

SKÅL INTERNATIONAL CANADA

Membership Toolkit



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Skål Membership

Skål International's web site provides a wealth of information for clubs and potential members. www.skal.org.

Skål is a professional organization of tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry. Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest.

The first Club was founded in 1932 in Paris by travel managers, following an educational tour of Scandinavia. The idea of international goodwill and friendship grew and, in 1934, the "Association Internationale des Skål Clubs" was formed with Florimond Volckaert as its first President, who is considered the "Father of Skål".

Skål International today has approximately 22,000 members in 500 Clubs throughout 90 nations. Most activities occur at local level, moving up through National Committees, under the umbrella of Skål International, headquartered at the General Secretariat in Torremolinos, Spain.

Skål International is governed by an Executive Committee of seven members, elected by delegates to an annual General Assembly, held during the World Congress, hosted by a different country each year. This allows members first-hand observation of the travel and tourism potential around the world.

Skål International Membership Brochure

A supply of this brochure can be ordered through the Skål International office. Uses could include 'potential member folders', trade show booth displays and membership campaigns.



All of the following are available at www.skal.org (members section - accessible by entering your last name and your current membership number as your password)



organisation	members	congresses	ecotourism	forms	links	newsletter	photo gallery
preferred contacts	skål hymn	skål news	tourism forum	twinning of clubs	what is skål?	young skål	toolkit

Skål International Membership Development

Membership Development

[The Amsterdam Initiative](#)

[P.R. Guidelines for Skål Clubs](#) (updated Feb07)

[The Identity of Skål International](#) (updated Feb07)

[Retention of Members](#) (updated Feb07)

[Long Term Development Plan](#)

[Trade Fairs](#) (updated Feb07)

[Sustainable Tourism](#) (updated Feb07)

[Promotional DVD Art label](#)

Membership Development - Manuals

[Twinning Programme for Skål Clubs](#)

[Financial Assistance Application Form](#)

The Amsterdam Initiative

[Streaming Video](#)

International Membership Benefits

- Contacts with more than 20,000 tourism related companies to choose from
- Speakers, Discussions, the annual Tourism Forum and many opportunities to attend seminars internationally, nationally and locally
- More than 22,000 tourism professionals worldwide with whom to network. Access through the Skål website <http://www.skal.org>
- The ideal way to make new professional contacts when starting a new business.
- An ideal opportunity to meet other tourism professionals when moving to a new city
- The opportunity to meet colleagues and make new friends in the travel and tourism industry at special functions
- The Skål International membership Card entitles members to discounts provided by Skål members.
- Preferred Contacts, a service offered to the members to promote their business (at no cost), on the internet.
- Skål News, a quarterly magazine in which you can advertise your business to 22,000 industry professionals.
- Young Skål gives young professionals the opportunity to meet prospective employers, work together with the Executives in the tourism industry and learn and get support and guidance from them.
- Florimond Volckaert Fund: Assistance from a benevolent fund for those members or their families who fall on hard times.
- Skål International is an Affiliate Member of the World Tourism Organisation and thus has access to all major issues that tourism deals with worldwide and contributes by participating in its projects.

Membership DVD

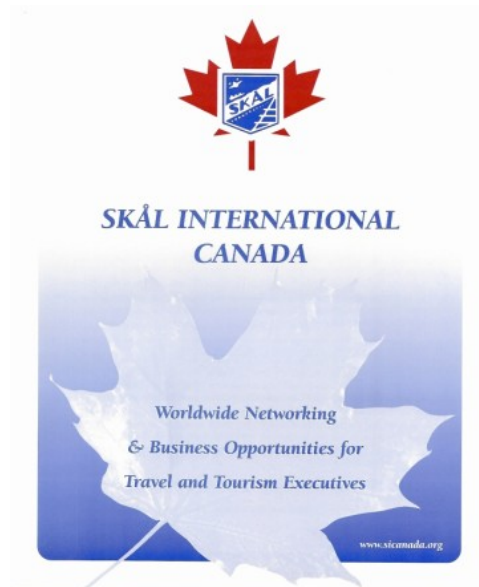
A copy of this DVD has been sent to all clubs in Canada.



FIGURE 21.1 Contact your Club President or Membership Development Office to obtain a copy of the DVD.

Membership Brochure

Skål International Canada has produced a Canadian membership brochure, in both official languages. Supplies can be ordered from the SICAN Executive Secretary.



Skål's first North American club was formed in 1938. The New York club assisted in the formation of many other North American clubs. In 1949 the first Canadian club #44, Skål International Montreal was formed.

The Skål movement in the North American Area has grown steadily to the present 5000+ members with Skalleagues in 114 clubs in Bahamas, Bermuda, Canada, Curacao, El Salvador, Jamaica, Mexico, St. Maarten and the United States.

Membership Statistics

Skål Club	Active Members	Associate Members	Life Members	Retired Members	Total Members
Calgary	47	3	14	2	66
Cdn. Rockies	44	1	7		52
Edmonton	53		3	1	57
Halifax	24	1	2	1	28
Hamilton	33		6		39
London	19	2	2		23
Montreal	35	2	8	3	48
Ottawa	26		14	1	41
Quebec City	54		5		59
Saskatoon	24		7		31
St. John's	21	1	1	1	24
Thunder Bay	18	3	3		24
Toronto	110	3	11	3	127
Toronto North	24		5	3	32
Vancouver	97	2	20		119
Victoria	27	1	12	2	42
Winnipeg	39			1	40
SICAN TOTAL	695	19	120	18	852

Meeting Ideas



- Annual Charter Night
 - With guests and spouses
- Annual “Most Memorable Meeting” award (voted on members)
- “Hyde Park Speaker’s Box”
 - Used for members too speak on a variety of topics throughout the meeting
- Progressive dinner
 - Members move around the tables to visit/network with more members
- Dinner at a winery
- “Member bring a member” meeting
 - Allow guest to attend one meeting complimentary
- Joint meetings with other member clubs
- Guest speaker at meeting
 - Chamber of Commerce
 - Tourism Associations
 - Community projects
- Dinner served by Hospitality students at local college
- Invite undergraduate students to a meeting
- International Skål Day celebration
- Mystery Dinner
 - Transportation provided – members travel to unknown destination
- Meeting in conjunction with city ‘dine around’ program
- Meeting at liquor store/demonstration kitchen with cooking demo, presentation on wines and ability to purchase presented wines at the end of the evening
- Christmas luncheon
- Valentine’s Day dinner
- Christmas Dinner with gift exchange
- Annual “What is Skål” presentation prior to a meeting
- Robbie Burns Night

Special Event Ideas



- Steak & Lobster Night
 - With Live and Silent Auction
- Business to Business events
 - Breakfast meeting (outside of regular meeting dates) – user pay
 - Afternoon event
 - Lunch, keynote, B2B session, networking cocktail hour, dine around
- “After Five – Get Acquainted’ event
 - Casual, relaxing atmosphere
- Weekend outing for members and guests
 - \$315.00 all inclusive trip to Yellowknife
- Golf Tournament
 - Mulligan purchase to Volckaert Fund
 - Memorial event named for past club member
 - Golf and Fishing derby (with Silent Auction)
 - Invite non-member industry people to tournament

Volunteer/Community Activities



- Bursaries for local Tourism & Hospitality Colleges
 - In honor of retiring Skål member
 - Joint scholarship with Hotel/Motel Associations, Tourism Education Councils, Restaurant and Foodservice Association
- Sponsor one (or more) Young Skål member (s) for a year in the club
- Serving meals to under privileged
- Christmas stockings to be delivered to Boys and Girls Club
- Choose a 'charity of choice' to support
- Annual "Toy Run" at Christmas
- Annual recipient of Tourism Award
- Support of member activities
 - Member climbing Mt. Kilimanjaro
- Food Bank drive
 - Members donating time to help at the food bank
- Quality Tourism Awards

Fundraising Activities



- 50/50 draw at each meeting
- Sell raffle tickets at all the meeting and draw for all the prizes at the Annual General Meeting
- Live and Silent Auction
 - Solicit other clubs for donations to be used at your club's silent auctions

Other Ideas



- Provide membership package to each member to encourage new members
 - Incentive of large prize (airline tickets) for members sponsoring new members
- Several clubs have pursued twinning opportunities
 - Live twinning meeting
 - Twinning based on geography (Montreal & Albany, NY)
 - Twinning based on names (Hamilton, ON and Hamilton, Bermuda)
 - Twinning based on business/personal connections (Toronto & Amsterdam, Calgary & Ixtapa)

New Member Induction

Reprinted with permission of Skål International Canadian Rockies

(names) have been nominated as (a) worthy candidate(s) to join the SKAL Club of the Canadian Rockies.

Skål is the only international organization which brings together all sectors of the travel and tourism industry and is represented by the industry's managers and executives.

The Paris Club, Skål's first, was formed on December 16, 1932 by travel trade managers wanting to promote travel and tourism between France and Sweden.

In 1934, Skål achieved international status with the formation of the Association Internationale des Skål Clubs (A.I.S.C) and on April 1st, 1938 New York became the first Skål Club in North America.

"The North American Chapter Committee" in which all Skål Clubs in North America were to be represented, was formed on March 31, 1949 and is now known as NAASC (North American Association of Skål Clubs).

From that modest beginning, Skål now numbers almost 25,000 members in over 500 Clubs spread throughout more than 80 countries. SICAN consists of 18 clubs with 890 members.

The Benefits.

- **Contacts for Business - Networking - 25,000 tourism professionals worldwide with whom to make contact.**
- **Opportunities to attend national, regional and international congresses as well as seminars, nationally and locally.**
- **Friendship and Amicale - develop new friends within the travel and tourism industry.**

RESPONSIBILITIES:

Your responsibilities, as (a) new member(s), are to enjoy the fellowship of your fellow Skalleagues, support our Skål community and promote the spirit of friendship in tourism. You must also acquire a taste for Aquavit and pay your dues on time!

Everyone, please stand and join me in welcoming (names) to our Club.

New Member Proposal Guideline

Reprinted with permission of Skål International Calgary

Skål International Calgary Membership Proposal Guidelines

Purpose

The purpose of this document is to clarify the procedures our Club has adopted in seeking and initiating new members.

Skål International Calgary, wishing to remain a healthy and vibrant club, needs to continue to pursue new members to both overcome the effects of attrition, and to grow. We need to pursue this with care for the Club, and invite potential members who will benefit themselves and the Club as a whole through their participation.

Skål seeks to attract the senior member of a qualified tourism organization as the member. The most senior qualified member is in a position of influence and is able to make decisions in this city for his or her organization. Skål has a dual purpose; it is a Club of senior tourism professionals who seek to socialize together and develop both local and international friendships. It is a club of those who wish to do business among friends and wish to assist others in doing the same. Members should be attracted in this light.

Guests

New members, unless they transfer in from another Club, always start as guests. We have developed the following procedure to help everyone in inviting guests.

- All guests should be identified to the Membership Development Office (MDO) and the Executive Secretary in advance.
- Guests who are considered potential members will have their costs for the meal covered by the Club, when identified in advance.
- All guests who are neither potential members or identified in advance, are at the expense of the member who invites them.
- Members are encouraged to make an extra effort to welcome potential members at the events.
- In order to maintain the integrity of the Club, only the most senior member of the potential organization can be proposed for membership. For example, in a hotel the General Manager is considered a potential member.
- If a member is requesting membership on his/her own accord (not brought as a guest by any specific current member), their request for membership will be reviewed by the Board of Directors.


Proposing a Member

The new electronic membership system works very well, and members can be confirmed quickly. To expedite the process, the following procedure has been developed.

- The current member identifies the proposed member to the Executive Secretary and/or Membership Development Officer before they attend their first meeting and before they are invited to complete a membership form. Executive Secretary will ensure that the person qualifies according to the Skål International guidelines, so there is no wasted effort or embarrassment.
- The EST will bring the name and information forward to the Board for approval, either electronically or at a Board Meeting if discussion is required.
- The EST will electronically canvas the local club for comments.
- Once it is determined the person qualifies and meets with club approval, they are to fill out an application form, and submit a cheque for \$200. Typically, the guest will receive an application form at their first meeting if it is determined they qualify.
- The application form is to be sent by fax or given directly to Membership Development Office.
- The proposal is entered onto the electronic form on the NAASC web-site (www.naasc.com) by the Membership Development Office. It is sent to a seconder by email. It is then approved by the EST (via email) and finally is sent to the President for her/his approval. This can happen within a day or two.
- Once the President has granted approval, it is forwarded to the Executive Secretary for SICAN, and then onto Skål International in Spain, and they have been turning around the applications in a matter of days.
- The new member will be inducted at the next appropriate meeting. The induction will be presented by one of their sponsors.

Membership Marketing Piece

Reprinted with permission of Skål International Vancouver



**Worldwide Networking and Business Opportunities
for Travel and Tourism Executives**

What?

WHAT is Skål? - Skål is a professional organization that brings together all sectors of the travel and tourism industry. Representing the industry's managers and executives, Skål members meet in an environment of friendship, to discuss subjects of common interest. The first club was founded in 1934 - the idea of international goodwill and friendship grew and today Skål has over 25,000 members in over 500 clubs spread throughout more than 80 countries.

Why?

Why should I join?
Its simple - Business opportunities and building friendships all in a social and fun environment

- Contacts for business - more than 20,000 tourism related companies
- Network opportunities - 25,000 tourism professionals world wide
- Starting a new business - Great way to meet new professional contacts
- Moving to a New City - Great way to meet other tourism professionals
- Access to the Skal Database - Membership directory - 25,000 contacts at your finger tips
- Friendship - develop new friends - both professionally and personally
- Membership Advantages
- Florimond Volckaert Fund - fundraising for the purpose of helping members and their families who have fallen on hard times
- Monthly meetings - Great way to experience what our city has to offer in dining facilities. Enjoy a great meal, meet and talk with your industry friends, develop a new business deal over a cocktail and have some laughs....All part of the great business we have chosen to be a part of.

Who?

Anyone and everyone who wants to be part of a dynamic, successful, productive & fun organization with Travel and Tourism as the common bond.

If you in a managerial capacity and have worked in the travel and tourism industry for at least 3 years, come and join us for Dinner, and see for yourself.

If you are interested in attending one of our meetings, please contact:

- Brian Veitch - brian.veitch@greyhound.ca or Mike Hagan - hagan@dccnet.com
- For further information about SKAL and upcoming meetings, go to www.vancouverskal.org

"SKAL International Vancouver"
1954 - 2004 Celebrating 50 Great Years In the Local Tourism Industry

Potential Membership Template for Follow-up *(Reprinted with permission from Skål International Calgary)*

COMPANY	NAME	TITLE	PHONE	MEETING	FOLLOWUP	STATUS	CONTACT
AIR CANADA							
ART SMITH AEROCENTRE							
BANFF BOUNDARY LODGE		GM		X			CH
BANFF PARK LODGE				X			CH
BLACKFOOT INN		GM		X			CH
CANWEST TRAVEL		Owner		X			
CARDINAL TOURS		GM		X			TW
CARLSON TRAVEL		PDMgr				Jan-07	CH
CARRIAGE HOUSE INN		GM				Damage Control	TW
DECORE HOTELS				x		Jan-07	
DELTA KANANASKIS		GM		x		MIP	
FOUR POINTS BY SHERATON		GM					TW
GREENWOOD INN & SUITES		GM					TW
HILTON HOTEL		GM					CH
INTERNATIONAL HOTEL		GM		X			TW
RAMADA HOTEL							
JR TRAVEL		GM					HS
SANDMAN AIRPORT HOTEL		GM			June		
SANDMAN HOTEL		GM			June		
SELECT TOURS		Pres					
SIGNATURE VACATIONS		Sales					CH
SILVERTIP		DS		X	MIP	Pending	
UNITED AIRLINES		SM		X		Can't Join	CH
WEST JET		DS		X		Apr-08	CH
WESTIN HOTEL		GM			Howard		HS

Local Club Area

This area can be used to keep all of your local club's Membership Development material