

Skål News

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International Association of Travel and Tourism Professionals
Founded 1934

Issue 246 | July-September | 2011

Doing Business among Friends

Sustainable Development in Tourism



MESSAGE FROM THE PRESIDENT

Recruitment of younger members a global priority

One of the great privileges of being President of Skål International is that you have the opportunity to meet and get to know many Skålleagues throughout the world. It is a wonderful and rewarding experience.

I recently attended the Skål Asian Area Congress in Delhi, India, the NAASC Skål Congress in Puerto Vallarta, Mexico, and the Skål Latin America Congress in Asuncion, Paraguay. The Congresses were very well attended and I was very impressed with the enthusiasm and camaraderie that was evident at these events. A major theme raised at all of these Congresses was that a greater effort needs to be made with membership development, particularly focusing on the recruitment of younger members.

We are seeing a decline in Travel Agent members due to the changing travel distribution system; however, there is growth in other membership classifications.

All of these Congresses were very well organised and it was great to see so many Skålleagues take the opportunity to spend time together in a relaxed environment to discuss issues of common interest as well as enjoy the social and cultural aspects of the programmes.

The Executive Committee of Skål International has progressed further with the appointment of a new Secretary General. We received many applications for the position by the closing date of 31 May and we are now proceeding with the evaluation process and hope to announce the appointment of a new Secretary General at the Skål World Congress in Turku, Finland, in September.

We are currently in the process of moving Skål's information technology platform to a new software vendor, which will include a significantly improved website with some great new features. This website will include an enhanced Members' Benefits section as well as the new Skål Greeter program. This will provide more value for our members.

Additional details will be sent via electronic newsletter when the new website is operational and we expect the project to be completed before the forthcoming Congress. We have also developed an application for smart phones and this can be downloaded at no cost from the Skål website. This enables access to the Skål website and will make it easier for our members to do business among friends and access the membership database.



At the Skål World Congress this year, our membership will vote on a number of proposed Statutes changes which are currently available to view in the Members Only section of the Skål website. Many of these Statutes changes are a result of the proposals put forward by the taskforce responsible for the "Repositioning of Skål" who have worked on this project for several years. I urge you to ensure that at least one member of your Club attends this Congress to cast their vote on these very important proposed changes. The Congress organisers have put together a fantastic programme, and I am confident that it will be a very successful event.

Don't forget whenever you travel to wear your Skål pin as this identifies you as a Skål member and there are almost 20,000 members in 83 countries throughout the world who may recognise you and extend friendship, hospitality and assistance.

I hope to see many of you in Turku in September.

Skål International President Tony Boyle

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:

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Alfonso Passera,

President Skål International 2001:

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Richard Hawkins,

President Skål International 2000:

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SKÅL INTERNATIONAL UNITED KINGDOM

EXCELLENT INTERNATIONAL ATTENDANCE AT NATIONAL ASSEMBLY

International Finance Director Marianne Krohn attended the 58th National Assembly of Skål International United Kingdom in Oxford, representing President Tony Boyle. Later she said she was pleased to see several guests from Germany, including International Councillor Herbert Hoffmann, as well as Ireland's new International Councillor Douglas Jordan and members from The Netherlands.

After the traditional flag raising on Friday by National President Ian Hawkes and Oxford President Joe Hickson the National Assembly commenced with representatives from 13 of the 15 UK clubs in attendance, and a total of 111 people, who were provided with information about the new DVD, the upcoming statues changes and the World Congress in Turku.

Dinner that evening was held in the stunning setting of Mansfield College, where guests were entertained pre-dinner by the Oxford Welsh Male Voice Choir. A lovely touch was the place name settings, which had all been individually hand-crafted by Oxford Skålleague Rita Oxford and ladies from the Townswomen's Guild on the Isle of Wight.

Saturday was reserved for sightseeing, including a visit to Blenheim Palace, birthplace of Sir Winston Churchill. "We learnt much about the history of the Spencer family during the tour," said Marianne Krohn, "and then enjoyed a lovely lunch in the former stables. In the afternoon we headed off for a tour of the Cotswolds via Chipping Norton to Stow-on-the-Wold for a short stop to explore this lovely market town."

Back in Oxford the gala dinner was held at the Four Pillars Hotel, a four-star hotel located right in the centre of Oxford. The honoured guests were Mrs Penelope Glen, High Sheriff of Oxfordshire, and her husband Robert.



UK President Ian Hawkes and Skål International Oxford President Joe Hickson after the flag raising.

As she represents the Queen in Oxfordshire, a toast to Her Majesty was given as well as the traditional Skål toast.

A memorable weekend ended on Sunday morning, with goodbyes to both old and new friends. On behalf of Tony Boyle, Marianne Krohn thanked Skål International Oxford and Skål International United Kingdom for their "grand hospitality". Next year's Congress is in Jersey.

SKÅL ASIA CONGRESS

Wonderful showcase of India's cultural heritage

Over 100 international delegates, local members and VIPs, including Skål International President Tony Boyle and Vice President Mok Singh and Honourable Chief Minister of Delhi Sheila Dikshit, took part in the 40th Skål Asia Congress in Delhi from 31 March to 2 April.

The Congress featured various cultural and traditional events and shows from different states in India, including Kathak, Kali and Bhangra, showcasing the rich cultural heritage of the host country while also helping to boost tourist traffic.

The main sponsors were Discovery Channel, Radisson Hotel, ITQ, Amadeus, Sky Team and ITC Welcome Group and the hospitality partners Creative Travel, Le Meridien and Spicejet.

Skål International Delhi was the first club in India, when it was originally formed in February 1954 and, at present, it has 194 members – placing it in third position for membership among all Skål clubs throughout the world.

Gerald S.A. Perez was re-elected President of the Skål Asia Area Committee, together with a new board of officers: Vice President Southeast Asia, Marco Giovanni Battistotti (Malaysia – Penang); Vice President East Asia, Raymond Tait (Japan – Osaka); Vice President West Asia, Praveen Chugh (India – Delhi); Director of Membership Development, Jason Samuel (India – Bombay); Director of Finance, Malcolm Scott (Indonesia –



Bali); Director of PR & Marketing, Robert Sohn (Korea – Seoul); Director of Young Skål & Scholarship, P. Saravanan (India – Chennai); International Councillor, Graham Blakey (Macau); Executive Secretary, Ivo Nekpavil (Malaysia – Kuala Lumpur). In his address to the Congress, Gerald Perez said, “Above all, on behalf of all Skålleagues in the region, I would like to express my sincere condolences to those victims and wish a fast recovery for those who have been affected by the devastating earthquake and tsunami that hit the north-eastern part of Japan.”

In accordance with the “Green Conference” theme agreed by the Skål Asia board in 2009, no prints were distributed to participants, all presentation material was emailed in advance and a tree-planting ceremony was held in the gardens of Le Meridien Hotel.

The next Skål Asia Congress will be in Penang, Malaysia, from 10 - 13 May 2012; while Colombo, Sri Lanka, will host the 2013 Congress.

HISTORIC CONGRESS *Induction of first SIUSA Madam President*



During the 49th Annual NAASC Congress held in Puerto Vallarta, Mexico, Skål International USA (SIUSA) inducted Llana Y. Smith as its first ever Madam President.

“Since her induction into Skål International Memphis in 1994, Llana has worked her way up through Skål International USA committees, held positions in administration and helped to grow the organisation through her participation in most

of the past Skål International World Congresses and NAASC Congresses since 2003,” said Skål International Vice President Mok Singh, who attended the Congress with his wife Renu.

“With her vision, work and community service experience over the years, Llana is ideally qualified to manage and grow our organisation in the USA.”

The NAASC Congress is a collaboration of three National Committees – Mexico, Canada and the USA – as well as the affiliated Clubs in the Caribbean, who meet annually on a rotation among the four areas.

At the 49th NAASC Congress, hosted by Skål International Puerto Vallarta and the National Committee of Mexico, over 250 Skål members and spouses were treated to caballeros on horseback bringing in the participating countries’ flags during the Opening Ceremony, a sunset beach party for the President’s reception and a black-tie Farewell Dinner featuring the Mexican Naval Orchestra.

As President of the Puerto Vallarta Club and General Manager of the headquarters hotel, the Fiesta Americana Puerto Vallarta, Francisco Rangel ensured his chef and food and beverage staff provided outstanding quality and service.

Vice President Enrique Quesada, who hails from Guadalajara, kept a close eye on his local team in Puerto Vallarta and was very pleased at how well they designed the Congress and how efficiently they executed the events.

Skål International President Tony Boyle and his wife Anne commented on how captivated they were by the surrounding beauty of the area, and vowed to come back one day to enjoy all that the west coast of Mexico has to offer.

Skål International Sacramento won the vote to host the 51st NAASC Congress in 2013. Next year's Congress will be in Bermuda in April.

THE SKÅL EXPERIENCE ...with the famous Latin American touch

The 38th Latin American Congress in Asunción (Paraguay) was attended by 234 Skålleagues, representing 10 countries in Central and South America, as well as delegates from Spain, Mexico, Australia and Israel.



Once again the abundant imagination, meticulous coordination and proven hospitality of Paraguay was an enduring feature of an event organised every year by a different country in the region.

Many countries previously hosting the Congress have demonstrated impeccable organisational credentials, providing interesting formal gatherings as well as great traditional entertainment, where any language differences are overcome by friendly gestures, where easy smiles reign and where happiness is contagious. This is one of the renowned features of all Latin American countries.

Congress because it is a wonderful experience not to be missed. There is a perception that you need to speak Spanish to enjoy the Congress but this is not correct. Language is not a problem and the Skålleagues at the Congress are some of the friendliest people I have ever met."

Variety is another quality of our continent. The landscape, the traditions, and an ample and open culture make all countries an authentic attraction – based on this variety. The tastes and flavours of food influenced by the diversity of the historic origins also make Latin American cuisine an added attraction.

Throughout these years of Skål existence in the region, Skålleagues have enjoyed the hospitality facilitated by meetings that involve a true ambience of friendship and camaraderie, an important principle of our organisation worldwide.

Nobody expresses this feeling better than President, Tony Boyle: "I very much hope more Skålleagues throughout the world will attend a Skål Latin America

Our key objective in Latin America is to significantly intensify the recruitment of new members and thus increase the presence and strength of our organisation.

NORDEN AREA CONGRESS NEWS

The Norden Area Committee met in Oslo on 29 May. Important topics discussed at the meeting included the future role of the Area Committee in

order to increase business and other values for members, and highlights from the Task Force report on the repositioning of Skål and our role in its implementation.



Pictured from left are: Jan Sunde, President Skål International 2006; Bent Hadler, President International Skål Council; Per Stendebakken, outgoing National President and International Skål Councillor Norway; Per Schmidt, newly-elected President and International Skål Councillor Norden; Knut Lie, newly-elected President and International Skål Councillor Norway; and Peter F. Holst, President Skål International Oslo and outgoing President Norden.

The Norden Area Committee comprises six countries, 16 Clubs and 871 Skål members.

COUNCILLOR'S CORNER

Excellent potential for growth in Mexico

Mexico had the honour of welcoming Skål International to Mexico City in August 1950, an enthusiastic group of tourism professionals committed to promoting co-existence and celebrating friendships among colleagues from the host city and the country.

From that moment, the world of travel and tourism took a different path for everyone. Consequently, just as had occurred 18 years before in France, our country was transformed by the positive influence and direction of Skål International.

The National Committee currently comprises 17 Clubs, most of them from the main tourist destinations and cities, and there is great potential for further growth – a key objective for Skål International Mexico in recent years.

Mexico has an extensive coastline of beaches (more than 11,000 kilometres) along the Pacific Ocean, Caribbean Sea and Gulf of Mexico, and there has been major infrastructure development in these areas, for both regional and international tourism, taking advantage of the warm year-round climate. This enables our neighbours from the north to escape their harsh winters, and provides tourists from the rest of the world and elsewhere in Mexico with the opportunity of enjoying sun and beach almost 12 months of the year.

Cities with a high level of economic activity and highly regarded historical areas also offer a special attraction to visitors seeking a combination of typical local cuisine, international gastronomy and commercial activities, combined with venerable areas that evoke Mexico's culture of the past 10 centuries.

Most of these destinations have a Skål Club – including traditional Acapulco, Mazatlán, Cozumel, Manzanillo, Puerto Vallarta and Veracruz and modern-day Cancún, Ixtapa, Riviera Maya, Los Cabos and Huatulco – where visitors will always find a warm, friendly and cheerful Mexican welcome within the Skål movement.

Cities offering a hospitable urban ambience are Monterrey, Guadalajara, Puebla, Tijuana, Querétaro; as well as, of course, Mexico City – the city where it all began for Skål in Mexico.

Our National Committee holds five meetings a year, four committee meetings and an annual assembly, with the venue rotated among Clubs throughout the country. These meetings are open to committee members, Club presidents and any Skålleagues who would like to meet up and enjoy a weekend with local members and visiting guests. There is often golf in the morning, as well as two lunches, the committee meeting, a President's dinner and a tour of places of interest in the host destination. These gatherings are, of course, also open to international Skålleagues, and it would be a pleasure for us to welcome you at any time.

All our Clubs hold at least one meeting a month, a gourmet lunch with fine cuisine, wines and aperitifs, usually included in the annual fee paid by members to their Club. These meetings are also open to Skålleagues from other national or international Clubs and, with their deep traditional roots, they are important in maintaining strong ties among members.

Mexico is gradually adhering to Skål International's new concepts, convinced that updating, energising and revitalising our association, and striving to remain in the vanguard of our industry, is indispensable if we are to keep the movement alive with real options of growth – while supporting the important Skål principle of "Doing Business Among Friends".

Susan Field is a professional and her finger is on the pulse. I would like to canvas the opinion of all of our younger members, and hopefully some of us who are still young at heart, to seriously consider the proposal.

By **Arturo Sierra Barrera**
International Councillor for Mexico



SKÅL

GENERAL ASSEMBLY

Candidates for Elections

Skål International will held its annual elections officers on Tuesday 20 September 2011 during the Skål International World Congress in Turku, Finland

PRESIDENT

V. ENRIQUE QUESADA BARRIOS



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V Enrique Quesada Barrios started his professional career with the Hilton Hotel in Mexico City. He then worked on cruise lines as Chief Purser, then for Diners Fugazy, Club Internacional and Grand Circle Travel, being responsible for groups and Congresses. He is currently Director General of FCQ's Viajes, Director General of Transportes Turisticos Terrestres and Director General of the Mansion del Sol Hotel.

1980 to 2011	Member, Skål International Guadalajara	1992	President, Skål International North America
1983 to 1987	Director, Skål International Guadalajara	1995 to 2001	Director, Skål International Mexico
1988 to 1990	President, Skål International Guadalajara	2002 to 2006	International Skål Councillor, Mexico
1990	Director, Skål International Mexico	2006 to 2009	Finance Director, Skål International
1991	President, Skål International Mexico	2009 to 2011	Vice President, Skål International

MOK SINGH

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

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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 13 Area Congresses and 17 International Congresses.

1981 to 1982	Member, Skål International Delhi	2004 to 2006	Vice President, Skål International U.S.A.
1982 to 2011	Member, Skål International Los Angeles	2006 to 2007	President, Skål International U.S.A.
1992 to 1993	Secretary, Skål International Los Angeles	2007 to 2009	International Skål Councillor, U.S.A.
1993 to 1994	Vice President, Skål International Los Angeles	2009 to 2010	Director, Statutes, Skål International
1994 to 1995	President, Skål International Los Angeles	2010 to 2011	Vice President, Skål International
2001 to 2004	Regional Vice President, Region VI, Skål International U.S.A.		

KARINE COULANGES



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Karine Coulanges, after 20 years in the hotel industry as Director of Sales, has joined the HelmsBriscoe Group, the Global Leader in Meetings Procurement in April 2010. In July 2010 she created R.O.S.E. Meetings and Events of which she is the Managing Director in order to increase the scope of her activities and also as a complement to her activities for HelmsBriscoe.

VICE-PRESIDENT

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

MARIANNE KROHN

Marianne Krohn began her career in 1976 with the Hotel Europäischer Hof in Munich and after one year with the Nordseehotel Freese on the island of Juist, she joined Reisebüro Keller as a trainee travel agent. In 1980 she joined Hapag-Lloyd 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

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Managing Director of Hannover Tourismus Service. She is currently Manager Marketing, Press and Public Relation, Economic Development of City of Hannover.

1991 to 2004	Member, Skål International Berlin	2004 to 2011	Member, Skål International Hannover
1992 to 1999	Secretary, Skål International Berlin	2005 to 2006	Director, Skål International Hannover
1999 to 2001	Vice President, Skål International Berlin	2007 to 2009	President, International Skål Council
1999 to 2006	Director, Skål International Germany	2009 to 2010	Director, Business Affairs, Skål International
2001 to 2003	President, Skål International Berlin	2010 to 2011	Director, Finance, Skål International
2003 to 2007	International Skål Councillor, Germany		

ANDREW WOOD

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Andrew Wood has been a professional hotelier since University in Scotland. Having completed his B.A. in Catering & Accommodation Studies in Edinburgh Andrew joined the Hilton Group in Paris. From there he joined Forte Hotels and the International Sales force of Thistle Hotels in the UK, responsible for SE Asia. Arriving in Thailand in 1990 Andrew worked with leading hotels including Shangri La Hotels, Royal Garden Resorts, the Landmark Group, Royal Cliff Beach Resort and the Chaophya Park Hotel in Bangkok. In 2007 Andrew was named Bangkok General Manager of the Year.

1994 to 2000	Member, Skål International Bangkok	2005 to 2006	Member, Pattaya Skål World Congress Organising Committee
1997 to 2000	Director, Skål International Bangkok	2006 to 2009	Director, Skål International Asian Area
2000 to 2003	Member, Secretary, Skål International Pattaya & East Thailand	2006 to 2010	International Skål Councillor, Thailand
2000 to 2006	Director, Skål International Thailand	2008 to 2010	President, Skål International Bangkok
2003 to 2011	Member, Skål International Bangkok	2009 to 2010	Vice President, Skål International Asian Area
2003 to 2008	Director, Skål International Bangkok	2009 to 2010	Member, Task Force on Repositioning of Skål
		2010 to 2011	Director, Development, Skål International



ANN LOOTENS

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In 1990 **Ann Lootens** graduated from Hotelschool Spermalie, Bruges. 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, Bruges, Belgium, where she still works today.

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

DIRECTOR: Presented by the ISC

GRAHAM BLAKEY

Graham Blakey started his carrier 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 has involvement in Tourism attractions in Hong Kong.

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1985 – 2011	Member, Skål International Macau
1989 – 1993	President, Skål International Macau
2004 – 2008	President, Skål International Macau
2009 – 2011	International Skål Councillor, Asian Area

SYLVIA LIEBISCH

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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.

1981 – 2011	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 – 2011	International Skål Councillor, Austria	2009 – 2011	Member, Task Force for Repositioning of Skål
1997 – 2011	Board member, Skål International Wien and Austria		
2004 – 2011	Secretary, Skål International Wien and Austria		

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



MICHAEL MACPHERSON

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Michael Macpherson worked for Union Steamship Co. Ltd. from 1962 to 1982. From 1982 to 1985 he worked for Funway Travel. Since 1985 he has been working for Australian International Marketing, T/A Aim Holidays. He is a member of Lions Clubs International since 1978.

1988 to 2011 Member, Skål International Auckland
 1998 to 2008 Secretary, Skål International Auckland
 2000 to 2003 Chairman, Finance Committee,
 Skål International New Zealand

2001 to 2002 President, Skål International Auckland
 2004 to 2007 Treasurer, Skål International New Zealand
 2008 to 2009 President, Skål International New Zealand
 2009 to 2011 International Skål Councillor, New Zealand
 2010 Vice Chairman, ISC Internal
 Affairs Committee
 2011 Chairman, ISC External Affairs Committee

GEORGE Y. PALDI

George Y. Paldi has been in the travel industry for the past 40 years, managing hotels round the world, Intercontinental and other companies mainly in East Africa and Middle East. For the last 10 years, he has been representing the American Association of Airport Executives in Europe and as the International Consultant, organising all the AAAE international activities outside the United States, mainly in Central and Eastern Europe and the Balkans. From these activities, he formed a close contact with the leaders of all those countries in the transportation field. In recent years, he has also been involved in the travel agent business. In 2007, he became Co-owner of YourHotel Hungary, an online hotel distribution in Central & Eastern Europe. George speaks various languages and has got a lot of experience in Sales, Marketing and PR. He made feasibility studies in different countries, for the

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Governments of Ghana and Ethiopia, for different projects in Kenya and for the Civis Hungarian Hotel Group. He has been instrumental in the setting up of two Skål Clubs in Hungary, namely Skål International Western Hungary in 2005 and Skål International Eastern Hungary in 2006.

1973 to 1974 Member, Skål International Nairobi
 1975 to 1980 Founding Member, Skål
 International Mombasa
 1975 to 1977 President, Skål International Mombasa
 1980 to 1982 Member, Skål International Nairobi
 1982 to 1983 Member, Skål International Jerusalem
 1983 to 1984 Member, Skål International Tiberias

1985 to 1989 Member, Skål International Tel Aviv
 2004 to 2011 Founding Member, Skål
 International Budapest
 2004 to 2011 President, Skål International Budapest
 2005 to 2011 President, Skål International Hungary
 2005 to 2011 International Skål Councillor, Hungary

MARTIN VOGT

ÖV Management Support
 Hintere Bergstrasse 32
 8942 Oberrieden
 Switzerland
 41-43.305.7187
 msvogt@bluewin.ch

Martin Vogt began his professional career in 1956 as an Assistant for Swiss Railways in the department responsible for the movement of trains and sales in the research offices in Zurich and the general management in Bern. From 1972 to 1989 he was Head of Research, Inspector for the Bernina line and Production Manager for the Alpine Railways. From 1989 to 2004 he was Director of the Appenzell Railways. From 1994

to 2005 he was Vice President of "Regiobus Gossau". In 2003 to 2004 he was also Director of the "Frauenfeld-Wil" Railways. Thanks to his knowledge of public transport in Switzerland he was President of the WST (2000-2007) an insurance company which cover the risks of trains, trams and buses. Having retired from full-time work he currently manages a private company as a part-time consultant to train and coach companies. His principal expertise is in finance, organisation and quality. From 1997 to 1992 he was part of the Swiss Catastrophe Corps during which he assisted in 13 missions in Africa, Latin America and Asia, as head of engagement/expert, 12 months.

1992 – 2011 Member, Skål International St. Gallen
 1994 – 1996 Committee Member, Skål International St. Gallen
 1996 – 2000 President, Skål International St. Gallen
 1999 – 2001 Committee member, Skål International Switzerland
 2001 – 2011 Committee member, Skål International St. Gallen
 2001 – 2011 President, Skål International Switzerland
 2003 – 2011 International Skål Councillor, Switzerland





V. SALIH ÇENE

1312 Sokak 25/3
07100 Antalya
Turkey
90-242.243.3295
90-242.248.5035
salih@salihcene.com

Presented by his Club

Salih Çene started his professional carrier in 1969 as a Receptionist. 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).

He is a member of various national and international Associations and Institutes. He writes articles in newspapers and tourism press; appears in TV programmes related to Tourism; participates as a speaker to symposiums and conferences on Tourism. He also participates in social projects.

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

Since 1990 he has been internationally involved in Skål events, such as Asian and Mediterranean Area Committee Assemblies, Anniversaries of Skål International and Club visits. Salih Cene participated in 19 World Congresses before Turku and 10 ISC Mid-year Meetings before St.Gallen.



YAACOV HARTMAN

Ritz/Hartman Hotel
P.O. Box 534
Tiberias 14015
Israel
972-54.679.1555
972-4.679.1556
hartmanyacov@gmail.com

AUDITOR

Yaacov Hartman graduated from the Israeli Thechnion 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 Hartman 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 Hartman has attended 19 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 to 2011	Founding Member, Skål International Galilee, where he has held all executive offices	1995 to 1996	President, Skål International Galilee
1985	Chairman, Pre/Post Congress Tours, 1985 Skål World Congress - Jerusalem	1998	President, Skål International Galilee
1986 to 1988	President, Skål International Galilee	2001 to 2003	President, Skål International Israel
1987	Chairman, 10th Anniversary Celebrations, Skål International Galilee	2001 to 2003	Vice President, Mediterranean Area Committee
1990 to 1991	President, Skål International Israel	2003 to 2006	International Skål Councillor, Israel
		2006 to 2008	Auditor, Skål International
		2009 to 2011	President, Skål International Israel

EMILIO JORGE MAIORANO

Emilio Jorge Maiorano was joint owner of a travel agency from 1968 to 2003 and from 2003 to 2011 sole owner. In 1987 he formed a company which took passengers to Carrasco International Airport. In 1995 he created a company dedicated to reforestation where he worked until 2005. In addition to his tourism career, Emilio Jorge is an accountant. From 1956 to 1978 he taught accounting at the Technical University in Montevideo. From 1961 to 1978 he was an

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11400 Montevideo, Uruguay
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598-2.613.2056
emimaio@gmail.com



accountant with the Solana del Mar hotel complex in Punta del Este. From 1962 to 1965 he was also an accountant for the Argentino Hotel Complex in Piriapolis. In 1963 Emilio Jorge was appointed Director of the Tax Division at the Technical University where he stayed until 1968. From 1968 to 1970 he was loans auditor B.I.D./U.T.U. and in 1969 represented B.I.D. in Santo Domingo. From 1970 to 1978, he was financial assessor for the Education Council. From 1961 to 1991 he was owner of an accountancy company. Emilio Jorge has been a member of several associations such as

the Uruguayan Association of Travel Agents (AUDAVI), the Confederation of Latin American Tourism Organisations (COTAL) the Association of Marketing Managers (ADM), the Association of Official Lottery Agents (ADAOL), Lions Club, the Inter-American Accounting Association, the Uruguayan Red Cross. He is currently President of the Malvin Club, Auditor for Multiple District "J" for Lions Club Uruguay, Auditor of Panathlon International Montevideo and Auditor of the Marketing Managers Association (A.D.M. Uruguay).

1983 – 2011	Member, Skål International Montevideo	2008 – 2010	President, Skål International Montevideo
1995 – 2004	Treasurer, Skål International Montevideo	2008 – 2010	P.R. Director, Skål International Southern Latin America
2003 – 2005	Director, Skål International Uruguay		
2004 – 2007	President, Skål International Southern Latin America	2009 – 2011	International Skål Councillor, Uruguay
2004 – 2008	Vice President, Skål International Montevideo		



JAIME NAVAS CASTELLÓN

Lucio Oculacio 1
07800 Ibiza
Spain
34-654.989.055
34-971.393.488
jaime.navas.castellon@gmail.com

PROFESSIONAL: Technician in the organisation of production with "INVESEL, S.A." Madrid from 1958 to 1960. Prizes Controller for the Patronato de Apuestas Mutuas Deportivos Benéficas from 1961 to 1966. I.P.S. Infantry Subaltern (Military service) training in the Instruction and Recruitment Centre No. 1 in 1967. Self-employed entrepreneur "Ibiza Consultores" in Ibiza from 1972 to 1985 with responsibility for fiscal and work consulting, contracting, salaries, social security for 35

companies, the majority of which were hotels, travel agents and land transportation companies.

Various executive and managements positions with Iberia from 1966 to 2003 with the following responsibilities: Personnel manager for the Iberia offices in Ibiza from 1971 to 1985; Finance Director with representative powers for Iberia in Portugal from 1985 to 1990 and from 1996 to 2000 Finance Director with representatives powers for Iberia in the Abidjan, Ivory Coast and Conakry, Guinea; Burkina Faso, Senegal and Mali in 1991; Finance Director, Commercial Director, Station Director in Malabo and representative for Equatorial Guinea with representative powers for Cameroon and South Africa based in Malabo from 1992 to 1996. Quality Control Manager for Iberia at the airport in Ibiza, responsible for the implementing the system and control of standards, in accordance with the norms laid down by Aenor, determining various quality standards for passenger satisfaction, baggage, freight and handling for other airlines from 2000 to 2003; Director of Caritas Ibiza and Formentera from 2000 to 2004.

TEACHING: Assistant Professor in "Company Organisation" in the Social School in Madrid, classes 1969 to 1971. Professor in Fiscal Law, Tourism Economy and Personnel Management in tourism companies in the Tourism School in Ibiza from 1981 to 1985. Secretary of the Tourism School in Ibiza from 1981 to 1985. Professor for classes for Tourist Guides in Equatorial Guinea organised by the Ministry of Tourism for Equatorial Guinea in Malabo from 1994 to 1995. Professor of "General Economics" in the professional training school of the La Caixa Savings Bank in Ibiza in 1983.

PUBLICATIONS: Author of "The improvement in working methods" and "Administrative work simplified" 1st edition published by INDEX in 1971.

1986 – 2001	Member, Skål International Lisboa	2002 – 2011	Secretary, Skål International Ibiza
1996 – 2000	P.R. Director, Skål International Lisboa	2006 – 2008	Auditor, Skål International Spain
2001 – 2011	Member, Skål International Ibiza	2009 – 2011	Secretary, Skål International Spain

JOHN J. RUZICH

John J. Ruzich began his tourism career with Eastern Airlines in 1968 where he worked until 1983. From 1983 to 1988 he worked for British Caledonian Airways where he rose to the position of Regional Vice President. From 1988 to 1992 he was Managing Director – North America Sales for Pan American World Airways in New York. In 1992 he moved to Regency Cruise Lines as Vice President – Sales until he moved to Go America Tours in 1996 as Senior Vice President

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www.timmgroup.com



and Chief Operating Officer. One year later he moved to Tower Air as Vice President – Marketing and Sales. In 1998 he moved to Spirit Airlines in Fort Lauderdale also as Senior Vice President – Sales and Marketing. In 1999 he returned to the New York area to work with ARCORP- NY Waterway as Vice President – Sales and Marketing. In 2004 he became President of the TIMM Group, LLC that is the US representative of the Worldwide Travel Alliance Marketing Group which

has offices in Australia, the Arabian Gulf, Asia and Europe, a position he holds today. John is currently President of the Lower Manhattan Marketing Association, a Past-President of the British American Chamber of Commerce and a Director of Big Apple Greeters. He was awarded an O.B.E. (Order of the British Empire) in 1994 from Queen Elizabeth II for his contribution to transatlantic trade.

1997 – 1998	Member, Skål International Miami	2004 – 2005	Secretary, Skål International New York
1998 – 1999	Member, Skål International Detroit	2005 – 2006	Vice President, Skål International New York
1999 – 2011	Member, Skål International New York	2006 – 2007	President, Skål International New York
2002 – 2003	Assistant Secretary/Treasurer, Skål International New York	2007 – 2009	Representative, Skål International U.S.A.
2003 – 2004	Treasurer, Skål International New York	2008 – 2009	Deputy Auditor, Skål International
		2009 – 2011	Auditor, Skål International



JOHN BRIGHT

1 Catmint Close, Chandlers Ford
Eastleigh, SO53 4NT
United Kingdom
44-23.8046.0047
john.m.bright@btinternet.com

MEMBRE D'HONNEUR

John Bright started work with British Rail in Manchester – Passenger Services in 1961. In 1978 he transferred to the Shipping Division of British Rail, later called Sealink and then Stena Line. He held various marketing positions for ferry services on the Western Channel of the UK. From 1988 to 1989 he was Area Sales Manager for Scandinavian Seaways. From 1989 to 1990 he was Port and Commercial Manager Weymouth. From 1990 to 1991 he was Traffic Officer

Hoverspeed First Fast craft in UK. From 1991 to 1993 he was Operations Manager for Stena Line in Southampton responsible for both commercial and operating matters. From 1993 to 1997 he was Customer Services Manager for Stena Line Holyhead, responsible for all commercial aspects for the service between UK and Southern Ireland. During this period he was a member of the team responsible for the provision of fast craft services on the Irish Sea and the introduction of the first HSS which could carry freight as well as passenger vehicles. There are only three of these crafts in service. From 1997 to 2006 he was Key Accounts Manager for Condor Ferries responsible for all the Tour Operators originating traffic from the UK to St. Malo and the Channel Islands. In 2006 he joined Wightlink Isle of Wight Ferries as Sales Support Manager responsible for all coach operators which includes several companies in Europe.

1989 – 1993	Member, board member, Skål International Portsmouth	1999 – 2000	President, Skål International Southampton
1990 – 1991	President, Skål International Portsmouth	2002 – 2009	International Skål Councillor, United Kingdom
1993 – 1998	Member, board member, Skål International Liverpool	2003 – 2011	Treasurer, Skål International Southampton
1994 – 1995	President, Skål International Liverpool	2004 – 2006	Chairman, FVF Committee, International Skål Council
1994 – 2011	Board member, Skål International United Kingdom	2006 – 2008	Vice President, International Skål Council
1998 – 2011	Member, Skål International Southampton	2009 – 2010	President, Skål International United Kingdom

EGIL GLØERSEN

Egil Gløersen has made sure that his company, SAS, has been well represented in Skål International Oslo over the years. Until he retired from the airline business he was Director of Sales and a prominent person in the travel industry in Norway.

Eiksveien 1A
1359 Eiksmarka, Norway
47-6714.0367



Egil Gløersen is one of the four founding members of Skål International Oslo, the first Club in Norway, established on 20 January 1936 at the Hotel Continental, Oslo. As a founding member of the first Club he has personally also been instrumental in establishing several Skål Clubs in Norway and securing a good foothold for Skål.

In 2006 he was made Honorary Member of Skål International Oslo and he also received the international Skål Order of Merit from President Jan Sunde.

1936 – 2011	Member, Skål International Oslo	1954 – 1956	Board member, Skål International Oslo
1936 – 1938	Treasurer, Skål International Oslo	1957 – 1960	President, Skål International Oslo
1936 – 1946	Secretary, Skål International Oslo		



ISAAC HAIM

Universtur
Avenida Rio Branco 151-2º
20040 Rio de Janeiro
Brazil
55-21.2221.9657
55-21.2252.7892

Isaac Haim started his career in the travel and tourism industry in 1947 and is currently Director and President of Universtur, a travel agency based in Rio de Janeiro. He has been member of several other associations (ABAV, Sindetur, etc.). In 1997 he was honoured by ABAV (Brazilian Association of Travel Agencies) with the title of “The Pioneer of Tourism in Brazil” and in 2000 he received the “Travel Agent of the Year 1999” Award.

1958 – 2011	Member, Skål International Rio de Janeiro	1960 – 1963	International Skål Councillor, Brazil
1960 – 1963	President, Skål International Brazil		

Isaac Haim is a founder member of Skål International Rio de Janeiro and he attended the first meeting of the Club on 15 July 1958. He was also instrumental in the formation of Clubs in Brasilia (1962), Belo Horizonte (1963) and Curitiba (1964) and the National Committee of Brazil (1958). In 1998 Skål Brazil established the “Isaac Haim Trophy” which is presented annually to Skålleagues cooperating with tourism development and the Skål Movement in Brazil. In 2000 he was awarded the title of Honorary President of Skål International Brazil.

CHALLAGALLA NAGENDRA PRASAD

Challagalla Nagendra Prasad is a science graduate from Madras University. He started as Managing Director of Modern Ads Limited, an advertising consultancy firm in Madras from 1951-1956. He moved to Hyderabad in 1956 and started Trade Wings Limited, one of the first IATA approved agencies in Andhra Pradesh. In 1960, he moved to Madras and started Trade Wings branches in South India. He has been Chairman of Travel Express Limited since 1985, a position which he still holds today. Travel Express has offices in Hyderabad, Chennai, Visakhapatnam and Rajahmundry. He is also currently Director of Dolphin Hotels Limited which has hotels in Hyderabad and Visakhapatnam.

Travel Express
24 Ethiraj Road
Chennai 600015
India
91-44.2825.4598
91-44.2825.8724
challagalla1@rediffmail.com



He has been member of several other trade associations (TAAI – Travel Agents Association of India, IATO – Indian Association of Tour Operators, PATA – Pacific-Asia Travel Association, IFAPA – International Foundation of Airline Passengers and Lions Club). In 1998 he received the prestigious IATO Hall of Fame Award. He has been connected with many social and cultural associations devoted to Child Welfare for many years. He conducted Children’s Radio Programmes in the 60’s over the All India Radio. He is currently the Treasurer of Andhra Chamber of Commerce Chennai, 80 year old organisation.

1961 – 1986	Member, Skål International Madras	1983 – 1985	Vice President, Asian Area Committee
1962 – 1963	Secretary, Skål International Madras	1984 – 1985	Deputy International Skål Councillor, India
1970 – 1973	President, Skål International Madras	1985 – 1986	International Skål Councillor, India
1975 – 1976	President, Skål International Madras	1985 – 1986	President, Asian Area Committee
1979 – 1980	Vice President, Skål International India	1995 – 2011	Member, Skål International Chennai
1981 – 1985	President, Skål International India	1999 – 2003	International Skål Councillor, India

He was mainly responsible in promoting India for winning the bid for the Skål World Congress in 2003 in Chennai. In 2003 he was awarded the international Skål Order of Merit.

SKÅL CLUB OF THE YEAR

Nominations open for 2011 award

After a thorough review of the classification criteria, the following Clubs have met all the requirements and are eligible to apply for the Skål Club of the Year Award.

These Clubs have, therefore, been invited to produce a short presentation highlighting any special projects, activities or initiatives they undertook in 2010 with the purpose of demonstrating why they feel they should be nominated as Skål Club of the Year 2010/2011.

ALBANY (USA)	*HALIFAX
*BIELEFELD	*LONDON (CANADA)
*EDMONTON	LUGANO
GARDEN ROUTE	*MIAMI
*GOLD COAST	STAVANGER

*Withdrawn from the competition

GLOBAL SUCCESS

“Sustainable Development In Tourism” Awards

For 10 consecutive years, Skål International has run a successful awards programme to highlight best practices in tourism around the world and the importance of the conservation of the environment, through the interaction of the physical, cultural and social environment, the traveller’s responsibility and the need for active community participation for sustainability.

Since the launch of the awards in 2002, they have received strong ongoing support and attracted a high level of participation, with a total of 417 entrants.

With the assessment of our main sponsor, the Diversey company, we have decided to consider eco and responsible tourism as part of the greater picture of sustainable tourism, and this has resulted in the creation of newly renamed trophies and a re-branded logo. One of the main changes this year is that the former Ecotourism Awards will now be known as the Sustainable Development in Tourism Awards.

Once again this year, Diversey will collaborate financially and will produce the certificates and trophies presented to the winners during the Opening Ceremony of the Skål World Congress in Turku on 19 September 2011.



In addition, Diversey will present, on its own initiative, a Special Recognition Award to one of the projects entering the competition.

The deadline for receipt of entries at the General Secretariat has now passed and the projects received have been sent to the independent judges, who have already started to evaluate them in their respective categories.

The evaluation period will end in mid-July, when each judge will return their scores to the General Secretariat. The marks provided by each independent judge will then be totalled in order to determine the winner in each category.

This year we have received a total of **33 projects**, from **18 different countries** (four from Africa, seven from Asia, eleven from Europe, seven from North America, three from Central America and one from South America).

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 2011 is eligible to win a Congress Only registration (not including accommodation) for the 73rd Skål World Congress in Seoul & Incheon (Korea) in September 2012. The name of the prize-winner will be drawn at the International Council meeting to be held during the Turku 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.

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.

You can now use the **NEW application form** on the opposite page, which can also be downloaded from the Skål website: www.skål.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% 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.

At the Sydney World Congress last October, a total of 76 Skål Clubs qualified for these Awards, which is a fantastic achievement given that the travel and tourism industry is going through what is arguably one of its most difficult financial periods.

Last year, the three Clubs that achieved the highest net increases in membership were: Skål International Seoul, which was presented with the Platinum Award; Skål International Pattaya & East Thailand, which received the Gold Award; and Skål International Jakarta, recipient of the Silver Award.

For a second consecutive year, Skål International will provide a prize of a Congress Only registration to the Skål Congress in Seoul & Incheon 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 2011.

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.



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

MEMBERSHIP PROPOSAL FORM

SKÅL INTERNATIONAL:	N°:			
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IMPORTANT: The current Skål International By-Laws Article I, Section I should always be consulted when completing and checking MEMBERSHIP PROPOSAL FORMS. Forms must be completed in one of the 3 Skål languages, English, French or Spanish. Incomplete or incorrect forms will be rejected. Membership is only effective upon confirmation from the General Secretariat. ALL FORMS SHOULD BE COMPLETED LEGIBLY.

CANDIDATE'S DATA:

(please indicate by X)

FAMILY NAME:		FIRST NAME:		<input type="checkbox"/> MR.		<input type="checkbox"/> MRS.		<input type="checkbox"/> MS.									
DATE OF BIRTH:	D	D	M	M	Y	Y	PLACE OF BIRTH:	COUNTRY:									
COMPANY NAME IN FULL:																	
FULL COMPANY ADDRESS:																	
WORK TELEPHONE:	COUNTRY CODE	AREA CODE	NUMBER				FAX:										
E-MAIL:					*WEBSITE:												
HOME ADDRESS:																	
HOME TELEPHONE NUMBER:					MOBILE NUMBER:												
ADDRESS FOR CORRESPONDENCE:			<input type="checkbox"/> BUSINESS		<input type="checkbox"/> HOME		(please indicate by X)										
ACTIVITY OF COMPANY:																	
CANDIDATE'S POSITION:							SINCE:	D	D	M	M	Y	Y				
CANDIDATE'S DUTIES:																	
NUMBER OF HOURS IN ABOVE POSITION WEEKLY:				NUMBER OF WEEKLY HOURS IN OTHER WORK IF NOT FULL TIME:													
TYPE OF OTHER WORK:																	
COMMENCEMENT OF EMPLOYMENT WITH PRESENT COMPANY:							D	D	M	M	Y	Y	NUMBER OF YEARS IN TRAVEL/TOURISM:				
IF LESS THAN THREE YEARS IN YOUR PRESENT COMPANY, PLEASE INDICATE BELOW ADDITIONAL DETAILS TO COVER A MINIMUM OF 3 YEARS WITHIN THE TRAVEL AND TOURISM INDUSTRY																	
COMPANY NAME:					ACTIVITY:												
POSITION HELD:				FROM:	D	D	M	M	Y	Y	TO:	D	D	M	M	Y	Y
COMPANY NAME:					ACTIVITY:												
POSITION HELD:				FROM:	D	D	M	M	Y	Y	TO:	D	D	M	M	Y	Y
COMMENTS REGARDING PREVIOUS OR PRESENT EMPLOYMENT:																	
IF YOU HAVE PREVIOUSLY BEEN A MEMBER OF SKÅL PLEASE STATE THE NAME(S) OF THE CLUB(S), CATEGORY OF MEMBERSHIP (ACTIVE, LIFE, RETIRED, ASSOCIATE OR YOUNG SKÅL) AND THE PERIOD(S) OF MEMBERSHIP:																	
INTRODUCED BY:																	

* By completing this section you accept that your name and e-mail address are published in the "Preferred Contacts" section, which is in the public area of our website www.skål.org

CANDIDATE'S BUSINESS CARD:

SKÅL INTERNATIONAL USE ONLY:

CANDIDATE'S SIGNATURE: _____ DATE:

D	D	M	M	Y	Y
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The undersigned Active Skål Members certify that the above details are correct and we recommend (name):

 for Active Membership.

PROPOSED BY:	NAME: _____ SIGNATURE: _____	CARD NUMBER: <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table>									
PROPOSED BY:	NAME: _____ SIGNATURE: _____	CARD NUMBER: <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table>									

AFFIRMATION

The undersigned, President and Secretary of Skål International (CLUB NAME) _____
 confirm that the above (name): _____
 fulfils the conditions for Active Membership of Skål in classifications code n° _____, in accordance with the Skål International By-Laws Article I, Section I.

Space for additional information regarding the proposed member:

PRINT NAME: _____ President	PRINT NAME: _____ Secretary												
SIGNATURE: _____	SIGNATURE: _____												
DATE: <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td>D</td><td>D</td><td>M</td><td>M</td><td>Y</td><td>Y</td></tr></table>	D	D	M	M	Y	Y	DATE: <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td>D</td><td>D</td><td>M</td><td>M</td><td>Y</td><td>Y</td></tr></table>	D	D	M	M	Y	Y
D	D	M	M	Y	Y								
D	D	M	M	Y	Y								

This application has been seen by the National Committee (No National Committee signature will apply for Affiliated Clubs).

NAME & POSITION: _____

SIGNATURE: _____ DATE:

D	D	M	M	Y	Y
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Skål International makes known of the existence of a computerised file of personal data in which the details given by you will be included to permit the control and follow up of the services offered to members. In addition, some of these details have been included in a file which is held in the "Members Only" area of our website www.skal.travel and can be consulted by other members on the introduction of a password. By forwarding your personal information, you agree to the use of this computerised file and the receipt of messages and news relative to Skål International in accordance with the terms of the current legislation on data protection (LOPD 15/99). However, you have the right to access, rectification and opposition at any time you feel appropriate by means of a written, signed request to Skål International, P.O. Box 466, 29620 Torremolinos, Malaga, Spain.



WORLD TRAVEL MARKET: Key focus on sports tourism and the London Olympics

World Travel Market, the leading global event for the travel industry, has opened registration for WTM 2011 – which will focus on the emerging sector of sports tourism and particularly the Olympic Games, with it being the final WTM before the 2012 London Olympics.

Next summer the Olympics comes to the east London home of WTM, with its host venue ExCeL playing a prominent role in hosting such sports as boxing, fencing, judo, taekwondo, table tennis, weightlifting and wrestling.

To celebrate, promote, discuss and debate the role the travel and tourism industry will play in the success of the 2012 Games, World Travel Market will for the first time have two headline sessions on sports tourism.

World Travel Market first launched its sports tourism events programme in 2009 with a headline session profiling the recent Winter Olympics, 2010 football World Cup and 2012 London Olympics. Last year's session also highlighted the London Olympics, with the event chaired by UK Athletics Chief Executive David Moorcroft.

This year the first session will take place on Monday 7 November from 3.00 to 4.30pm and the second on Wednesday 9 November from 2.30 to 3.30pm. The sessions are in Platinum Suite 4 and Platinum Suite 3, respectively.

According to World Travel Market Exhibition Director Simon Press, "The London Olympics is arguably the biggest promotional opportunity for the UK inbound travel industry in a generation. WTM 2011 will focus on what the industry needs to achieve to maximise this opportunity. The two headline sessions will prove to be essential viewing for not only all those involved

in making the London Olympics a success but also those countries hosting similarly high-profile sporting events in the future."

To pre-register visit: www.wtmlondon.com/skal.

Meanwhile, WTM 2011 plans to build on the success of WTM 2010, which was expected to lead to a massive £1,425 million in travel and tourism contracts being signed. The amount WTM 2010 generated for the industry was 25% more than 2009, which attracted £1,139 million in industry deals.

The impressive scale of business conducted at WTM led to 96% of exhibitors stating that WTM was important to their business. Exhibitor satisfaction rose to 94%, with 66% either completely or very satisfied, compared with 59% in 2009. Visitor satisfaction of WTM stood at an impressive 93%.

More than seven out of 10 exhibitors (71%) said WTM was the best or better than most events, compared with 67% in 2009 and 65% in 2008.

Furthermore, an impressive 96% of exhibitors indicated they were extremely or very likely to exhibit at WTM 2011, with a massive 98% of visitors extremely or very likely to attend this year's event, which takes place between 7 and 10 November.

"World Travel Market 2010 has seen, and will lead to, a phenomenal amount of travel and tourism industry business being agreed," added Simon Press. "The expanded speed networking programme played an important role in the success of WTM for both exhibitors and Meridian Club members, offering both stakeholders increased opportunities to meet new contacts and sign contracts.

"The amount of business conducted and the findings from the exhibitor and visitor research shows WTM is delivering on its commitment to facilitate business in the travel and tourism industry."

EIBTM IN BARCELONA: *New ideas and inspiration*

EIBTM 2011 offers visitors an excellent opportunity to find out what's new and where to plan their next meeting, incentive, conference or event. With over 3,500 exhibiting companies from all over the world, this year's EIBTM is held from 29 November to 1 December in Barcelona, a city that is annually rated as one of the leading destinations in the world for meetings, according to the latest ICCA Survey.

There are two ways to attend: as a hosted buyer, enabling you to pre-schedule appointments with suppliers of your choice at the show; or as a trade visitor, where you are free to make your own itinerary and diary.

This year, there will be more new exhibitors, from destinations to hotel companies, venue services to conference organisers. In addition many exhibitors have increased their stand size to accommodate more partners, and are therefore offering an even wider product range and greater choice.

PROFESSIONAL EDUCATION INITIATIVES

One of the most popular features of EIBTM is the cutting edge Professional Education Programme, which comprises a comprehensive and diverse series of seminars, workshops and conferences, addressing the latest issues and meetings industry hot topics.

There is something for everyone and at all professional levels, and all

sessions in the EIBTM Education Programme are CMP accredited, increasing personal development and allowing delegates to earn CEU (Continuing Education Units) points.

TECHNOLOGY INITIATIVES

EIBTM is extending its reach via TV and other online initiatives. EIBTM TV will take the event to a multi-channel platform, reaching a community of 14,000 industry professionals in Barcelona. EIBTM TV will broadcast from a studio hub via a network of highly visible screens on the show floor throughout the event. EIBTM TV is also available online 365 days a year at www.eibtm.com and provides the industry with education on demand, news and reviews.

The new EIBTM online community, Connect@EIBTM, will enable connections to be made even before the event for all pre-registered visitors, through a business-led social networking site.

NETWORKING AND EVENTS

It is not all about business: EIBTM is famous for its networking events and this year is no exception. From the official welcome reception to the ever-popular

club night, all event attendees can network and relax with new contacts made at the show and friends from the industry.

Graeme Barnett, EIBTM event director, comments, "With so many events taking place during EIBTM week, including officially scheduled EIBTM events and others organised by EIBTM partners and associations, our aim is to provide inspiration and a platform to maximise the business potential for all show attendees."

For further information about EIBTM and to register to attend for free, visit: www.eibtm.com. You can also join EIBTM on LinkedIn, Twitter and Facebook and keep up to date with the latest news and events.

SKÅL AT IMEX. New initiatives and positive progress in Frankfurt

This year the Skål International stand at IMEX was very well-placed in a very busy corridor opposite the Czech Republic, and this meant we had more visitors than usual.

The Fair is always professional and well-organised, both with regard to exhibitors and visitors, and the 2011 edition provided a lot of good contacts and business opportunities.

This year, thanks to the support of Skål International Frankfurt am Main (and we would like to take this opportunity to thank in particular Thomas Hilberath, Thomas Aurich, Manfred Traiser, Claus Glinicke and Thomas Giesick for their efficient assistance during the whole Fair), we were able to ensure that the stand was well-attended at all times in order to welcome visitors, Skålleagues and potential members in great conditions.

On 24 May the President and Commissioner General of IMEX, Ray Bloom, visited us at the Skål stand and Nik Racic, International President 2010, presented him with the Corporate Order of Skål Merit in acknowledgement of his support of Skål International.

This year we organised a "Get-Together Party" at the stand on the Tuesday, thanks to the generous participation of Croatia. More than 40 Skålleagues were present, including Hulya Aslantas, International President 2009; Nik Racic, International President 2010; Bent Hadler, President of the International Skål Council; Karine Coulanges, Skål International Communications and P.R. Director; and potential Skålleagues whom we had invited to join us. In total, around 60 people attended this event. It was a great success because the time chosen was better than during the lunch hour and our position also helped.

Another novelty this year, replacing the traditional dinner at the Intercontinental Hotel on the Thursday evening, was that Skål International Frankfurt am Main had obtained the authorisation to organise, at 9am (i.e. one hour before the Fair officially opened to visitors), a breakfast at the magnificent German Convention Bureau stand. This was also a great success, with the presence of Matthias Schultze, Managing Director of the German Convention Bureau, and Ray Bloom, owner of the IMEX Trade Show.

We believe that this breakfast meeting at the Fair is extremely professional and could, in the future, draw more people than the dinner on the Thursday evening, as many people leave that same day. We hope to be able to repeat this experience next year and promote the event in advance with online registration. Some positive results are that we had three people fill out membership applications and we made contacts for the possible creation of two new Clubs and the reactivation of the former Club in Moscow.

Business cards collected will be used for follow-ups, with a personalised e-mail with a Membership Proposal Form attached and further follow-up by the General Secretariat.

We are planning to improve communications before next year's Fair with the help of Skål International Frankfurt am Main. Together with Manfred Traiser we identified potential improvements for next year: larger posters, Skål International roll-ups, a larger TV screen placed higher up for better visibility, etc. It was a good Fair but we can still do better.



Nik Racic, Karine Coulanges and Hulya Aslantas during the "Get-Together" sponsored by the Croatian Convention and Incentive Bureau at the Skål stand.



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KARL TWIGGS
President Skål International 2004

People tend to think if you have served Skål, especially to the degree Karl did – he was after all a Past International President – that Skål consumes your life. For some that's true; for Karl not so. He was a great servant of Skål and served the organisation with a great deal of enthusiasm, diligence and good humour but

Karl Twiggs 1935-2011

Diligent, enthusiastic and charming

A TRIBUTE BY TONY CLEGG-BUTT • PRESIDENT SKÅL INTERNATIONAL 2002

Karl was a good friend of mine, way before our heady days together in Skål International. We were members of a policemen's "Band of Brothers" in colonial Africa – he in northern Rhodesia, I to the south. When we first met in the travel industry in long ago South Africa we struck up a friendship born of common purpose.

Karl was very social and loved by all – he meant what he said and did what he said. What you saw was what you got, take it or leave it. Few could resist his charm, warm smile and twinkle of eye.

he held the belief of Skål the way it was – more social than business – and he lived this aspect of Skål to the full.

It appears a good number of Skålleagues kept in contact with Karl after his stroke a number of years ago. All talked of Karl being cheerful and positive in the face of such adversity. He was having difficulty coming to terms with his new environment but you'd never have known it. Such was the man. A nicer man you could not have wished to know.

We mourn his loss and send our condolences to his family and to Skålleagues in South Africa. The Skål worldwide family shares your loss.



THE MOTIVATION SHOW

Trend-setting ideas on the agenda in Chicago

The Motivation Show has announced the education program for the fifth annual conference: **Connecting Engagement, Loyalty, and Financial Results**, scheduled for Tuesday and Wednesday, 4-5 October 2011. The Meeting & Event Management Learning Track will feature topics that include:

- Hybrid and Virtual Meeting Strategies: A Primer for Taking Your Event Online
- Thought-Leaders Panel: A 360 Degree SMMP Case Study
- Incentive Travel Trends, Forecasts and Best Practices: An Interactive Panel to Improve Program Performance
- SMMP: What You Really Need to Know! (An Interactive Session)
- Taking the Plunge: Effective Uses of Social Media for Meetings and Events (A Hands-On Session)

It has also been announced that the Incentive Research Foundation (IRF) will produce a symposium entitled **The Next Level: New uses, research and tools supporting the business benefits of non-cash motivators**, on Tuesday, 4 October. The IRF Symposium will feature a full-day of education that includes:

- Award Type Study – a session to deliver the results of a seminal study on award use in the United States and provide a place for robust discussion on what these results mean to individual and program performance.
- Recognition Travel Case Study – a session to present the results of a year-

long case study of a large telecommunications company and the effective use of travel rewards for non-sales employees.

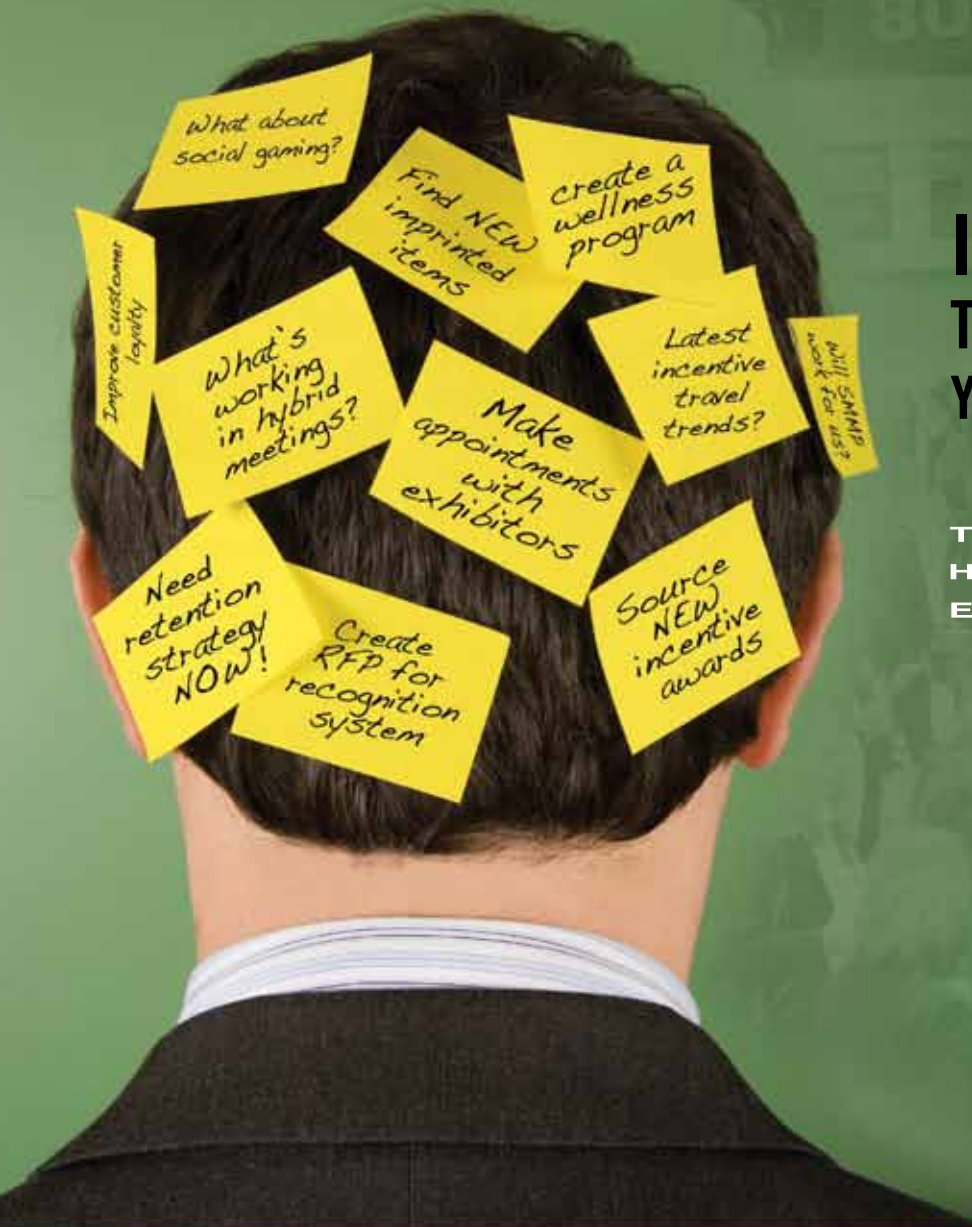
- Workplace Wellness Programs – a session to provide a primer on the state of workplace wellness programs and the role of incentives, with an overview of pertinent studies, reports, academic journals, and articles.
- Staying Trendy – a session to provide an in-depth review of where we have been and where the industry is heading, based on the IRF's multi-year pulse study and trend tracking.
- Advancements in ROI Measurement – a hands-on demonstration that will explain how to use the IRF's FREE ROI tool to forecast outcomes and produce actual ROI numbers.
- The Next Level: Critical Discussions in Revitalising the Incentives Industry – an interactive session to review the results of the most recent pulse study and engage attendees in provocative questions around what is necessary to truly move our industry to the next level.

The Motivation Show will once again offer a Hosted Buyer Program for qualified buyers of incentive travel, meetings, conferences, conventions or other group travel programs (including corporate buyers, incentive and meeting planners and other travel resellers).

Hosted buyers receive complimentary accommodations, registration and hospitality services, in exchange for attending a minimum of 12 pre-scheduled appointments with exhibitors. They will be provided with detailed user information through the MotivationConnect Appointment Scheduler, powered by Bravura Technologies, which matches buying interests with appropriate exhibitors and facilitates the exchange of information and appointment requests.

The Motivation Show is the world's largest collection of ideas to engage, motivate, inspire, reward, connect and thank employees, customers and members. The show features more than 50 seminars and over 500 suppliers of incentive merchandise, meeting and travel services.

For more information visit: www.motivationshow.com



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POSITIVE TRENDS IN LATEST INDEX OF OPTIMISM POLL

According to North American buyers and suppliers, meetings market confidence is on the rise and the outlook for the worldwide meetings, incentive travel and events industry appears brighter than at any time over the past year.

The second IMEX America Index of Optimism poll of North American meetings industry buyers and suppliers found that optimism and business levels are higher than they have been for at least six months. The survey was conducted among 190 North American respondents during March. When asked if "demand for your services has grown during the past six months", nearly 73% confirmed that it had, while only nine% felt they had seen no growth. Just over 18% reported no change against the previous six-month period. These results remain consistent with previous patterns of growth and confidence shown in the poll. The survey also questioned respondents about whether they had been attracting any business from new sources recently, extrapolating this as an indicator of general market health and potential expansion. Just over 79% confirmed they had been winning business from new sources, nearly six% had seen no such trend emerging and for just over 15% there had been no change. For the previous six-month period, just over 31% said that this pattern "was about the same" as before but just over 65% deemed it "definitely better", suggesting that confidence and expectations are both higher than they have been for a while.

In addition, respondents were asked if they saw "evidence from the last six months that events are attracting more attendees or that spending per participant has increased". Nearly 55% responded positively, stating that they did see

evidence, although nearly 25% saw no signs of such increases, and nearly 21% were "not sure". Once again results are almost exactly in line with previous findings, suggesting that, although volumes of meetings and events business are returning, delegate behaviour at those events has yet to return to pre-downturn levels.

When it came to accurately forecasting if the worst of the recent market difficulties were over, respondents appeared reconciled to uncertainty for the time being. Although a slight majority – just over 35% – believed the worst was now firmly in the past, just over 30% did not feel the same way, and just over 34% were still simply "not sure". However, underlying these findings was a solid foundation of increased optimistic sentiment. Asked if they felt "more or less optimistic about the meetings industry than a year ago", 73% stated that they felt more optimistic than this time last year, four% were less optimistic and a further 22.6% felt "about the same".

A new trade show for the worldwide meetings, events and incentive travel industry, the inaugural IMEX America will take place from 11 to 13 October at the Sands Expo, which is connected to the show's Headquarters Hotel, the Venetian/Palazzo. The show's strategic partner and premier educational provider is MPI, who will deliver a unique line-up of speakers and education for IMEX America attendees starting on "Smart Monday", 10 October, with the MPI MeetDifferent Day of Education and Innovation and continuing throughout the show.

According to the organisers, "IMEX America will offer a unique model of trade show, new to the U.S. market... It will assure exhibitors of meeting and making business appointments on their booths with in excess of 2,000 highly qualified hosted buyers. The majority (80%) of these hosted buyers will come from North America, with the balance from the rest of the world. In addition, thousands of additional U.S. buyer attendees are expected to participate from across North America."

Entrance to the show and its educational program is free of charge. Attendee registration is now open at: www.imexamerica.com



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This is why we want to introduce you to the Lyyti software, which you can use to pre-book all social events before you even land in Finland. Log in to www.skal2011.com, use the Lyyti link from the main page and be the first ones to secure the best restaurants, the most exotic saunas and the most appealing excursions, before other visiting Skål leagues. Many dine around options have a limited number of seats available so this really is when "the early bird catches the worm!"

We have 14 restaurant options to choose from for your dine arounds; we have booked real Finnish saunas in the city with beautiful archipelago surroundings; we have room for you on an excursion to the autonomous Åland Islands in the middle of the Baltic Sea or on a tour to the seaside city of Naantali; and there are hairdressers lined up to help you look fabulous for the gala.

All these, and many more, can – and should – be pre-booked with Lyyti. No more standing in a queue fighting over a seat in your preferred restaurant: sit back in front of your computer and make your choice. All the information is readily available and booking is easy. All you then need to do is travel to Turku and enjoy your stay!

Secure the best options for Turku World Congress excursions, dine arounds, sauna rounds and more with the help of the Lyyti online reservations system.

The upcoming Skål World Congress in Turku will have many (perhaps to some) different – even exotic – social events. We are also aiming to be the first "green congress" after the Green Globe certification received by Skål International's head office. When these two aspects are combined, Lyyti steps into the picture.

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TRADITION AND MODERNITY

Skål Tourism Quality Award a highlight of 75th anniversary celebrations in Austria



Skål International Wien members celebrated the club's 75th anniversary in conjunction with the official ceremony for the 2011 Skål Tourism Quality Award. It was the eighth time the award had been presented in Austria.

This year's winners were Dr. Franz Mag Sattlecker and DI Dr. Wolfgang Kippes, managing directors of Schloß Schönbrunn Kultur-und Betriebsges.mbH. Heinz G. Risska, President of Skål International Vienna and Austria, presented the award in recognition of their commitment to and efforts in support of the preservation and revitalisation of Austrian historic monuments and sights – resulting in significant improvements in the quality of Vienna's tourism infrastructure.

In his eulogy for the two winners, Skål International Wien board member KR Walter Straub said Dr. Sattlecker and Dr. Kippes had been in charge of the Schloß Schönbrunn Kultur-und Betriebsges.mbH company for nearly 19 years. It had been founded in 1992, taking over the main agendas of the Schlosshauptmannschaft, a government-run organisation.

In addition to the Schönbrunn Palace, a UNESCO World Heritage Site and Austria's most frequently visited tourist attraction, they are responsible for the Schönbrunn Palace Conference Centre and other major sights including the Vienna Hofburg Imperial Apartments, Sisi Museum, Imperial Silver Collection and Imperial Furniture Collection. History, culture and tradition are attractively presented with the help of modern management methods. In total, more than three million people visited all of these sights in 2010. More information, in 11 languages, is available at:

www.schoenbrunn.at

Winner of the Gold Medal for Services to the Republic of Austria, Mag Dr. Franz Sattlecker is – in addition to his involvement with the Schönbrunn – also contributing editor for arts management at the University of Music and Performing Arts. He stressed that quality will be the major theme in tourism in coming years, and the Skål Tourism Quality Award, initiated by Skål International Austria in 2004, is regarded as a particularly important milestone.

As well as his work as technical director, specialist and internationally recognised expert, DI Dr. Wolfgang Kippes has been honorary professor at the College of Applied Arts since 2010. He described working at the Schönbrunn as a great opportunity, especially as the value of sustainability can be highlighted by applying managerial skills to historic buildings. Karine Coulanges, Skål International Director for Communications and Public Relations, outlined the importance of the Skål Tourism Quality Award and also presented the official Anniversary Certificate to Skål International Wien on the occasion of its 75th anniversary.



SKÅL | GOOD NEWS STORY

EDDY'S NEW FISHING BOAT

Fisherman, hotel owner and President of Skål International Insel Usedom in Germany, Eddy Stoll was searching the internet to buy a new fishing boat. Having met me on several occasions at Skål Congresses he asked me to assist him in discussions with a manufacturer on the Isle of Wight. On our second visit to the island, immediately after the 2010 UK National Congress, Eddy was impressed enough to sign a contract with Cheetah Marine Ltd.

One year later, the new bespoke vessel was ready to make the journey back to the Island of Usedom. UK Past National President John Bright and President of Skål International Southampton Dieter Schlieben were present at the "naming ceremony", as was our mutual friend Herbert Hoffman (Skål International Councillor for Germany) who joined Eddy, Sean Strevens (the manufacturer) and myself on the journey east. The vessel is a catamaran, christened "Carmen Calypso" after Eddy's daughter, which is 10 metres long by four metres wide, with two 150hp Yanmar diesel engines on board providing a top speed of 26 knots.

An 11-hour journey across a very placid North Sea found us in Blankenberge (Belgium), where we were welcomed by Skålleague Willy Leysen and Skål International Director Ann Lootens of Skål International Belgische Kust en Vlaanderen. We had taken some good advice from an experienced seaman, the Treasurer of Skål International Rotterdam-The Hague Martin Van Dyke, and arrived the next evening in Harlingen on



Herbert Hoffmann, Joe Hickson and Eddy Stoll.

the north coast of Holland after another unusually calm day. Day three saw us staying overnight at an excellent marina next to the Kiel Canal in Rendsburg before entering the Baltic Sea the following day and witnessing the true capabilities of Eddy's baby on the choppy waves. This was quite an experience for Herbert and myself but we managed to avoid sickness and enjoy the "fun".

The weather had slowed us down somewhat and we needed one more overnight stay in Rostock prior to a warm welcome from our families who had journeyed to Usedom. Eddy – ever generous – hosted a beautiful dinner for us all at his excellent Hotel DuenenSchloss in Bansin.

This was not a typical "Doing Business Among Friends" but it is a wonderful example of the friendship and mutual respect that Skål engenders among its membership. Eddy is so thankful for the support he received from everyone, another example of the adage: If it wasn't for Skål...

By Joe Hickson - President, Skål International Oxford



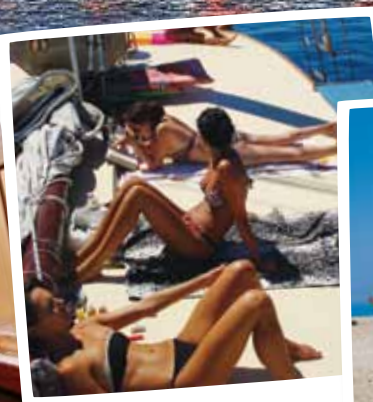
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