



# NEWSLETTER

June 2011

## MESSAGE FROM THE PRESIDENT

Welcome to the first, and long overdue, edition of the Skal New Zealand national newsletter.

The purpose of the newsletter is not to replace or compete with your own local Skal club news but to bring you news from a national and international level to showcase how Skal operates as a global organisation and the benefits we can all enjoy by being members.

Based on that this newsletter will update you on the Skal New Zealand AGM and Congress set down for 26-28 August in Hamilton; the 72nd World Congress to be held in Turku, Finland 18-23 September as well as showcasing how you can maximise your membership by accessing a global database of fellow Skalleagues around the world.

As a first issue there will be things we can do to improve this form of communication and I do encourage you to let me know what you would like to see in future editions, which I trust we can bring you on a quarterly basis.

Yours in Skal

Nigel A Pilkington

President, Skal New Zealand

## WHAT IS SKAL?

### WHY SHOULD I BE A MEMBER AND HOW DO I PROMOTE SKAL?

Many of you have asked if we have any information on Skal that you can give to colleagues who ask about the club and at the same time refresh your own self as to why you should be a member.

Page three outlines the why, what and where of Skal. We recommended ALL Skalleagues refresh themselves of what our organisation is about and how it can help our businesses.

## SKAL NEW ZEALAND 2011 NATIONAL CONGRESS & AGM REGISTRATION NOW OPEN



**The 2011 Skal National Congress and AGM will be held in Hamilton over the weekend of 26-27 August.**

Our Hamilton Skalleagues have put together an exciting programme which includes golf, touring and a great theme dinner on the Saturday evening.

The Skal New Zealand AGM will be held on the Friday (26th August) between 1.00pm and 4.30pm at the Novotel Tainui. This will be a very important meeting as we will be discussing and agreeing on a national response to the proposed changes to the statutes of Skal International - this will be the only chance we have for the next two years to work at a grass roots level on deciding how we want our organisation to run. All clubs will also have the chance to present their thoughts on the year past and how they see the year ahead.

Registrations are now open and a form and programme are attached to this newsletter. Please note the early registration discount if you book and pay by Friday 01 July.

## PROPOSED CHANGES TO STATUTES AND BY-LAWS OF SKAL YOUR ATTENTION NEEDED

All Skalleagues should have received a message from your club secretaries attaching an email from Mok Singh, Vice President of Skål International and the Committee member responsible for Statutes and By-Laws. The email outlines several important Statutes amendments which will be deliberated and voted upon at the Annual General Meeting in Turku on Thursday 20th September.

These proposed changes, if passed, will effect the way our organisation is structured and run and it is very important that you read them carefully and make it a point to discuss and deliberate these statute changes at your July Club meeting and provide your Club committee with the appropriate guidance.

It is President Nigel's intention to make this an important part of the National AGM in Hamilton where all New Zealand clubs can discuss each change and develop a consensus so those attending the World Congress can vote accordingly.

**The email from Mok Singh and the proposed statute changes are attached as PDF files with this newsletter - please take the time to read them.**

They can also be found in the legal documents file in the Members Only area of the Skal.travel website.



## TURKU GEARS UP FOR INTERNATIONAL CONGRESS



The Skal International Congress 2011 is set down to be held in Turku, Finland from the 18-23 September 2011.

The Turku team have completed the planning process and registrations are now open on the Skal congress website : [www.skal2011.com](http://www.skal2011.com)

A World Congress is at the heart of Skal and is the perfect place to really understand how and why Skal works. Based on previous years one can expect approximately 800 plus Skalleagues to attend and this in itself represents an excellent business opportunity, especially with the very popular B2B (Business to Business) session set down for a full half day.

Aside from the business opportunities, the ability to meet and exchange ideas with 800 like minded travel industry people, is extremely satisfying and we urge Skalleagues to seriously consider registering to attend.

Looking at the route flights are available from Sydney with BA to LON then Baltic Air to Turku or via EK to DXB then Baltic Air to Turku

Given the RWC Sept/Oct we strongly recommend anyone planning to attend book their airfares (particularly return sectors) as soon as possible.



## SUPPORTING OUR CHRISTCHURCH SKALLEAGUES



As part of the Skal New Zealand National Committee Meeting held in Christchurch in March, Skal New Zealand announced the formation of a fund to support Christchurch Skalleagues caught up in the recent (and unfortunately ongoing) earthquakes.

Named the Skal New Zealand Christchurch Earthquake Appeal Fund, it will be administered by the two National Vice Presidents, Tony Smith (AKL) and Peter Morrison (CHC) along with our International Councillor, Michael Macpherson.

Since it's establishment the fund has received a number of donations including \$5,285 from Skal Auckland, \$500 from Skal Rotorua, £200 from Skal Southampton

(UK) and a wonderful USD\$10,000 from John Handlery and his family, owners of the Handlery Hotels in San Francisco and San Deigo.

This generosity really illustrates the spirit of the Skal organisation and President Nigel has been personally contacted by other overseas clubs who are keen to assist in some way.

For those clubs or individuals who may wish to donate to the fund the bank details are :

Skål New Zealand  
Christchurch Earthquake Appeal Fund  
Westpac Bank  
Bishopdale Branch  
Christchurch  
Account No 03-1702-0242551-000

### WHAT IS SKAL? THE POWER OF THE GLOBAL DATABASE

Many Skalleagues are unaware of the power of the Skal database they have at their disposal as a member of Skal International.

For example if you want to start a business arrangement in the UK with coach operators you can search the data base and ID all those operators in the UK complete with physical address, email etc.

Given the Skal membership stands at just over 19,000 members that's a powerful database that comes FREE as part of your annual membership

Aside from business you can also use the database to talk to Skalleagues in regions you may wish to visit to ascertain if they (accommodation/tour operators) offer Skalleagues discounts etc. How do you access the database? log onto the [www.skal.travel](http://www.skal.travel) website;

Click on the members only area;  
Enter your surname and Skal number (located on your Skal card)  
Click on membership and you're in ...



# What is Skål?

## Why should I be a member and how do I promote Skål?

Many of you have asked if we have any information on Skål that you can give to colleagues who ask about the club and at the same time refresh your own self as to why you should be a member.

The following information on the Skål.org website is worth reading - not just by new members or members talking to colleagues but all members.

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

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

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

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

### WHO CAN JOIN SKAL?

Membership of Skål is open to managers or executives directly involved in tourism management, sales and promotions, in specified travel and tourism businesses, including: transportation (airlines, cruise lines, railways, ferries), travel and tour operators and agencies, tourism organisations, government and non-government tourism councils, hotels, convention centres, travel media; etc.

### WHY SHOULD I JOIN SKAL?

The international friendship and close personal contact of Skål must be experienced to be appreciated.

"Doing Business among friends". Skål is not a community organisation like Rotary or Lions, rather it benefits and develops the professional sector, while assisting the community at large. Skål is an Association of Tourism Professionals which encourages and creates a network of professionals around the world. It promotes seminars and conferences to strengthen the industry's professionalism.

Through participation in local activities and events at all levels, members meet industry colleagues from around the world. Here, in an atmosphere of amicale, ideas, opportunities and industry matters, in general, may be shared on a personal and business level.

Skål members should promote the organisation, the formation of new Clubs and recruit qualified members.

### WHAT ARE THE BENEFITS OF MEMBERSHIP?

- Through contributions from Clubs around the world, the Florimond Volckaert Fund assists any Skål member in times of financial need or crisis.
- The Skål International Membership Card entitles members to discounts at some participating outlets, provided by Skål Members.
- The network of Skål Members worldwide is now accessible via the Skål website at [www.skal.org](http://www.skal.org). Information on members around the world is at your fingertips.
- Skål Members are welcome at all meetings around the world. Wherever you travel, you can access a network of Skål friends and colleagues.
- Skål News, a magazine published quarterly, is a medium for information about the organisation and an avenue for advertising exposure to 19,000 industry professionals.

### MEMBERSHIP BENEFITS

- Contacts with more than 19,000 tourism related companies to choose from
- Speakers, Discussions, the annual Tourism Forum and many opportunities to attend seminars internationally, nationally and locally
- More than 19,000 tourism professionals worldwide with whom to network. Access through the Skål website <http://www.skal.org>
- The ideal way to make new professional contacts when starting a new business.
- An ideal opportunity to meet other tourism professionals when moving to a new city
- The opportunity to meet colleagues and make new friends in the travel and tourism industry at special functions
- The Skål International membership Card entitles members to discounts provided by Skål members.
- Preferred Contacts, a service offered to the members to promote their business (at no cost), on the internet.
- Skål News, a quarterly magazine in which you can advertise your business to 19,000 industry professionals.
- Young Skål gives young professionals the opportunity to meet prospective employers, work together with the Executives in the tourism industry and learn and get support and guidance from them.
- Florimond Volckaert Fund: Assistance from a benevolent fund for those members or their families who fall on hard times.
- Skål International is an Affiliate Member of the World Tourism Organisation and thus has access to all major issues that tourism deals with worldwide and contributes by participating in its projects.

More can be found at the Skål website :

[www.skal.travel](http://www.skal.travel)

