



# Skål International Orlando

International Association of Travel and Tourism Professionals

## Skal Orlando Newsletter

November 2019

### A Message from Our President...



#### **Dear Fellow Skalleagues,**

The year has gone by so quickly for Skål Orlando. And as the year winds down in this year of our club's 47th Anniversary, we have so many successes to be mindful of and celebrate together. Your club has had its biggest year yet with more than 21 new members inducted. We're also up to a total of 12 Young Skål Members, which means a bright future for our industry and our club. So keep up the good work in inviting your industry colleagues to join us in 2020. We are at 140 members now and growing!

Thank you to our board members who will be returning and new board member Frank Fry to serve Skål Orlando next year. We appreciate you! We will be inducting your new Skål Orlando President and board at our Holiday Gala coming up on Dec. 7, where we will also be kicking off our brand new annual awards for Skål Member of the Year, Young Skål of the Year and the Skål Tourism Ambassador Award. You won't want to miss it! You'll be receiving special information about that in your inbox soon.

We've had a year full of new Skål Orlando events to enjoy together like the popular Wine Club which will be coming back in 2020, the Publix Cooking School, UCF Game, Victory Casino Cruise and Beck's Blueberry Picking Day. We introduced a new Skål Orlando Golf Shirt, too. Ask about ordering one at an upcoming meeting. And Skål Orlando also helped the victims of Hurricane Dorian in the Bahamas by donating \$500 to the Skål USA Dorian Relief Fund.

Communicating with one another has never been better, with our club's new website, Facebook page, quarterly newsletter and the Skål app. Thank you Tracy Stephens for keeping us all engaged via Facebook!

Thank you for a great year together. Wishing you all a very happy upcoming holiday and a wonderful new year ahead.

*In Skål,*

## **Skal Annual Holiday Gala Scheduled for Dec. 7 at Wyndham Lake Buena Vista**

You won't to miss our biggest and best event of the year. Bring your spouse, your friends and industry colleagues to a very special night at the Wyndham Lake Buena Vista Resort, located at 1850 Hotel Plaza Blvd. This year, for the very first time, our neighboring Skalleagues from the Tampa and Jacksonville/Ponte Vedra/St. Augustine clubs will be joining us. The gala will feature a cocktail hour from 7 to 8 pm, installation of officers and directors from 8 to 8:45 p.m., three course dinner with wine and live entertainment from 8:45 p.m. to 11 p.m. and silent auction until 10 p.m. A \$500 raffle will also be held. Cash tickets only. Black tie/cocktail attire. Register and pay in advance at [www.skalorlando.com](http://www.skalorlando.com). Valet parking only at cost of \$10. A discounted hotel rate of \$129 for Garden Room and \$154 for Tower Room is available to members and guests wishing to stay the evening. Make room reservations on line at [www.skalorlando.org](http://www.skalorlando.org) or call 1-844-482-8444 for Garden Room reservation and 1-800-624-4109 for Tower Room reservation.

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# Joy, Love and Peace for the Holidays!

This year we are celebrating the season with a **Limited Edition Skäl Christmas Tree Ornament** to bring the spirit of Skäl to your home! Order your Ornament today in pre-sale until 12/6 for **\$15** or get it directly at the Orlando Christmas Gala for **\$20**.

Visit **[www.skälorlando.com](http://www.skälorlando.com)** - **Pay Dues** to secure your Christmas Ornament today. Ornaments can be picked up at the Orlando Gala on 12/7 or shipped to your home (\$5 shipping fee applies).

Proceeds of this sale will benefit the **Young Skäl Fundraiser** and support a Young Skälleague to attend the NASC Conference in Winnipeg in spring 2020.

Thank you for your support and the Orlando Young Skäl team wishes everyone a joyful holiday season!



Questions?  
Please contact Shannon at [ssbarry@Knights.ucf.edu](mailto:ssbarry@Knights.ucf.edu)



Our Young Skäl Members will be selling exclusive Skäl Signature Holiday ornaments for \$20 each. Proceeds will be to send Young Skäl Members to the 2020 NASC Congress. Ornament purchases will be via cash or credit card. Plan to buy your Skäl ornaments at the Holiday Gala to support Young Skäl!

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## Plan Now To Attend The First Three Skäl Orlando Meetings of 2020

Mark your calendar in January, February and March for our



exciting first three Skal Orlando meetings of the new year. The January 14 meeting will be held at the Sleuth Mystery Dinner Show on International Drive. The February 11 meeting will be at the Embassy Suites Downtown, hosted by Skal Orlando Member Frank Fry. The March 10 meeting will take place at the Blackfire Steak House in Lake Buena Vista. More details will be sent out after the holidays.

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## **Skal International Orlando Reports Continued Success with Volunteerism for The Perry Pavilion at Dr. P. Phillips Hospital**

Skal Orlando has been dedicated to assisting the Perry Pavilion at Dr. P. Phillips Hospital in Orlando since 2010 and this year is no different. At each monthly meeting, we collect hundreds of donated items from our members to help the Perry Pavilion in its every day operations. The Perry Pavilion, part of Orlando Health, serves the needs of hundreds of families each year by providing comfortable, accessible overnight lodging while their loved ones are receiving medical care. More than half are travelers on vacation in Orlando. The two-story hospital pavilion features private guest rooms, a family gathering room, community resource center, laundry facilities and children's play area, and can accommodate up to 10 families a night.

In addition to having our own guest room plaque at the Perry Pavilion, Skal International Orlando is also featured on a Benefactors Circle Plaque at the entrance of Dr. P. Phillips Hospital, joining other prominent travel and tourism industry organizations in the community (such as Visit Orlando and the Central Florida Hotel & Lodging Association) that support this worthy cause. All year, our club donates kitchen, bathroom, guest room, laundry room supplies and monetary donations that the families rely on each and every day. Our club member, Dutch Owens, who owns a cleaning supply business for the hospitality industry, has his truck visit the Perry Pavilion regularly with volumes of supplies. From 2011 to 2015, Skal Orlando also donated a total of



\$38,000 in proceeds from its annual Skal Cares Golf Tournament.

Skal Orlando is honored to work with our new club member Nicole Farrell, who is Guest/Volunteer Services and Perry Pavilion Manager at Orlando Health.

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## **A Word About Service In Skal Locally and Nationally From Skal Orlando Past President Richard Scinta, Serving as Skal USA Director of Membership 2018-2019**

I joined Skal Orlando in 2009 after hearing about the organization from several industry colleagues who were very upbeat about the Club and the social and business benefits that it provided them. I was General Manager of a large timeshare resort at the time and was also on the board of the Central Florida Hotel and Lodging Association, of which many Skal Orlando members were also involved. Over the next couple of years, some of my closer Skal friends became involved with the Board of Directors and I was asked to join the board to help them with governance of the club. I worked my way through the various officer roles and became president of Skal Orlando in 2014. This experience provided me some exposure to national meetings and in particular, Skal USA, and the leadership that ran our national organization.

After meeting the Skal USA Executive Committee at the North American Skal Congress and seeing the work that they had done, in addition to learning that interest in these national positions is small due to our members' time constraints, I decided it was worth the small sacrifice of time to serve on this board. Our Executive Secretary in Orlando, Tom White, was also involved from a national level and his inspiration helped convince me that it was the right thing to do. I ran and was elected as Director of Membership for Skal USA in 2018. Since that time, I have worked with our VP of Membership, Dave Ryan, on various membership initiatives including starting new clubs in cities like Savannah, Fresno and Lexington. I, along with the entire Executive Committee, reach out each month to five clubs each to see what support might be needed. With these phone calls we are also able to gauge issues they encounter with membership. We then share best practices, which we know are successful at various other clubs in the U.S. and abroad.

Getting involved locally and on a national level with Skal has been a rewarding experience! I've always loved growing my network, but in addition to that very obvious benefit, I have learned the inner workings of a leading non-profit club while hopefully adding value in strengthening Skal USA and its membership. I encourage you to attend a National Meeting sometime if you can. These are

open to all members and they occur twice a year, in January (Winter Executive Committee Meeting) and the Spring Time (North American Skat Congress). These are held in various North American cities each year. There you can meet people from all over the world. I have found these meetings to be very valuable and attending definitely sparked my interest in doing more for Skat on a more global level.

I look forward to meeting you at a Skat Orlando meeting in the near future. Please don't hesitate to reach out to me if I can ever answer a question about Skat USA!

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### **Skat Orlando Member Jesse Martinez Named Veteran of Influence By Orlando Business Journal**

Congratulations to Jesse Martinez, General Manager of The Alford Inn at Rollins, for being named one of 19 Veterans of Influence in 2019 by The Orlando Business Journal. Martinez, who was in the U.S. Air Force with 12 years of active service and 10 years as a reservist, was the only award recipient from the hotel and hospitality industry. Thank you Jesse for making us proud!

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### **Congratulations To The Participants of our 2019 Young Skat Mentorship Program**

This year's program features six Young Skat Student Members currently enrolled at the Rosen College of Hospitality Management at the University of Central Florida, five Skat Orlando board members and our current club president.

**Shannon Barry, Studying Event**



Management, and her Mentor Skal Orlando Board Member Jeff Calvert



**Francesca Burri**, Studying Hospitality Management/Theme Parks, and her Mentor Skal Board Member Steve Vinciguerra



**Tania Imani**, Studying Hospitality Management/Lodging (with interest in the timeshare industry), and her Mentor Skal Orlando Past President Richard Scinta



**Jessica McKinney**, Studying Hospitality Management/Lodging and her Mentor, Skal Orlando President Keith Wolling



**Kiara Miranda Berrios**, Studying Hospitality Management (with interest in Destination Management), and her Mentor Brandy Hastings



**Kateryna Serhiyenko**, Studying Event Management (with interest in Events & Trade Shows), and her Mentor Skal Board Member & Young Skal Chair Stefanie Zambelli

Don't miss the Young Skal Mentorship Update article in the next issue of your Skal Orlando newsletter in 2020!

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## Welcome New Members

Join us in welcoming our newest Skal Orlando Members. Please introduce yourself to them at our next meeting and share your story of why you love your

Don't forget to invite a guest to one of our next meetings. Your guests are likely to be our newest members! Thank you for helping your club grow!



**Gerald Barrack**

Senior Director, New Openings  
North America Hilton  
Joined 11/3/19



**Brad Boland**

Resort Management Director, USA  
CLC Resorts and Hotels  
Joined 11/3/19



**Nicole Farrell**

Guest/Volunteer Services and Perry  
Pavilion Manager  
Orlando Health/Dr Phillips Hospital  
Joined 11/3/19



**Al Torres**

Owner  
Select Massage  
Joined 11/3/19



**Cindy Traenkner**

Owner  
Snowball Pizza dba Domino's  
Joined 8/22/19





**Paul Varma**

Director of Sales & Marketing

Holiday Inn & Suites LBV

Joined 11/3/19

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## Upcoming Skål Events

NORTH AMERICAN SKAL CONGRESS

Winnipeg, Canada

April 30 - May 2, 2020

For details visit [winnipeg2020nasc.com](http://winnipeg2020nasc.com)

SKAL INTERNATIONAL WORLD CONGRESS

Kvarner Region, Croatia

October 15-20, 2020

For details visit [skalworldcongress2020.com](http://skalworldcongress2020.com)

**Thank you for being a member!**



**Skål International Orlando**

International Association of Travel and Tourism Professionals

Skål International Orlando

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Visit our website

Meetings /  
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