



# Area Committee Norden

AGM 21.4.2013

Copenhagen, Denmark

Susanna Saari



**SKÅL INTERNATIONAL**

International Association of Travel and Tourism Professionals  
Founded 1934

**KEITH MURCOTT**

PRESIDENT I.S.C.

Dear Skålleagues

May I take this opportunity to wish all the delegates attending the Norden Area Committee meeting, successful, positive and memorable deliberations.

Around the world, Skal International still shows growth and continues to offers unique opportunities to the membership for networking amongst each other in the tourism and travel industry by "doing business amongst friends".

Recently, at the Executive Committee I was astonished at the growth and enthusiasm for Skal in India. The many members that I met were in full agreement that an association such as our Skål, offers superb opportunities for all Skålleagues.

Our President has made one of his objectives for his term of office, a growth and retention in membership. At the International Skal Council meeting in Bali being held later on this month, this objective will be in the forefront of the deliberations at that meeting.

Therefore I hope that membership retention and development will also be a priority at your meeting.

Finally may I wish all the newly elected Skal officers in your area committee, good luck and may you have a wonderful tenure in whatever position you may assume. May your meeting be filled with serious discussion and the enjoyment of cementing old friendships and the making of new ones.

Kind Skal regards

Keith Murcott  
President I.S.C.  
Skål International

# ISC Board 2013

- President, Keith Murcott
- Senior VP, David Fisher
- Junior VP, Paul Follows
- Secretary, Susanna Saari
- Has held one face to face (Seoul) and seven Skype council meetings between Incheon 2012 and Bali (2. – 5.5.2013)
- Use of Drop Box as a common area for all councilors to share & store documents
- Doodle Poll –software used for the first time for eVoting



# On going issues

## External committee, Chair David Fisher

- Tasks (raising from the Task force report by Thomas Vincent)
  - #8 Should National Committee President hold/cast votes at AGM
  - #22 Corporate affiliate membership category
- Other tasks:
  - Statutes amendments preparations for Bali meeting

# On going issues

## Internal committee, Chair Paul Follows

- Tasks (raising from the Task force report by Thomas Vincent)
  - #6 Succession planning, lead councillor Zlatan Frölich, Croatia
  - #9 Electronic voting, lead councillor Susanna Saari, Finland
  - #16, MOU renewals every 2 years, lead councillor Lou Conkling, USA
  - #23A, New categories of membership, lead councillor Douglas Jordan, Ireland
  - #27B, Standard mail member signature, lead councillor Paul Follows, UK
- Other tasks:
  - Development of active individual member category, lead councillor Bill Rheaume, Canada
  - Reducing ISC meeting costs, lead councillor Gerry Perez, Asia
  - Skål branding, a task from President Mok Singh, lead councillor Susanna Saari and skålleagues Vernon Kirsten, Mark & Joanne Skinner and Fiona McFarlane. Work in progress and first report given at New York fall 2013.

# Membership development and regeneration

- Chaired by director Saleh Cene: a sub-committee of Councillors to concentrate and work specifically on Membership Development, together with the EC.
- Councillors who were invited to join:
  - Julia Lambertini
  - Gerald Perez
  - Bernard Whewell
  - Zlatan Fröhlich
  - Werner Flegel
  - Jason Samuel
  - Douglas Jordan
  - Rafael Milan Perez
  - Teresa Diaz Comas
  - Kamer Rodoplu
  - Lou Conkling
  - Lavonne Wittmann
  - Per Schmidt
- Materials at Drop Box
- At Bali meeting:
  - Friday 3.5. a facilitated brainstorming session for 3hrs
  - Saturday 4.5. plenary session agenda has 2hrs for this issue

# ISC Midyear meeting at Bali

- 19.4.2013 situation:
  - 43 persons registered: 21 Councillors, 9 EC, 4 Past Presidents and 9 partners



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Founded 1934

**SUSANNA SAARI**

SECRETARY I.S.C.

To: Skål International Councillors  
Deputies representing Skål International Councillors  
Skål International Executive Committee Members  
Past Presidents

**SKÅL INTERNATIONAL COUNCILLORS MID YEAR MEETING from 2<sup>nd</sup> to 5<sup>th</sup> May 2013, BALI**

Dear Councillor,

Turku 19<sup>th</sup> April 2013

May I, on behalf of the President of the International Council President Keith Murcott and the International Council Board, wish you a safe journey to Bali, one of the most popular tourism destinations in the world!

With sunshine shining throughout the year, Bali has a tropical monsoon climate, with pleasant day temperatures between 24 to 30 degrees Celsius. Let's enjoy the sun and warmth in the companion of all skåleagues attending this important meeting.

You will have by now received the agenda and the programme for the meeting – they are also available at Drop Box. Please notice that on Friday 3<sup>rd</sup> May there will be a "Membership Development brainstorming session" right after the afternoon coffee break. All councillors are kindly requested to attend this session.

You will also hopefully have been involved in the pre meeting communications with your allotted committee in either internal or external affairs. Please don't forget to bring any papers re your committee tasks and/or laptop to the meetings to ensure you are well briefed.

In addition Vice Presidents and Lead Councillors should bring a memory stick that can be easily identified. This is to ensure we know which committee it belongs to for presentation purposes. You should also have a template of the task proposal/recommendation document (available at Drop Box templates folder) to use as your main document which will be circulated to all Councillors at the full meeting on the Saturday.

If this is your first meeting please note the invite to the New Councillors briefing at 08.00hrs on Friday 3<sup>rd</sup> May. All Vice Presidents and Lead Councillors are required to attend the Liaison meeting at 08.30hrs on Friday 3<sup>rd</sup> May. Both these meetings will be held in Sawangan 3 A room at Nikko Bali Resort and Spa.

The Skål International Council Board will be in Bali from Wednesday 1<sup>st</sup> May evening to put the final arrangements together for the meeting. If you have any issues we are available then.

Have a safe journey and see you in Bali soon.

With kindest regards and Skål,

*Susanna Saari*  
Secretary, ISC Board



# Thank you and Skål!

