

**MINUTES OF THE INTERNATIONAL SKÅL COUNCIL MEETING
HELD AT THE VAN DER VALK HOTEL, HAARLEM, NETHERLANDS,
ON FRIDAY 24 APRIL 2015**

PRESENT:

President:	Bernard Whewell	Australia
Vice Presidents:	Kamer Rodoplu William Rheume	Turkey Canada
Secretary:	Lavonne Wittmann	South Africa
Councillors:	Alberto Esper Bob Lunnon Edward Lo Katarina Hauptfeld Marja Eela Kaskinen Jason Samuel Francis Brennan Antonino Percario Jorge Luis Moya Huerta Constantine Panoussi Frans Staal Peter Morrison Abimbola Durosinmi-Etti Arshad Khokhar Gracia Peregrin Brinley Waddell Mark Alexander Llana Smith Armando Chaquiriand	Argentina Australia Chinese Taipei Croatia Finland India Ireland Italy Mexico Monaco Netherlands New Zealand Nigeria Norden Spain Thailand United Kingdom United States of America Uruguay
Deputy Councillors:	Martin Hirl Uzi Yalon Julie Dabaly-Scott	Austria Israel Kenya
<u>EXCUSED:</u>	Gerald Perez Sylvia Liebisch Victor Abboud Fayad Thomas Chevalier Werner Flegel Peter Javorkai Yaacov Hartman Annette Cardenas Heine Johansen Patria Chiong Carlos Lopez Gallego Martin Ahlberg Igor Viloria Barazarte	Asia Austria Ecuador France Germany Hungary Israel Northern Latin America Norway Philippines Southern Latin America Sweden Venezuela

ABSENT:

Jano Mouawad	Bahrain
Ximena Alvarez	Bolivia
Ana Carolina Dias Medeiros	Brazil
Konstantinos Kalogeorgos	Greece
Victor Osumi	Japan
Michel Kreitem	Jordan

OBSERVER:

Executive Committee:	Salih Cene	President, Skål International
	Nigel Pilkington	Senior Vice President, PR & Communications/ Business Affairs/Coordinator Membership
	David Fisher	Junior Vice President, Finances/FVF/Sponsorship
	Lou Conkling	Director, Statutes & Manuals
	Rafael Millan	Director, Membership Development & Young Skål (America)/Assistant to VP Finances
	Susanna Saari	Director, Membership Development & Young Skål (Europe, Asia, Oceania, Middle East, Africa)

Members:	Clive Davis	President Skål International 1998
	Tony Clegg-Butt	President Skål International 2002
	Martha McClintock	President, Skål International United States of America
	Russell Butler	Member, Skål International Sydney

1. OPENING OF THE MEETING BY THE PRESIDENT OF THE ISC BERNARD WHEWELL

The President of the International Skål Council Bernard Whewell opened the meeting by welcoming all the Councillors, Past-Presidents and observers to the Mid-Year meeting in Haarlem. He then asked everyone to stand for a minute silence in memory of all Skålleagues who had passed away.

2. INTRODUCTION OF THE EXECUTIVE COMMITTEE

President Salih Cene introduced the members of the Executive Committee.

3. APPROVAL AND SIGNING OF THE MINUTES

On the proposal of Constantine Panoussi (Monaco), seconded by Llana Smith (U.S.A.), the minutes of the meeting held in Mexico City on 25 October 2014 were approved unanimously.

4. MATTERS ARISING

There were no matters arising.

WHO	WHEN

5. COUNCILLORS ELEVATOR SPEECH

The Councillors gave a brief introduction of themselves, including their professional and Skål lives.

6. INSTALLATION OF NEW COUNCILLORS

The eight new Councillors were inducted and presented with their red pin: Marja Eela Kaskinen (Finland), Gracia Peregrin (Spain), Jorge Luis Moya Huerta (Mexico), Abimbola Durosinmi-Etti (Nigeria), Francis Brennan (Ireland), Constantine Panoussi (Monaco), Bob Lunnon (Australia) and Mark Alexander (United Kingdom).

7. (A) REPORT BY THE PRESIDENT OF THE ISC BERNARD WHEWELL

ISC President Bernard Whewell stated that the ISC Board was a brand new team who was working extremely hard to generate. He explained the new programme and structure for the meetings which included the new ISC Only Session on the second day.

ISC President Bernard Whewell said that he had attended as an observer the meetings of the Executive Committee held in Antalya and in Haarlem. He added that he was in constant communication with the Executive Committee who was happy with the direction the International Council was taking.

Finally ISC President Bernard Whewell thanked his Committee.

On the proposal of Frans Staal (Netherlands), seconded by Jason Samuel (India), the report by the ISC President Bernard Whewell was approved unanimously.

(B) REPORT BY THE VICE PRESIDENT OF THE ISC KAMER RODOPLU

ISC Vice President Kamer Rodoplu (Turkey) explained that the Board had its first meeting in Mexico City where they decided that ISC Vice President Bill Rheaume would lead Committee A and he would lead Committee B.

ISC Vice President Kamer Rodoplu stated that his first task as head of Committee B was the modification of the Form 4 of which the final version would be presented later during the day and then sent to the Executive Committee.

ISC Vice President Kamer Rodoplu explained that he had prepared a brand new document intending to institutionalize the raffle and the silent auction organised in order to raise funds for the Florimond Volckaert Fund. The draft document entitled "FVF Raffle and Silent Auction Rules and Regulations" was ready to be sent to the Executive Committee following the input from the ISC Board, the Trustees and Committee B.

ISC Vice President Kamer Rodoplu referred to the problem of Clubs with arrears which was another important topic discussed during the Committee meeting and Committee B would present its proposals later during the day.

Finally, ISC Vice President Kamer Rodoplu informed that Committee B had also discussed the proposed Statutes Amendments and these would also be presented in the Committee report later during the day.

On the proposal of Jorge Luis Moya Huerta (Mexico), seconded by Bob Lunnon (Australia), the report by the ISC Vice President Kamer Rodoplu was approved unanimously.

(C) REPORT BY THE VICE PRESIDENT OF THE ISC BILL RHEAUME

ISC Vice President Bill Rheaume (Canada) explained that Committee A would present the tasks on Young Skål and how to approach the next steps; a new approach to B2B format to improve quality and interest; and Special Interest Tourism, particularly Sport Tourism.

ISC Vice President Bill Rheaume said that he had been involved in the Skål Project 2020 on which the Councillors would hear more during the day and he had also been busy with the formation of a new Club in New Brunswick, Canada.

ISC Vice President expressed that the Council was a great opportunity to present ideas and changes that would be beneficial and he congratulated the Councillors who had made the effort to attend the Haarlem meeting. He acknowledged the Leads Councillors Katarina Hauptfeld, Llana Smith and Lavonne Wittmann for their efforts and assistance in preparing the Committee presentations.

On the proposal of Peter Morrison (New Zealand), seconded by Llana Smith (U.S.A.), the report by the ISC Vice President Bill Rheaume was approved unanimously.

(D) REPORT BY THE SECRETARY OF THE ISC LAVONNE WITTMANN

ISC Secretary Lavonne Wittmann (South Africa) stated that the ISC Board was doing the best they could to get all the issues, thoughts and views through. She explained that the ISC Board had set their short, mid and long term objectives and would ensure that the tasks were put into action quickly and finalised. The main objective of the ISC Board was to encourage more and more Councillors to attend the meetings.

ISC Secretary Lavonne Wittmann explained that as part of her duties she had sent out the agenda of each Skype meeting and then completed the minutes within a week. She thanked everyone and wished a productive and successful meeting.

On the proposal of Bob Lunnon (Australia), seconded by Katarina Hauptfeld (Croatia), the report by the ISC Secretary Lavonne Wittmann was approved unanimously.

8. ADDRESS BY THE PRESIDENT OF SKÅL INTERNATIONAL SALIH CENE

President Salih Cene referred to a letter sent by five countries and one Club requesting certain things to the Executive Committee, one of them being the immediate abolition of the Council. President Salih Cene read the letter and gave the comments of the Executive Committee on each point.

President Salih Cene gave an update on the Mombasa Congress in view of latest terrorist attack in Kenya and which had created some pressure and fear amongst the membership. He informed that a survey about Club attendance to the Mombasa Congress had been sent to all Club Presidents requesting them to vote and the Executive Committee would then share the results with the membership and evaluate the situation.

Tony Clegg-Butt, President Skål International 2002 and Chairman of the Mombasa Congress, stated that international terrorism was a problem all over the world. He read an extract of a letter received from the President of the Government of Kenya giving a strong message of

assurance and commitment to make the Skål delegates stay in Kenya safe and memorable. Tony Clegg-Butt gave confidence to the Councillors and asked for their support. He added that included in the package was a seven day of insurance at no cost in Kenya by a global insurance company.

9. PRESENTATION AND ELECTION OF CANDIDATES FOR DIRECTOR

The candidates for the position of Director presented by the International Skål Council were Jason Samuel (India) and Lavonne Wittmann (South Africa). ISC President Bernard Whewell asked Past-Presidents Clive Davis and Tony Clegg-Butt to be the scrutineers for the voting process.

The candidates expressed their personal objectives. The result of the vote was that both nominations were supported by the Council and would go forward for the election at the General Assembly.

On the proposal of Bob Lunnon (Australia), seconded by Llana Smith (U.S.A.), it was approved that the ballot papers would be destroyed.

10. PRESENTATION BY RUSSELL BUTLER – CHAIRMAN 2020 PROJECT

Russell Butler explained the background and the structure of the 2020 Project for the future direction of Skål International. He then responded to some questions and added that any ideas from the membership was welcome.

ISC President Bernard Whewell confirmed that the Council would have a strong involvement in the 2020 Project.

11. PRESENTATION BY LILL KLEVEN – GLOBAL MARKETING DIRECTOR SEALED AIR/DIVERSEY

Vice President Nigel Pilkington apologised Lill Kleven for not being able to attend. He then gave the details of the partnership established between Skål International and Sealed Air/Diversey and confirmed that the sponsorship amount had been doubled. Two videos on Sealed Air/Diversey were shown.

Vice President Nigel Pilkington asked the Councillors to inform their National President that Sealed Air/Diversey was willing to give conference at local level on sustainability and other issues.

12. PRESENTATION OF MID-YEAR MEETING VENUES FOR 2016

The General Secretariat had received nine bids, the costs of which are detailed in the spreadsheet attached to these minutes.

Jorge Luis Moya Huerta (Mexico) presented the bid proposed by Skål International Cancun.

Peter Morrison (New Zealand) presented the four bids proposed by Skål International Christchurch.

Armando Chaquiriand (Uruguay) presented the bid proposed by Skål International Colonia.

Arshad Khokhar (Norden) presented the bid proposed by Skål International Copenhagen.

Llana Smith (U.S.A.) presented the bid proposed by Skål International Louisville.

Katarina Hauptfeld (Croatia) presented the bid proposed by Skål International Split-Dalmatia.

ISC President Bernard Whewell said that all the presentations would be available on the ISC Dropbox.

13. REPORT BY THE COMMITTEE A

ISC Vice President Bill Rheume (Canada) gave the floor to Katarina Hauptfeld (Croatia) who made a presentation on how to improve the B2B session at World Congresses.

Katarina Hauptfeld explained that we currently charge a low participation fee for the B2B event. There is room to charge more if we improve the B2B and make it more professional. Currently only Skål members are invited and the duration is only two hours which does not give much time for business opportunities.

Katarina Hauptfeld suggested to organise professional workshops by inviting local non Skål members companies and have a better B2B communication. The event, be it a speed networking or a seat down workshop, would have to be planed earlier in the year and the duration of it should be an entire afternoon. Skål could gain new members and get a lot of money out of the B2B sessions. Katarina Hauptfeld expected that the new system be put in place for the 2015 world congress, if not for 2016.

Julie Dabaly-Scott (Kenya) stated that Mombasa was already working on the B2B workshop.

Constantine Panoussi (Monaco) explained that Monaco in 2016 could organise a mini-trade fair.

ISC Vice President Bill Rheume and Lavonne Wittmann (South Africa) had been working on the new possible Skål classification for Sport Tourism and gave some facts.

Mark Alexander (United Kingdom) believed that sport had a great impact in tourism and was a huge driver of traffic for the tourism economy.

Llana Smith (U.S.A.) made a presentation on Young Skål, our Next Generation. She believed that maybe the Young Skål Associate category should be abandoned and that Clubs should focus on attracting younger Active members. She had sent a survey to the North America Young Skål members and presented the results of it.

Llana Smith described the next steps which were:

Students: the Academic Toolkit, the Mentorship Program and Build Cross Club YS Networking with planned activities and engagement to build a relationship.

Young Skål Professionals: Local Development including strategic relationships with employers; help them plan career paths for their future; Job bank on a regional basis. Mentorship Program and Build Cross Club YS Networking.

Llana Smith suggested to introduce Young Skål Ambassadors within a Club or a region. She informed that the Young Skål website had been handed over to Esther at headquarters since the previous one was not good enough.

Llana Smith advised that Committee A had come to the conclusion that Young Skål should be managed in a Regional/Area Committee type atmosphere or Club to Club situation.

Committee A's recommendation was to remove the classification of Young Skål Associate and not change the age for Young Skål Professional to 35.

President Salih Cene clarified that the Young Skål Associate category was established in order to respond to the general demand from all the Clubs to fill the gap until the Young Skål members become Active members at the age of 35.

Katarina Hauptfeld (Croatia) believed that we should reduce the ceiling age of 35.

Director Susanna Saari recalled that there was a budget of Euros 5,000 for Young Skål. She proposed to have a look at the Young Skål website under construction and welcomed any suggestions and remarks.

Antonino Percario (Italy) informed that in November Young Skål Roma would organise a special meeting for Young Associate and Young Students of which the topic would be the Start Up in Tourism.

Gracia Peregrin (Spain) stated that Skål International had an agreement with the UNWTO to develop a new program for practices and mentoring for which they would need some money and she would like to know with whom she would have to deal about it.

On the proposal of Alberto Esper (Argentina), seconded by Peter Morrison (New Zealand), the report presented by Committee A was approved.

REPORT BY THE COMMITTEE B

ISC Vice President Kamer Rodoplu (Turkey) first thanked all the members of Committee B and explained the topics Committee B had discussed on the earlier day.

Committee B had drafted a document on the Florimond Volckaert Fund raffle and silent auction rules and regulations which had been sent to the ISC Board and the Trustees for their feedback.

Mark Alexander (United Kingdom) made the presentation on the first topic. He explained that the proposal was to split the Florimond Volckaert Fund between people in need and Skål to support membership retention/development and new Club creation. The control and the system would have to be clear to ensure a return on investment. Clubs would be encouraged to produce a strategy for use of funds and project target results. The approval of this proposal would require a Statutes change and the involvement of the Trustees and ultimately the members' decision.

Mark Alexander believed that Skål could not be seen as a charity organisation, since it would give a bad image with regard to recruiting new young professionals.

President Salih Cene recalled that there was an amount forecast in the budget for the Membership Development Fund which most of it was not being used.

Committee B would further develop the project and come up with a firm proposal.

The second topic on which Committee B had worked was the problem of Clubs with arrears and the presentation was made by Bob Lunnon (Australia).

Bob Lunnon started by informing that in less than 24 hours you could have a new online application form approved by Skål International and he encouraged all Councillors to embrace the online procedure.

Bob Lunnon explained that his team had reviewed the list of Clubs with arrears prior to 2014 and believed that there needed to be a continual monitoring of Club membership numbers and payments. In the case of unpaid fees, Skål International had to be informed, the membership reviewed, deleted or suspended in order to try not to have any carryovers.

It was suggested that the Ambassador Programme be revisited so that if there are some issues with arrears in a country, the Ambassador in addition to the International Councillor should address the issue. Area/National Committees should be contacted for a follow up and assist Skål International. Personal contact was important as well. It was proposed to establish incentive programmes and awards with criteria including payments by due dates.

The team had also looked at Article IX of the By-laws, Finances, section 1(b) and proposed to add a requirement for a report by 15 March each year on delinquent payments to be sent to the Executive Committee, International Council and applicable Area/National Committees and Clubs so that these can be actioned on.

Vice President David Fisher had got the list of Clubs who had not paid their subscriptions for 2015 and the total amount outstanding was Euros 278,732. He would send the list to all Councillors and asked them to go through it and assist Skål in trying to get the fees paid from the Clubs in their area.

Brinley Waddell (Thailand) raised the issue that the Statutes were holding changes back in Skål and these took far too long to happen. Regarding the Florimond Volckaert Fund, he stated that during the Mexico ISC meeting, it was agreed that one Euro per member would be levied, but he had seen nothing about it in the Statutes amendments. He complained that decisions were taken, but then they disappeared.

Brinley Waddell said that his team had discussed a proposal from the Asian Area to amend Article II, National and Area Committees and Affiliated Clubs, Section 1(b), of the By-laws of Skål International. Committee B did not recommend this proposed change since they believed it was not relevant to most Clubs globally.

Jason Samuel (India) asked on behalf of the Asian Area Board to have the proposal supported in order to avoid issues that had arisen in the past.

ISC Vice President Kamer Rodoplu showed the current Form 4 and commented on the proposed changes to be made.

On the proposal of Jorge Luis Moya Huerta (Mexico), seconded by Bob Lunnon (Australia), the report presented by Committee B was approved.

14. ANY OTHER BUSINESS

Francis Brennan (Ireland) mentioned that the price for the Mombasa Congress was stated in Dollars, while he understood from one of his Irish colleagues that it was always meant to

be in Euros because Skål was based in Spain. He complained that there was a big difference between the rate given in Mexico and now.

ISC Bernard Whewell said that they would have a look at it and clarify the exact pricing.

Vice President David Fisher explained that when bids in Dollars were received at the head office, they were converted to Euros for comparison issues.

Director Lou Conkling specified that the new Congress Manual stated that all bids were in Euros.

Katarina Hauptfeld (Croatia) asked to go back to the previous system for the presentation of the Sustainable Tourism Awards which included a video presentation of all winning projects to recognise their hard work.

Vice President Nigel Pilkington confirmed that that had been changed and that there would be a two minute DVD with every winner presented.

Arshad Khokhar (Norden) suggested that the International Council meetings include an educational seminar, motivational programme or networking.

15. CLOSURE OF THE MEETING BY THE PRESIDENT OF THE ISC BERNARD WHEWELL

ISC President Bernard Whewell thanked all the Councillors for their contributions and said that some of the tasks would be finalised during the extra session on the following day.

President Salih Cene complimented the ISC Board for a very effective and timely meeting.

ISC President Bernard Whewell then closed the meeting.

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