From 1993 to 2000 she was Regional Sales Director for Renaissance International. In February 2000 she became National Sales Director – Marriott Group France, responsible for the commercialisation of eight hotels in Paris with more than 2000 rooms. Karine is fluent in French, English, German and Italian and has a good knowledge of Spanish.

In 2004, she received the Tourism Gold Medal from the French Ministry of Tourism for her significant actions in the development of tourism in France and for her active participation in various projects through Skål International for the protection of children

in partnership with "ECPAT" and for the accessibility to tourist sites for handicapped persons together with "Association Tourisme Handicap".

1991 - 2012	Member, Skål International Paris
1991 - 1993	Treasurer, Skål International Paris
1993 - 1996	Secretary, Skål International Paris
1994 - 1997	Secretary, Skål International France
1995 - 1997	Vice President, Skål International France
1996 - 2000	Vice President, Skål International Paris
2000 - 2004	President, Skål International Paris
2004 - 2008	International Skål Councillor, France
2008 - 2009	Vice President, Skål International Paris
2008 - 2009	Director, External Communications & Media, Skål International
2009 - 2011	Director, Communications & PR, Skål International
2011 - 2012	Vice President, Communications & PR, Skål International

VICE-PRESIDENT



MARIANNE KROHN

Tourismus & Stadtmarketing Celle
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www.celle-tourismus.de

Marianne Krohn began her career in 1976 in the hotel business as Front Manager and became later Assistant to the General Manager. In 1980 she joined Hapag-Lloyd, the largest German travel agency, and was Regional Vice President when it was bought by TUI in 1999. From 2000 to 2001 she was Managing Director of Consedis Business Service & Consulting, a branch of TUI Business Travel and from 2001 to 2003 Managing Director Operations – Germany and EMEA for TUI Business Travel. In October 2003 she set up her own company, Krohn & Partner

Travel Logistics. From 2004 to 2008, she was Managing Director of Hannover Tourismus Service. From 2008 to 2011 she was Manager Marketing, Press and Public Relation, Economic Development of City of Hannover. She is currently Managing Director of Tourismus & Stadtmarketing in Celle.

1991 - 2004	Member, Skål International Berlin	2005 - 2006	Director, Skål International Hannover
1992 - 1999	Secretary, Skål International Berlin	2007 - 2009	President, International Skål Council
1999 - 2001	Vice President, Skål International Berlin	2009 - 2010	Director, Business Affairs, Skål International
1999 - 2006	Director, Skål International Germany	2010 - 2012	Director, Finance, Skål International
2001 - 2003	President, Skål International Berlin		
2003 - 2007	International Skål Councillor, Germany		Marianne is serving the final year of her three year term as Director and would be termed out if not elected Vice President.
2004 - 2012	Member, Skål International Hannover		

ANN LOOTENS

Education: In 1990 Ann Lootens graduated from Hotelschool Spermalie, Brugge. From 1990 to 1992 she studied Hotel Management in the Hoger Technisch Instituut, Bruges, Belgium. In 1994 she graduated in Tourism from the Vormingsinstituut voor KMO, Brugge. Professional background: she took part in a vocational programme after her studies, with AFS intercultural programmes. This took place in Denmark, where she worked in the hotel Falster, in Nykøbing Falster, for a couple of months. Ann also did voluntary work for this organisation for 10 years. After this programme, she started working in the hotel of her family, Hotel Portinari, Brugge, Belgium. She still works there now.

Hotel Portinari
T Zand 15
8000 Brugge
Belgium
32-50.34.10.34
32-50.34.41.80
ann@portinari.be
www.portinari.be



1997 - 2012	Member, Skål International Belgische Kust & Vlaanderen	2005 - 2010	International Skål Councillor, Belgium
2000 - 2009	Director, Skål International Belgische Kust & Vlaanderen	2008 - 2010	Vice President, International Skål Council
2004 - 2008	Secretary, Vice President, Skål International Belgische Kust & Vlaanderen	2009 - 2011	President, Skål International Belgische Kust & Vlaanderen
		2010 - 2011	Director, Business Affairs, Skål International
		2011 - 2012	Director, Young Skål, Skål International

V. SALIH ÇENE



Gencilik Mah 1313 Sokak 21/6
07100 Antalya
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salih@salihcene.com

V. Salih Çene is married and has three children. He started his professional carrier in 1969 as a Receptionist. He then moved to England for his education. During his studies in Hastings and London he also worked in various hotels and restaurants. After completing his higher education, HND in Hotel & Catering Admin., in Westminster Technical College – London, he moved back to Turkey in 1978 to continue his carrier in Hotel Management. Since then he worked in various Hotels & Companies as GM, General Coordinator, General Director,

Board Member and Chairman of Board. Since 2006 he is giving consultancy services to hotels and investors. Languages: English (fluent), German (fair), French (beginner). He is a member of various national and international Associations and Institutes. He writes articles in newspapers and tourism press; appears in TV interviews on Tourism; participates as a key-note speaker in symposiums and conferences on Tourism. He has given lectures in various Universities. He is also involved in social projects concerning Children.

He joined Skål first in 1980 and since 1990 he has participated in various international Skål events, such as 20 World Congresses before Seoul & Incheon and 11 ISC Mid-year meetings before Kvarner; Asian and Mediterranean Area Committee Meetings; Amsterdam Initiative; Anniversaries of Skål International Paris besides various Club visits.

1980 - 1991	Member, Skål International Istanbul	2005 - 2011	International Skål Councillor, Turkey
1992 - 2012	Member, Skål International Antalya	2006 - 2009	Chairman, ISC Membership Development Committee
1992 - 1993	Treasurer, Skål International Antalya	2007 - 2009	President, Skål International Turkey
1993 - 1996	Secretary, Skål International Antalya	2009 - 2010	Chairman, ISC FVF & Finance Committee
1993 - 1996	Director, Skål International Turkey	2010 - 2011	Vice Chairman, ISC External Affairs Committee
1996 - 1998	Secretary, Skål International Turkey	2011 - 2012	Director, Development & Business Affairs, Skål International
1996 - 1999	President, Skål International Antalya		
1998 - 2000	International Skål Councillor, Turkey		
2000 - 2003	President, Skål International Antalya		
2003 - 2005	Vice President, Skål International Turkey		

GRAHAM BLAKEY



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Graham Blakey started his career in tourism after retiring from the Metropolitan Police and the Hong Kong Independent Commission Against Corruption. In 1984 Graham and his wife Liz established Macau's first car rental company. Graham's company, Macau With Imagination Ltd., is a MICE company. He is also involved and consults with Tourism attractions in Hong Kong.

1985 - 2012	Member, Skål International Macau	2009 - 2011	International Skål Councillor, Asian Area
1989 - 1993	President, Skål International Macau	2011 - 2012	Director, Special Projects Asia, Skål International
2004 - 2008	President, Skål International Macau		

DIRECTOR: Presented by the ISC

ZLATAN FRÖHLICH

Zlatan Fröhlich obtained a Ph.D in Economy from the Faculty of Economy, University of Zagreb. He speaks Croatian, English and Russian. In 1978 he started his professional career as Research Fellow at the Institute of Economics in Zagreb, where he stayed until 1999, when he was elected as the President of the Zagreb Chamber of Economy, the position he holds today. He is acting President of the Croatian – Turkish Business Council (from 2000). From 2004 he is Dean of the International Graduate Business School Zagreb (MBA program in partnership with Indiana University, Kelley School of Business, USA). From 1990-1996 he was a Member of the Zagreb City Executive Council responsible for international cooperation and tourism development. From 2009 to date, he is member of Zagreb County Tourist Board.

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1995 - 2012	Member, Skål International Zagreb	2006 - 2012	International Skål Councillor, Croatia
2002 - 2006	President, Skål International Zagreb	2010	Vice Chairman, ISC Internal Affairs Committee
2005	Vice Chairman, Organising Committee Zagreb & Dubrovnik World Congress	2012	Member, Organising Committee Mid-Year Meeting Opatija (Kvarner)
2006 - 2012	Board Member, Skål International Croatia		

BENT HADLER



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Bent Hadler started his professional career in 1978 as Sales Manager of Copenhagen Excursions/Autopaaske until 1984. From 1985 to 1997 he was Managing Director and owner of Danselect Tourism Development. In 1998 he was appointed Head of Sales of Tivoli Gardens, a position he held until 2006. He has been Managing Director of Hadler DMC/Nordic Incentives since 2006. Bent has attended nine World Congresses and 15 International Skål Council Mid-year Meetings, as well as several Nordic Congresses.

2002 – 2012	Member, Skål International Copenhagen	2005 – 2007	Chairman, ISC Congress Committee
2004 – 2009	President, Skål International Copenhagen	2007 – 2009	Vice President, International Skål Council
2004 – 2009	International Skål Councillor, Norden Area	2009 – 2012	President, International Skål Council

SYLVIA LIEBISCH



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sylvia.liebisch@chello.at

Sylvia Liebisch started her professional carrier in 1965 with Air Canada where she worked until 1977 as Reservation & Ticket Office Agent, Supervisor of Reservations and Ticket Office and Sales Representative for Austria. From 1980 to 1986 she was Office Manager and Authorised Company Officer for Astropa – Tour Operator. In 1986 she joined Austrian Airlines where she held the positions of Head of Tourist Office, Deputy Head of Tourist Department and Head of Tourist Department. From

1992 to 1994 she was General Manager of Austrian Holidays, AUA Incoming. From 1994 to 2002 she worked for Austrian Airlines as Head of Office, Sales Promotion Business Travel, Congress and Conference Travel, Head of Customer Loyalty Programmes, General Manager (Travel Industry Side) Travel Agency and responsible person for Travel Agency Trainees. In addition from 1993 to 1998 she owned an Institute for IDP and Management Training. From 2002 to 2004 she owned an Agency for Public Relations specialising in tourism, organisation of small congresses and events and artist management. Since June 2004 she is Consultant for Tourist Projects of WIFI Wien – Institute for Promotion of Economy Development Trainer. Since June 2007 she is also Personal Assistant to the Special Envoy for International Economy Affairs of the City of Vienna at the Municipality of the City of Vienna, Head Office for International Business Relations.

She has attended 11 Skål World Congresses and 10 ISC Mid-Year meetings.

1981 - 2012	Member, Skål International Wien	2005 - 2009	Chairman, ISC Internal Awards Committee
1998 - 2003	Vice President, Skål International Wien		Chairman, ISC Internal Awards & Communications Committee
1997 - 2012	International Skål Councillor, Austria		
1997 - 2012	Board member, Skål International Wien and Austria	2009 - 2011	Member, Task Force for Repositioning of Skål
2004 - 2012	Secretary, Skål International Wien and Austria		

Presented by his Club

GERALD (GERRY) PEREZ



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Gerry Perez is a senior level executive with years of experience in the tourism industry. He is completing his 2nd term this year as a member of the Executive Board of PATA (Pacific Asian Travel Association) and was recently chosen as President of the newly chartered Micronesia Cruise Association. He has a long history in the travel retail business as well as leadership experience in destination development, marketing and allied services. Since 2006 Gerry is General Manager of Guam Visitors Bureau where he began as a Director in 1991. He has

held many positions within the Government of Guam since 1966. Since 1988, Gerry has been an invited speaker or lecturer on tourism at sales seminars or conferences in the island states of Micronesia, China, Korea, Japan, Vietnam, and Singapore. He is also an adjunct professor at the University of Guam School of Business and Public Administration, besides owning a small airport transfer and tour service. He was a delegate at the White House Business Conference in 1982. He has held many positions in diverse local, national, regional and international associations.

Gerry's lifelong commitment to Skål is demonstrated by his active participation at Skål regional and international events. He has not missed a world congress since the first one he attended 10 years ago and has not missed an Asia Area Congress since 1988. While serving as Area President, Asia reactivated two Clubs and added a new country with three new Clubs in sustaining membership growth of about 10%.

1995 - 2012	Member, Skål International Guam	2004	Chairman, Asian Area Congress
1996 - 1998	Vice President, Skål International Guam	2009 - 2012	President, Skål International Asia
1998 - 2000	President, Skål International Guam		International Skål Councillor, Asia
2003 - 2004	International Skål Councillor, Asia	2012	



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From 1970 to 1980 Nigel Pilkington was a Commissioned Officer with the Royal New Zealand Navy. In 1980 he transferred to Armoured Freightways Ltd. where he worked in the Marketing Department until 1981. From 1981 to 1983 he was Marketing Manager of Seiko/Pulsar Time NZ Ltd. From 1983 to 1985 he worked in the Marketing Department at New Zealand News Limited. From 1985 to 1990 he was General Manager/Director of Gurney Nagle Advertising (Auckland) Ltd. Nigel founded De La Mer Communications Limited in 1990 as a public relations and marketing communications

consultancy specialising in the travel and tourism industry, of which he is still Managing Director today. In the intervening 22 years Nigel has worked in senior marketing, public relations and representation roles for various tourism organisations, as well as representing/advising individual operators in Australia and the South Pacific who are active in the New Zealand market. Nigel has undertaken a number of volunteer service roles over the years including Scout/Group leader and Chairman of Sea Scout troops in Auckland; coaching local sports teams; committee member and treasurer for a local secondary school rowing club, as well as assisting with public relations (pro bono) for a number of local and national, volunteer, non-profit organisations.

2001 - 2012	Member, Skål International Auckland	2008 - 2009	Vice President, Skål International New Zealand
2005 - 2006	Vice President, Skål International Auckland		
2006 - 2007	President, Skål International Auckland	2009 - 2012	President, Skål International New Zealand
2006 - 2012	Director, Skål International New Zealand	2012	International Skål Councillor, New Zealand

YAACOV HARTMAN

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Yaacov Hartman graduated from the Israeli Technion in Haifa in Hotel Management. After finishing his regular army services, he remained in the reserves holding the rank of Colonel. He is Project Manager of Ritz/Hartman Hotel renovation. He is a member of the Council for Peace and Security and is active in Municipal affairs. Yaacov is the Skålleague who initiated and dedicated all his efforts which culminated in the creation of Skål International Red Sea Bay, uniting membership of Jordan, Israel and Egypt. Yaacov was awarded the Order of Skål Merit in 2006. Yaacov was awarded by Skål International Red Sea Bay a "Certificate of Appreciation"

for his help and cooperation with the formation of the Club in 2010. Yaacov has attended 24 Skål World Congresses and visited many Skål Clubs worldwide. He was Chairman of the Galilee/Tiberias Bidding Committee for the 2010 Skål World Congress.

1977 - 2011	Founding Member, Skål International Galilee, where he has held all executive offices	1998	President, Skål International Galilee
1985	Chairman, Pre/Post Congress Tours, 1985 Skål World Congress - Jerusalem	2001 - 2003	President, Skål International Israel
1986 - 1988	President, Skål International Galilee	2001 - 2003	Vice President, Mediterranean Area Committee
1987	Chairman, 10th Anniversary Celebrations, Skål International Galilee	2003 - 2006	International Skål Councillor, Israel
1990 - 1991	President, Skål International Israel	2006 - 2008	Auditor, Skål International
1995 - 1996	President, Skål International Galilee	2009 - 2011	President, Skål International Israel
		2011 - 2012	Deputy Auditor, Skål International

Peter Neilson's career in tourism started over forty years ago with the Tasmanian State tourism agency and progressed with employment by a national airline through to travel agencies and a peak tourism industry representation body. Further experience in tourism was gained and given in convention/conference organisation, marketing groups and strategic planning forums. Over many years he has held various positions on a continual basis to administer and improve prospects for tourism operators in Tasmania on a local, regional and state-wide basis including involvement as a board member of the Tourism Industry Council of Tasmania. In 1988 his company introduced Cable Hang Gliding to the attractions sector for tourism and it continues to be a popular adventure attraction. He is also the Director of Hovercraft Tasmania. As a Quality Management auditor for 15 years, he has gained knowledge from reviewing both small and large companies to the International Standard ISO9001:2008 throughout Australia, Thailand and Vietnam. His auditing experience has taken him through, for example, manufacturing companies, civil and construction contractors, consultants (e.g. architects), training organisations and others, and further through second party organisations.

PETER NEILSON

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1996 - 2012	Member, Skål International Launceston
2000 - 2004	Board Member, Skål International Launceston
2002 - 2004	President, Skål International Launceston
2003 - 2007	Vice President, Skål International Australia
2007 - 2009	President, Skål International Australia
2010	Club Liaison Coordinator (Australia) for the 2010 Sydney World Congress
2012	Board Member, Skål International Launceston



TOURISM INDUSTRY UPDATE

By Skål International

The importance of luxury tourism

While the economic crisis continues to affect a good part of Europe, luxury tourism remains on the rise. Elegant hotels, paradisiacal beaches, dream destinations, limousines, private jets, luxury shopping... these are the key ingredients for keeping discerning travellers contented during their ultra-exclusive holidays.

Luxury tourism is, of course, the opposite of mass tourism. For many, luxury tourism signifies exoticism. Its appeal lies in a completely individual-orientated service: transfers, vehicles, welcome, guides, catering, concierge, private butler, etc.



Above all, however, luxury tourism can be defined by its rarity, its creativity, its "exclusive" side, its imagination and its high price. Quality is translated into custom-made journeys, highlighted by prestigious services and personalised and exemplary service, for a clientele which is anxious – at least in principle – to remain relatively anonymous and be able to enjoy a high degree of privacy. Luxury tourism is about spending without counting the pennies, five-star and deluxe hotels with irreproachable service, idle days spent at the edge of a turquoise-blue pool or sea, and top-of-the-range catering. Luxury tourism means being surrounded by staff who wait on you hand and foot to enhance your well-being, anticipating – discreetly – even the slightest of your needs. Luxury tourism is

also about savouring the opportunity of appreciating the human face of a destination, its distinctive handicrafts and culture. It is important for the client to feel unique.

So, for example, wealthy clients from the Middle East visit London, Paris, Geneva or another coveted European city in the summer, to escape the hot season back home. These elite tourists rent suites or even whole floors. They are the kinds of clients who are difficult to replace, not only for the hotel establishments, but also because they have a strong propensity for shopping. In fact, it is common to see luxury boutiques, such as Louis Vuitton, Chanel or Dior, open their doors exclusively for this well-to-do clientele... or a hotel or mansion kept completely private for a wedding.

Monte Carlo, Las Vegas, Macao... casinos are another key reference point for luxury tourism, where "players" are constantly seeking new sensations. At casinos, all the popular table games (Roulette, Blackjack, Craps, Punto Banco) enter the scope of luxury. On the other hand, slot machines tend not to be associated with luxury, especially when access to the casino is free.

REGULAR AND OCCASIONAL CUSTOMERS

Americans, Asians (mainly Japanese, Chinese, Taiwanese and Indian), Russians and Europeans represent the main travellers taking luxury trips. The other principal contingent of luxury customers comes from the Middle East and Gulf countries and finally the nouveau riche of the emerging countries. This clientele travels either within the framework of a pleasure trip or for business. Business clientele is divided into three groups: state authorities, MICE (Meeting, Incentive, Congress and Events) and people associated with the entertainment industry, or show business.

Offer unique experiences... This is, in short, the industry's challenge when it comes to luxury tourism.



SKÅL MEMORIES - The Founders

IN THIS FOURTH PART OF A NOSTALGIC JOURNEY BACK THROUGH THE YEARS, PRESIDENT SKÅL INTERNATIONAL (1986) AND HONORARY PRESIDENT ANTONIO GARCÍA DEL VALLE RECALLS THE FOUNDERS OF SKÅL INTERNATIONAL.

On this occasion I would like to talk about the founders of Skål Paris Club, the origin of our current association. During the 1984 Congress in Paris, all the delegates were given a postcard featuring the five founders, two of them from the first Paris-Malmö flight (reported in Skål Memories Part I), Hugo Kraft and Georges Ithier, and the other three from the better known second flight, Jules Mohr, Pierre Soulié and Florimond Volckaert.

In fact, they overlooked the true driving force, the person who promoted and encouraged the foundation of Skål, Captain Carl Florman, described by Dr. Ith in London in 1938 as, "The Viking, standing in the bow of his boat, ready to discover new worlds". As managing director of A/B Aerotransport-SAS, he entrusted Hugo Kraft with the mission of inviting 14 travel agents on that pioneering flight from Paris to Malmö. He never became President of the AISC as he retired from his businesses and settled in the south of France after World War II, but he was named Honorary President at the World Congress in New York in 1955. Paris Skål Club existed unofficially in 1932, with Hugh Kraft as acting President. The decision to establish the club was made during a meeting at the Taverne Parisienne on 16 December, attended by 53 tourism professionals including Krafft (Swedish Amerika Line), Mohr (KLM), Soulié (Air Union-Lignes Farman), Volckaert (Wagons Lits) and Ithier (Exprinter). A Swede, Dutchman, Frenchman, Belgian and Brazilian... these five were the true architects of Skål.

Volckaert was AISC Founder President until his death in 1968; Krafft retired and lived in Paris until passing away; we have no information about Soulié's last years; and Mohr and Ithier were heroic victims of World War II. The latter was a member of the Musée de l'Homme resistance group and, together with other colleagues and their leader Boris Vilde, was executed at Mount Valerien for "serious anti-German crimes".

Florimond Volckaert was born in Saint Gilles, Brussels (Belgium) on 23 February 1898 and died in Paris on 17 January 1968. A volunteer in the Belgian army during World War I, he entered the world of tourism at a young age, as his father, Vincent Volckaert, a Belgian senator, ran Voyages Vincent in Brussels from 1922 – one of the country's first travel agencies. He moved to Paris in 1926 to work for Wagons Lit. He was contracted by Leon Schoevaerts for Sabena in 1934 and remained as the company's general representative for France until 1956. Later he became manager of the Unión Aeromaritime de Transport for Switzerland, based in Zurich, until retiring on 28 February 1963. In January 1966 he was named to the board of directors of Lucien Rodrigues-Ely Cruises in Paris. Honoured with numerous awards over the years, he was described by Henri Tschann as, "A man who could convey good humour and charm in the same way to a head of state as to any other everyday person. A great communicator and a magnificent public relations man."

Georges Ithier was Founder Treasurer of Paris Skål Club, the club's official delegate in the foundation of the AISC, the Association's first Treasurer and, in 1933, Director for Marketing. A Brazilian, he worked for Exprinter and later



KLM. He was described by Edgar Bennett as, "A charming man... whenever we were talking about someone, he would add, 'Ah, yes, he's a great lad.' This expression became a catchphrase." After news was received of his execution on 23 February 1943, Volckaert declared that the date should become etched in the memory of Skålleagues throughout the world, and Paris Skål Club members (or those who were able to) met clandestinely in the Madeleine Church to pay tribute to their colleague.

Pierre Soulié, the first General Secretary of the AISC, was involved with Farman Airlines, which – as a result of various other mergers – eventually became part of Air France.

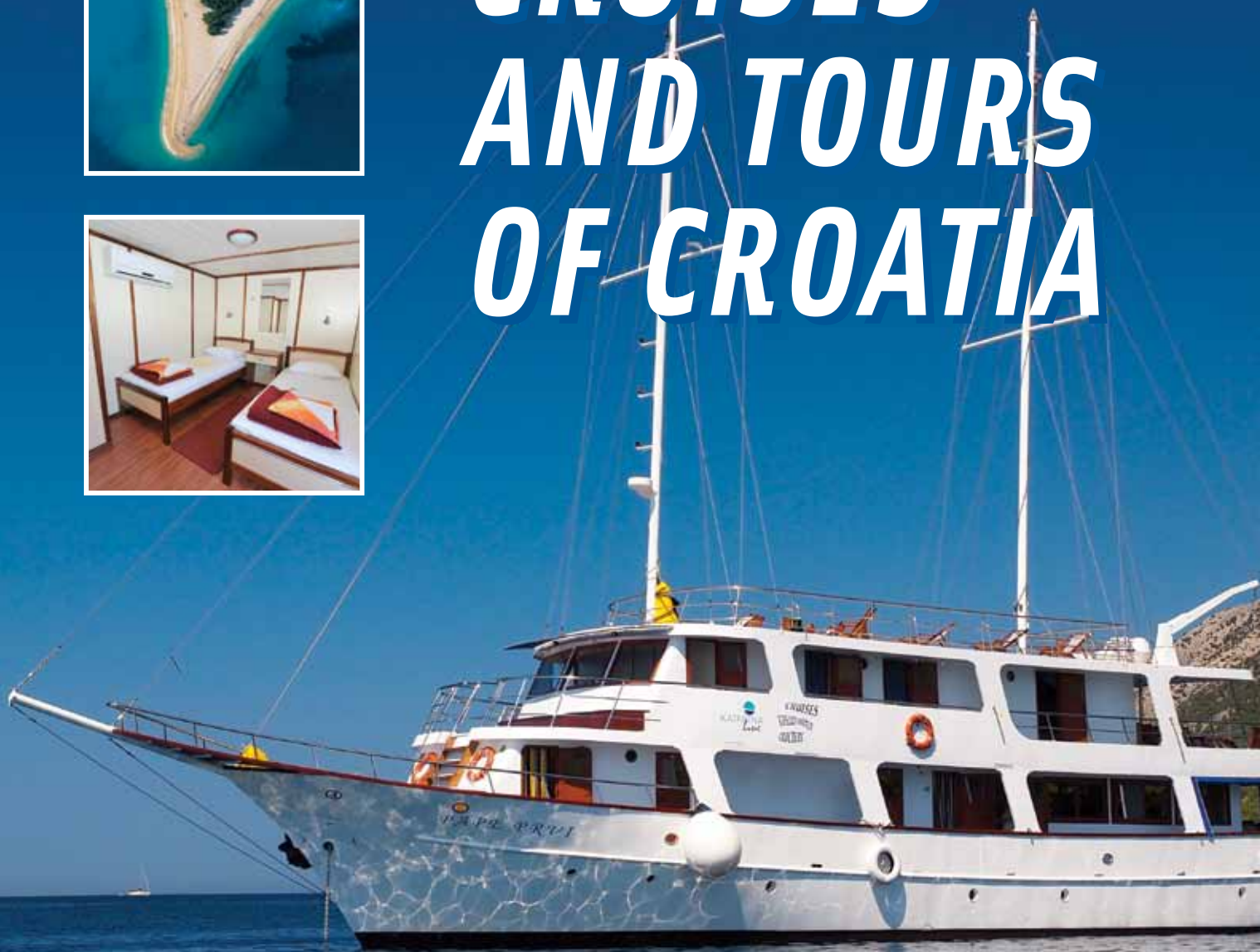
Jules Mohr, Founder Vice President of Paris Skål Club, was deported to Buchenwald and died in 1944. This cruel news was met with tremendous sadness, "as he was always a loyal friend and his loss was felt by all those who formed a part of the extended tourism family".

Hugo Kraft, Founder Vice President of Paris Skål Club, a travel agent, a native of Göteborg (where he was born on 13 January 1891), a specialist organiser of trips to Sweden, and A/B Aerotransport's representative in Paris, where he lived for 50 years, as well as that of the Swedish-American Steamship Line from 1920, he went on to become manager of the Swedish Tourism Office and later general manager of Nordisk Voyages. He was a member of Paris Skål Club until his retirement in 1956 and died in Paris on 5 August 1976. He was once described as someone who "...radiated kindness and sportsmanship. He was a dedicated hunter and, in addition to his tourism posters and brochures, always had a shotgun in his car. At times, when visiting a travel agency, he would give one of the counter staff a pheasant that he had just shot. This was his way of showing friendship."

We should never forget our venerable founders, as it is thanks to them that today we are able to enjoy friendships among so many professionals throughout the world.



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NORTH-WEST AUSTRALIA

TOP TOURISM AWARD FOR BROOME SKÅLLEAGUE

Low-impact tourism at some of Australia's most remote locations was showcased during an awards ceremony under the stars in the East Kimberley. Comedian, author, playwright and director Ben Elton hosted the event, which, according to Glen Chidlow, chief executive of North-West Tourism, recognised the best of tourism in the area and the "high calibre of operators and the amazing experiences they provide".

Among those honoured during the dinner, held at the El Questro Wilderness Park, was Broome Skålleague Gail Gower, who received the individual award for excellence for her many years of dedicated service to the region's tourism industry. The award was sponsored by the Skål Clubs of Broome and Kununurra, and presented by the Hon.



Kenneth (Ken) Charles Baston, MLC, Government Whip in the Legislative Council.

Pictured (from left): Nadia Donnelly, President Skål International Kununurra, Gail Gower, Ken Baston and Darren Banfield, President Skål International Broome.

"VENUS BYTES"

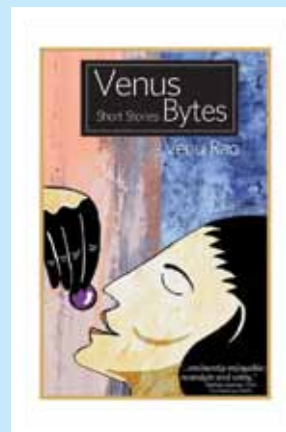
ANECDOTES FROM A BANGALORE HOTELIER'S LIFE



In his debut book, "Venus Bytes – Short Stories", Venu Rao, member of Skål International Bangalore and hotelier and director at Peacock Group, a hotel consultancy firm based out of Bangalore, draws from his experiences in the industry to present his first collection of 16 imaginative short stories and three reflections of a girl named Venus in a heavenly hotel.

As the author notes, "Some give up their homes, families and pleasures to achieve something in life. Earlier they were called Sadhus. Today, we call them Hoteliers! Work can be very stressful at times for hoteliers. The monotony very often makes them look for something to pep them up – humour or interesting anecdotes. They work hard so that others can enjoy and, in the process, meet many wonderful guests." These works of fiction invite the reader into a world of intrigue and fantasy, of dark endings and equally joyous ones, altogether unexpected and hard hitting, but all enjoyable.

"This book is a tribute to my fellow hoteliers," adds Venu. "Being a hotelier is not only challenging but demands a lot of sacrifices, sometimes the ultimate... our brave colleagues at the Taj Mahal Palace Mumbai, who laid down their lives during the 26/11 attacks, are the real heroes. The general manager who lost his family while ensuring the safety of his guests first... I salute them."



With a career spanning 30 years with top Indian hotel chains such as the Taj Group, ITC Welcome group Hotels, RMS International and Viceroy Hotels, Venu has used this great exposure to create landmark properties – be it a boutique hotel or the niche underground Guhantara resort. He brings out Budding Hotelier, a newsletter that focuses on the people working in the hospitality industry and also contributes articles to many hotel journals and magazines.

The opportunity to travel extensively has given him the insight to develop his wide network, and a need to share some interesting hotel anecdotes has resulted in this book. The foreword is written by Mohan Kumar, COO, Taj Gateway hotels and resorts, Indian Hotels Ltd, Mumbai.

STUDENT AWARD

TRAVEL ASSOCIATION HONOURS YOUNG SKÅLLEAGUE



Philadelphia Young Skålleague Christopher Petrucci, a Temple University senior tourism and hospitality management major, has received an International Gay and Lesbian Travel Association (IGLTA) Student Tourism Award.

As part of the award – an education initiative designed to allow students to attend the annual IGLTA

conference and network with industry professionals from across the world – Petrucci received an all-expenses-paid trip to Florianopolis (Brazil) in April for the 2012 conference.

He had written an essay on his knowledge of and involvement in the gay and lesbian tourism market and was chosen as one of only a few U.S. recipients.

An active member in the Philadelphia tourism industry, he established an internship program with the Philadelphia Gay Tourism Caucus after Skålleague Greg DeShields, managing director of business development, helped him make the necessary connections.

“The tourism program has come so far, even from when I started to where it is now,” Petrucci said. “Every day there are new sponsors, new contacts and new relationships. It’s one of the best places to be. The more industry partners we can make around the world, the more potential it opens up for future students.”

“PERSONALITY OF THE YEAR” AWARD FOR...

...MALAI SAKOLVIPHAK

The Asia Area Committee of Skål International has recognised the outstanding achievements of the late Malai Sakolviphak. At the 41st Skål Asia Congress, held in May in Penang, he was posthumously named “Personality of the Year”.

Delegates held a minute’s silence in memory of the travel industry legend, regarded by many as the “Father of Skål” in Thailand. The award was accepted by Skål Thailand President Andrew Wood and Skål Bangkok President Dale Lawrence.



Enrique Quesada, Dale Lawrence, Andrew Wood, Gerry Perez and Marco Battistotti

“Many moving and heartfelt tributes were paid by Skål members around the world when they heard of Khun Malai’s passing,” said Lawrence. “This award is yet another fitting tribute to a travel industry professional, and a real gentleman, whose contribution to Skål will probably never be surpassed.”

The presentation was made by Skål International President Enrique Quesada, who was visiting Penang from Mexico, Asia Area President Gerry Perez and Marco Battistotti, President of Skål International Penang.



Significant increase in global business

World Travel Market 2011, the leading global event for the travel industry, will generate a massive £1,653 million in travel and tourism industry deals – an impressive 16% increase on WTM 2010.

Independent research of World Travel Market's exhibitors shows WTM 2011 will generate £1,653,729,318 million of deals, either through contracts signed at the event or from negotiations with Meridian Club members which will lead to deals before WTM 2012.

WTM 2010 generated £1,425 million in business deals, either on the exhibition floor or in the 12 months that followed, which was a 25% increase on WTM 2009's £1,139 million.

The increase in business generated by WTM 2011 can, in part, be accredited to the overhauled Speed Networking session – which allowed exhibitors and buyers even more time to negotiate and conclude deals.

Speed Networking took place as a one hour-long session before the exhibition opened on the first day of WTM 2011 (Monday 7 November). Previously, Speed Networking was in five 45-minute sessions – based around the regions of the exhibition – throughout the first day.

The change increased the amount of time at the event for exhibitors and Meridian Club members could conclude negotiations on the exhibition floor, in turn helping to increase the amount of business generated because of the event.

An extra business opportunity was also introduced on the final day of WTM in the shape of the WTM Networking Breakfast, giving exhibitors and Meridian Club members a further event to meet up and discuss business deals.

Furthermore, an impressive 94% of exhibitors are "extremely likely" or "likely" to exhibit at WTM 2012, which takes place between Monday and Thursday, 5-8 November. The research also showed that 96% of exhibitors feel it is "very important" or "important" to exhibit at WTM and 96% of exhibitors were "completely satisfied" or "satisfied" about their most recent time at WTM.

According to Reed Travel Exhibitions Director World Travel Market Simon Press, "World Travel Market 2011 has seen, and will lead to, a phenomenal amount of travel and tourism industry business being agreed.

"The expanded Speed Networking programme played an important role in the success of WTM 2011 for both exhibitors and Meridian Club members, offering both stakeholders increased opportunities to meet new contacts, sign contracts and conclude deals."

"The amount of business conducted and the findings from the exhibitor research shows WTM is delivering on its commitment to facilitate business in the travel and tourism industry. "I am delighted that the amount of business conducted at World Travel Market continues to increase, firmly positioning WTM as a must-attend exhibition for national and regional tourist boards, global brands and technology companies. "The amount of business conducted at WTM clearly demonstrated WTM. Means Business."

IMEX IN FRANKFURT

EXCELLENT PROMOTION AT SKÅL STAND

This year, thanks to the support of Skål International Frankfurt am Main (in particular Manfred Traiser, Thomas Giesick, Claus Glinicke, Lothar Kegelmann, Joachim Lentes and Club President Hans-Jürgen Thien), Skål was able to ensure that the association's stand at IMEX was well-attended at all times in order to welcome visitors, Skålleagues and potential members in great conditions.

For the second time Skål International Frankfurt am Main and the German Convention Bureau (GCB) organised a Networking Flying Breakfast Get-together during IMEX, with Hans-Jürgen Thien, President Skål International Frankfurt am Main, Matthias Schultze, Managing Director GCB, and Ray Bloom, Chairman IMEX Group (who delivered a short speech), attending the event. Vice President Karine Coulanges, ISC President Bent Hadler, Nik Racic (President 2010) and other Skål officials and members from Germany and throughout the world were also present as guests at the German booth on the morning of 24 May.

The Get-Together organised at the Skål stand on 22-23 May was sponsored by the Croatian Convention & Incentive Bureau and the InterContinental Hotel Frankfurt.

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Applications Open for Special Recognition Award

Sustainable, green, eco-friendly, organic... these words are in TV commercials, they are on products and they dominate headlines. Sustainability is not a buzzword anymore, but a byword. Companies and organisations around the globe have decided to take responsibility for a more sustainable future.

“Diversey is proud to partner with Skål to continue to recognise these outstanding approaches to sustainability, and to honour hotels and organisations in tourism that have excelled in leading the way to a greener future,” says Lill Kleven, Global Strategic Planning and Development Director for Hospitality at Diversey.

So who can apply for the Diversey Special Recognition Award? The projects submitted in all categories for the Skål SDIT Awards are eligible candidates for this award.

These are the award-winning criteria in detail:

- Projects that were set up to transform the conventional understanding of sustainability to deliver a most-efficient output, closer to the idea of an “integrated bottom line” where business and environment, together with safety, risk management, and corporate responsibility, is managed.
- Projects that provide a proven impact and show a return on investment.
- Projects that inspire innovative and creative thinking.

All entries are evaluated by Diversey experts. The Diversey Special Recognition Award will be presented by the President of Skål International, Enrique Quesada, during the Opening Ceremony of the 73rd Skål World Congress in Incheon (Korea) on 3 October 2012.

How is Diversey linked to sustainability and the tourism industry?

“Diversey, a world leader in cleaning and hygiene solutions for the hospitality industry, is committed to sustainable business practices and employs the ‘Triple Bottom Line’, which considers people, planet and profit in its daily operations,” explains Lill Kleven. “But at Diversey we don’t only focus on operating our own company more sustainably but also on supporting our customers to protect their brands, employees and guests. We assist them to improve their profitability and environmental impact and also to transform their effort into a competitive advantage. All in all, we very much enjoy partnering with Skål, an active player in the tourism industry, promoting the message of sustainability in tourism together, all around the globe.”



IMPORTANT SKÅL PROMOTION AT ZAGREB TRADE SHOW

Skål International Croatia was present at the CROTOUR trade show in Zagreb from 9 to 12 May. The Croatian Travel Agency Association (UHPA) kindly hosted Skål International Croatia at its stand, where members were able to place Skål International posters, brochures and souvenirs.

Zeljko Trezner, President of Skål International Zagreb, and Marija Sebalj, President of Skål International Croatia and Skål International Dubrovnik, were present at the stand – providing all visitors with information about Skål International. Marija visited several exhibitors, including those from neighbouring countries, and distributed Skål brochures.



Also present at the stand on 11 May was Maja Stanic, Skål International Zagreb Past President and former UHPA Director.

Skål members had the pleasure of welcoming a group of students from VERN Polytechnic in Zagreb, where Zeljko Trezner is a teacher. They made a presentation and provided the visitors with Skål promotional materials which they will distribute to their colleagues at the Polytechnic.

MEETING FRIENDS IN FRIENDLY CROATIA



www.croatia.hr

The Croatian Convention and Incentive Bureau (CCIB), part of the Croatian National Tourist Board, specializes in providing help and information for conventions and business travellers. Information is all impartial and free of charge, and you will be taken through those options that are most suited to your needs by experienced, friendly staff who are all experts on business travel. Quality is guaranteed according to international standards and criteria.

The rare natural beauty of Croatia, along with the variety of comfortable hotels and transport connections with the whole world, makes Croatia a perfect place for organization of congresses, symposiums and conferences.

Croatia has 159 congress hotels and centres, holding up to 2,000 participants. All the centres are fully equipped to meet modern business needs: Brač, Brijuni, Cavtat, Crikvenica, Dubrovnik, Hvar, Krk, Lošinj, Makarska, Novi Vinodolski, Opatija, Plitvice, Poreč, Primošten, Pula, Rab, Rovinj, Split, Šibenik, Umag, Zadar and of course, the capital, Zagreb. Zagreb centres include the vast Vatroslav Lisinski Concert and Congress Hall, with a main auditorium that seats up to 1,860 guests.

FLIGHT INFORMATION

CITY	Flight Time
Amsterdam, Barcelona, Berlin, Brussels, Copenhagen, Frankfurt, London, Paris, Prague, Rome, Tel Aviv, Zürich	2 hrs
Bologna, Budapest, Istanbul, Munich, Vienna	1 hour

CCIB SERVICES FOR MEETING ORGANIZERS

- Site inspections arranged
- Help with familiarization tours & facility / contact information
- Promotion assistance given, with press releases & programme covers supplied for printing
- Supply of slide shows, promotional videos, brochures, maps & guides
- Co-ordination of tours & activities for spouses
- Help with planning special events, banquets, etc.
- Co-ordination of pre- & post-convention tours
- Help with organizing conventions & trade shows
- Help with registration procedures
- Most services are complimentary or at minimal charge

CROATIAN CONVENTION AND INCENTIVE BUREAU

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COUNCILLOR'S CORNER

New ways for Skål to grow



It was a great honour to be elected as the new Skål Councillor for SIUSA. I succeed some good friends and mentors: Charlie Power, Bill Pullen, Jack Bogrette, Mok Singh and Jeff Penner, all of whom I served with on the SIUSA Board at various times over the past few years.

I have been in Skål for almost 20 years, having moved up through all the officer positions of my home club, Skål International Louisville, and then up through the various officer positions of SIUSA, culminating in my year as President 2010-2011.

During those years, I have been fortunate to get to know many of my fellow ISC members, and now I am excited to be a part of this wonderful Council. I think many of us, as members, are not aware of the duties of the Councillor, so I would like to recount some of the activities of our committees and meeting in Opatija. A special thanks to the members of Kvarner and Zagreb Clubs for their outstanding hospitality.

The Councillor is a key member on each National Committee and is responsible for being the primary contact to the Executive Committee and the General Secretariat. Each Councillor is assigned to one of two committees, either External Affairs or Internal Affairs.

During our meeting on the first day, each of the committees met and discussed several projects they had been asked to review for the Executive Committee. On the External Affairs Committee, we looked at the new categories surrounding the Corporate Membership issues, initiated by the results of the Task Force.

While this was voted down in its original presentation in Turku at our 2011 AGM, it was requested that more definition by the Council was necessary for future successful implementation. The results of the Task Force show that most members want some sort of Corporate Membership. Our recommendations were to include a category of Affiliate Supplier, which could be used for companies who support the Skål movement with sponsorship at the club level. Companies which perhaps could fit into this category would include wine distributors, audio-visual suppliers and various types of media.

Our committee also wanted to better define the Corporate Membership category, but most of us had varying definitions of what is meant by the category. This will be a continual development over the next few meetings, so look for more details in the upcoming months.

Our committee also looked at how to get more Member Benefits included on our website. The Councillors will promote, within their National Committees, initiatives to go to the clubs and encourage members to offer additional benefits to all Skål members.

We have all been asked at times as to what is the benefit of belonging to Skål and feel we need more definitive and tangible offers that we can promote to all members. This may include hotel discounts, offering a local tour for visitors, discounted services for car hire, or perhaps cruises and escorted tours.

I encourage each of you as a member to look at your own business and review if you could offer and promote a Member Benefit. This will be a vital part of our new and improved Skål International website.

Finally, one of the most important duties of the Councillor is to promote and help administer the Florimond Volckaert Fund. I was disappointed to learn at the Mid Year Meeting that less than 20% of all clubs in our organisation contribute to this wonderful benevolent fund, long ago established to assist members in need.

I am happy to report that SIUSA has over 70% of our clubs contributing annually and I challenge all the National Committees/Clubs to increase their participation, even if just in a small way. Keep in mind we never know when a member of our own club may need assistance. The Internal Affairs Committee is promoting special recognition for those members who give personal donations to the FVF. I am sure more details will be forthcoming on this endeavour and I personally am very excited to see this as an opportunity for increased involvement.

I commend the Executive Committee for their open discussions with the Council during our plenary session and look forward to our next meeting prior to the World Congress in Korea. Your Councillors are here to assist you, so reach out to us. I am sure I speak for all of the Councillors in saying we are ready to serve you, our members, in leading our organisation as we continue to find ways to grow in this challenging economic time.

I was so impressed with the quality of member serving as Councillor from each of our National Committees. The leadership on this team is outstanding and I am so honoured to be part of the Council.

By **Lou Conkling, CTC** | International Skål Councillor USA

MEMBERSHIP DEVELOPMENT CAMPAIGN

HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP – AND WIN A SPECIAL CONGRESS PRIZE!

Every member who introduces a new member between 1 March and 30 August 2012 is eligible to win a Congress Only registration (winner will choose and pay for the desired category of cabin) for the 74th Skål World Congress 2013 which will be organised by Skål International New York and will take place on board a cruise.

The name of the prize-winner will be drawn at the International Council meeting to be held during the Korea Skål World Congress and announced at the President's Gala Dinner. Members do not have to be there to be eligible – though this would be preferable if possible!

There are no limits on how many times a member can enter, so everyone is encouraged to ask colleagues in the industry to join. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category.

Application forms can be downloaded from the Skål website: www.skal.travel. Please ensure that you put your name on the form in the section "Introduced by".

SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME

The Skål Membership Development Award Programme has proven to be very popular with Skål Clubs throughout the world. Skål Clubs that increase their membership over the previous year by a net 10 per cent or more, or that introduce 10 new members or more after allowing for members who leave, qualify for a commendation certificate which is presented at the President's Gala Dinner during the Skål World Congress each year. The programme was recently enhanced with the awarding of special framed commendations to the top three Skål Clubs: Platinum Award, Gold Award and Silver Award.

Yet again Skål International will provide a prize of a Congress Only registration to the Skål Congress in New York next year for the Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 September 2012.

There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sections of the travel and tourism industry to join Skål.

THE EXECUTIVE COMMITTEE OF SKÅL INTERNATIONAL LOOKS FORWARD TO ANOTHER RECORD YEAR FOR THIS SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME.



What is it?

A certificate of commendation for Clubs that boost their membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.

What is meant by net growth?

Net growth means an increase in new members minus members who leave for any reason.

What is the criteria to win this Award?

Any Club that increases its membership by a net 10 per cent or more, or gains a net 10 or more new members, qualifies for this Award.

What is the date that membership numbers are calculated for this Award?

The date chosen this year is 1 September year as this is deemed to be the least volatile period for Club membership changes.

When is this Award presented?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International during the President's Gala Dinner at the Skål World Congress.

For example:

A Club has 30 members	30
It brings in six new members	+6
Three members leave	-3
Net membership	33
Growth achieved =	10%



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