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Skål International London Hosts SICAN Fall Meeting



Photo:

London President Bob Usher, SICAN representative Del Wright and SICAN President Norman Bevilacqua

The Skål International London Club graciously hosted the SICAN Fall Board Meeting at the Best Western Lamplighter Inn, London Ontario from October 3 – 5, 2008. A big thank you to London Skålleagues Del Wright, SICAN Rep, Claudia Neville, Director of

Sales Best Western Lamplighter Inn and London President Bob Usher. (see photo) and to the rest of London Skålleagues including the group who joined us for the dinner! The venue and the hospitality were wonderful.

Major issues addressed at the meeting included:

- Building Membership through Recruitment and Retention (Jona Way) – the need for aggressive membership drives at the Club levels
- Website capabilities (John Scott): Improvements and features of the www.sicanada.org website
- ISC Report – Thomas Vincent
- Election of 2009 SICAN Executive Committee
- Financial Report
- Outstanding NAASC issues

President's Report

President Norman Bevilacqua and wife Lorraine have had a busy year to date. They have attended Skål meetings across Canada including: Halifax's June meeting to present the Club of the Year 2008 plaque, Edmonton's 45th Anniversary celebration, Canadian Rockies/Calgary First Annual Golf Tournament, and New Brunswick's initial club formation meeting, among other events.

- SICAN Board Report - Administration
- Skäl International New Brunswick: Formation Report
- 2009 Executive Committee
- Coming Next Issue
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Newsletter:

<http://www.sicanada.org>

Editor: **Loretta Clarke**

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SICAN Executive

President: **Norman Bevilacqua, Thunder Bay**

Henry Kelly, SICAN EST

Executive Board Members:

Vice-President Eastern Region: **John Duggan, Halifax**

Vice-President Western Region: **Jona Way, Calgary**

Vice-President Central Region: **John Scott, Toronto**

PR/Communications: **Bill Rheume, Canadian Rockies**

SKAL TOAST

To Fellow Skalleagues Everywhere

Happiness

Good Health

Friendship

Long Life

Skäl!



Three wheel chair athletes embarked on an incredible journey from Victoria British Columbia on a cross country Wheel to Walk Tour in support of a McMaster University research team that holds the promise of future successful spinal-cord repair in humans. Norm Bevilacqua, President of Skäl International Canada lends his support as the team arrives in Thunder Bay. Norm provided the team with a list of Best Western hotel accommodations as they

make their way across Canada.

Thunder Bay played host to Warm Up to the Worlds, featuring Junior Baseball teams from Canada and Chinese Taipei. The event led to a warm up to the 2008 World Junior Baseball Championship in Edmonton. President of Skäl Canada, Norm Bevilacqua welcomed the Chinese Taipei team to the city. Information regarding the Skäl organization as well as the Skäl World Congress to be held in Taipei Taiwan was presented to the team.



Membership Report

Under the leadership of Jona Way, SICAN VP of Western Canada and membership chairperson, membership has become an important focus for rejuvenating and building Skäl in Canada. Working with John Scott, SICAN VP of Administration, a membership toolkit and reports are available to all membership on the SICAN website, www.sicanada.org

Website resources (follow the links Members Area – Membership Information) include:

- Membership Toolkit
- Membership Growth Performance Worksheet

2008 SICAN Officers:

Victoria: David Rooper

Vancouver: Ron Waterhouse

Canadian Rockies: Doug McPhee

Calgary: Jona Way

Edmonton: Judy Windsor

Saskatoon: Lloyd Beazley

Winnipeg: Loretta Clarke

Thunder Bay: Mary Long-Irwin

Hamilton: Kimberly Hartley

London: Del Wright

Toronto North: Murray McPhail

Toronto: John Scott, Doug Patterson

Ottawa: Carmine Domenicucci

Montreal: Christine Killinger

Quebec City: Brian Aubé

Halifax: John Duggan

St. John's: Harold Hefferton

- Membership Growth Graph
- Check Your Personal Membership Data by logging in to www.sicanada.org

Boost Membership & Awareness of Skål through Best Practices:

- Encourage members to put the Skål Logo on email signatures and business cards
- Elect new people to Executive committees to bring in new ideas
- Give tasks to all members to encourage involvement and interest
- Have B2B roundtables, inviting members to speak about their businesses
- Consider credit card payments for fees – for larger clubs
- Use the Survey Monkey to do a 20 Question survey of Member interests
- Important to have Guest Speakers
- Set 2009 membership goals and work to achieve them
- Register business on www.travel.travel search engine
- Skålarship Awards. SI Calgary uses this term for their scholarship awards.

Membership Drive 2009

Let's Make November and December a SKAL MEMBERSHIP DRIVE!

Skål International has waived the 2008 Membership Dues for November and December providing our Clubs with an excellent opportunity to introduce new potential members to the Skål Family. For Membership Ideas refer to the Toolkit on line at www.sicanada.org. **Jona Way has asked all Clubs to set their membership targets for 2009.**



Dan Duggan, our member from Avis, has setup an Avis Corporate Discount for all SICAN members which can be used within North America. AWD- # C027095

Canadian Skål Club Reports

The following reports are highlights from the Club Reports dated September 2008.

Skål International Calgary

SICAN REP Jona Way reports:

Meeting Highlights:

- Our May meeting began at two downtown Calgary Art Galleries, providing an opportunity to view some of our bright Calgary artists and a chance to savour some local wines. Dinner was at '5'.
- June: The first Annual SKÅL Memorial Golf Tourney was held in honour of departed Skålleagues. It was a challenge tourney between the Canadian Rockies and Calgary, hosted at Silver Tip in Canmore, followed by an eight course dinner. Special guests were SICAN President Norm Bevilacqua and his wife Lorraine. Calgary was victorious is bringing home the first Memorial Cup.
- Friends and families came out for Calgary's International Fireworks Festival at Globalfest.
- Our annual September Steak and Lobster Barbeque was held at Sam and Betty Switzer's in Priddis. This year's silent auction raised over \$1800.00 which will be given to SAIT Polytechnic in the form of two \$1000.00 scholarships for students in the School of Hospitality and Tourism.

Top Ten Reasons to Join Skål!

1. Meet business executives in the local tourism industry
2. Network with local, national and international colleagues you meet through Skål
3. Camaraderie – make new friends instantly at monthly meetings
4. Superb Food & Wines
5. Creative Venues – learn more about local and regional attractions & destinations
6. Attend North American and International Congresses – expend your knowledge about other cultures and discover new business opportunities
7. Member Benefits – discounts, trips, inter-club travel
8. Learn from the Best – Top speakers and experts to inspire you locally and internationally
9. A Port in a Storm – with over 20,000 members internationally you can attend a Skål meeting wherever there is a Club
10. Tourism Advocacy – From the United Nations to local politics – Skål is there to speak with the voice of the world's largest travel and hospitality industry

Skål International Canadian Rockies

SICAN REP Doug McPhee reports:

In June, we joined forces with the Calgary Club to stage the first Skål Memorial golf tournament at the world renowned golf resort, Silver Tip in Canmore. Despite less than ideal weather conditions, everyone had a wonderful time. The meal and setting at Silver Tip was spectacular. President Norm and his lovely wife Lorraine graced us again. Thanks for making a strong effort to be at our club's functions this year Norm!

The July meeting was a fabulous Skål outing with golf in the afternoon or a dazzling boat cruise on Maligne Lake in Jasper National Park. The evening meal and festivities were once again first class. Our August meeting at the Kananaskis Guest Ranch in the Bow Valley was a classic western B-B-Q with two stepping entertainment by the country group Suds.

September in Jasper for our annual Rockies Skål golf tournament at Canada's number one rated golf resort course, Jasper Park Lodge. After a thrilling day on the links, we feasted on another unbelievable dining experience with the golf course as our backdrop.

Skål International Edmonton



Photo: SICAN President Norm (R) presents 45th Anniversary plaque to Edmonton Skål President Andrew Hopkyns and SICAN Rep, Judy Windsor.

Skål International Halifax

SICAN REP John Duggan reports:

Halifax was awarded SICAN Skål Club of Year for 2007 at NAASC Congress in May. The Club is working with Thom Vincent on formation of new club in New Brunswick. The first meeting held June 16 in Saint John. John Duggan and President Norman Bevilacqua and wife Lorraine attended.

April - Celebrated World Skål Day Meetings:

May- Dinner event to celebrate receiving SICAN Club of Year 2008 Award.

June – Visit by SICAN President Norm Bevilacqua to present Skål Club of Year award

July- Annual golf tournament and dinner

Skål International Hamilton

SICAN REP Kimberly Hartley reports:

The big announcement is that our club will be turning 30 years old on November 11, 2008. It was founded on November 11, 1978. We are hosting a 30th Anniversary Party on November 25, 2008 at Carmen's Restaurant in Hamilton, and we invite all local clubs to consider joining us in our celebrations.

Fundraising: Our annual Ken LeClair Memorial Golf Tournament raised close to

What is Skål?

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.

Skål International today has approximately 22,000 members in 500 Clubs throughout 90 nations.

Who Is Eligible to Join?

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, governments and non-government tourism councils, hotels, convention centres, travel media

\$7,000.00. We had 91 golfers of which 27 (29%) were our own members.

Skål International London

SICAN REP Del Wright reports:

Our May meeting was held at Sunningdale Golf and Country Club.

The June spousal/guest meeting was held at Aroma featuring a special Portuguese meal. We were entertained by an Opera Singer and a tour of the newly designed wine cellar followed dinner.

In September we met on the "9th at North" a fairly new to the City restaurant. There was a good turnout and each person spoke for about two minutes about their Company and business in general. October, the Club hosted the SICAN Fall Board Meeting.

Skål International Montreal

SICAN REP Christine Killinger reports:

Media Exposure for Skål is an important activity for the Club. Recent media releases were made in the following publications:

- Online Newsletters (French): Tourisme Plus Aujourd'hui – July 3, Express Voyage.ca – July 4 and J'ai mon voyage.ca – July 3
- Online Newsletters (English): Travel Industry Today.com – July 4
- Printed Publications (English): Travel Week Bulletin – July 10
- Printed Publications (French): Tourisme Plus – July 18

Skål International Ottawa

SICAN REP Carmine Domenicucci

The Ottawa Club hosted Luis del Solar, Counsellor & Press Attaché, Embassy of the Argentine Republic and Ernst Leferink, Visiting Skålleague from Arnhem, The Netherlands at the May meeting. Ottawa Club will be approaching other Embassies and Consulates in Ottawa with a questionnaire to determine future direction for working together for special event meetings.

Skål International Quebec City

SICAN REP Brian Aubé

June activities:

22 members participated in the Mira Golf Tournament. Mira is an organization that gives seeing eye dogs to the blind. Our member, Jean Langlois, is one of the board members of Mira. Mira is one of the official goodwill organizations that the Quebec Skål club supports.

20 members attended a lobster dinner on the Island of Orleans for the benefit of the local scout movement. Our member, Alain Winter, is the leader of the movement. This is also one of the official goodwill organizations that the Quebec Skål Club supports.

Mystery dinner – We started at Merici College and from there rode on bikes all the way to old Quebec, where we ate our first course at the Garnison club. Then on foot to the Feu Sacre restaurant, for the next course. We finished the evening the Chateau Frontenac for cheese and porto. We had 2 invitees who have become members.

September 16th Annual Skål golf tournament at the Grand Vallon golf course in the Mount Sainte-Anne area. We had dinner at the Sainte-Anne Canyon. We had 3 invitees who have filled out the membership form.

SI Quebec will be twinning with the new Skål Club in Larochelle, France. We will be

present in Larochelle on October 24th to launch our association. Larochelle is where Samuel de Champlain left from to come and found Quebec City in 1608.

Skål International St. John's

St. John's, Newfoundland did not report.

Skål International Saskatoon

SICAN REP Lloyd Beazley

In June our Club hosted a Golf Tournament at Perdue Oasis, an out-of-town newer Saskattraction. Transportation was provided by two of our members. Saskatoon Luxury Tours (Jay Robertson) provided a 22 passenger luxury tour bus and trailer for the golfers and Budget Car and Truck Rental (Lloyd Beazley) provided a luxury SUV for the dinner guests. There was a good turn out to this event. Next year the plan is to coordinate this event with ACTA Saskatchewan and hold a joint tournament.



40th Anniversary Celebrations September 19 and 20th. A reception Friday evening at the Sheraton Top of the Inn where Skålleagues Bert Salloum and Floyd McNabb were honored for 40 years of continuous membership in our Club.

Saturday afternoon members and guests golfed The Willows.

Saturday night was a retro evening in the Delta Bessbrough Hotel (the same venue for the Charter Gala 40 years ago). The

Chef reworked the old menu to try to emulate our dining standards of today. The International SKÅL President, Philip Sims brought greetings and proposed the SKÅL Toast via SKYPE. A New Zealand Stoneleigh Sauvignon Blanc was selected by our hotel host Skålleague Andrew Turnbull and it easily lived up to the Skål International President's billing for New Zealand wines! Jona Way brought greetings and a new bell from our Sponsoring Club Calgary. Jona also delivered greetings on behalf of our Canadian President Norm. The 1968 dessert was baked Alaska and the 2008 version was served up with a slide show and video presentation on the 2009 BIG WILD SKAL Congress in Anchorage, Alaska.

Canadian ISC Councillor Thom Vincent encouraged the Club to get more active by participating in NAASC and International Congresses. Lloyd Beazley was our Emcee for the evening. Several special guests from other clubs in attendance, as well some past members. These guests came from Toronto, Calgary, Regina, Edmonton and Puerto Vallarta, Mexico. For photos go to Special Events at www.sicanada.org

Skål International Thunder Bay

SICAN REP Mary Long Irwin reported:

The September General Meeting was held at Best Western Resort and Convention Centre hosted by President Roberta Sawchyn. Members celebrated World Tourism Day with representation from a Thunder Bay entrepreneur group who are stepping up in the community by spreading the good word about the City using t-shirts as their marketing tool. Skålleague Paul Pepe, City Tourism Manager informed members about the online portal MyTBay.ca .Stories and images collected through this site will be used by the City to promote Thunder Bay to a wide variety of audiences.

Skål World Tourism Day September 27th.The main purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

Skål International Toronto

SICAN REPS John Scott & Doug Patterson report:

June 21-22, 2008- Cycle for the Cure for Cancer- Ride to Cure Cancer; Our ISC Councilor, Thom Vincent, trained for many months and rode with his team in the Ride to Cure Cancer. The ride was 210 KM, from Toronto through the back country roads to Hamilton where the participants stayed overnight, and then to the finish the next day in Niagara Falls. The pictures show one of the 'pit' stops on the ride and Thom



Vincent raising his bike in triumph on completing the ride and personally raising over \$14,000 for the Ride.



Many Skålleagues donated for Thom's ride. In total the 2850 Participants raised over \$14 Million for Cancer Research at Princess Margaret Hospital.....a great feat.



Sep 6/7, 2008- Walk for Breast Cancer- With Breast Cancer being a disease that has touched so many of us, SKAL Int'l Toronto Members Dianne Jackson and Suzanne Christie took one step forward in helping to find a cure. In dedication and support of two SKAL friends currently fighting the battle, Dianne and Suzanne, along with 4 other industry ladies walked along side over 4,000 people through the streets of Toronto to put an end to Breast Cancer.

The 60km walk took place over two days with the ladies sharing many laughs, aches and a couple of blisters in the rain and shine true to the weather of Toronto this summer. As a team, with many donations from other SKAL members the ladies contributed over \$30,000 toward the \$13 million raised at the event. Funds go to support Princess Margaret Hospital, one of the world's leading Breast Cancer research and treatment hospitals.

Sep 18th - 6th annual – “100 Holes for Haiti” Doug Patterson and a few Travel Industry partners participated in this fundraising golf event to raise money for the extremely needy people in the country of Haiti, the poorest country in the Western Hemisphere. All net proceeds from this event will go towards Hospital Albert Schweitzer in Deschapelles, Haiti and Stella House, Cap Haitien, Haiti. Hospital Albert Schweitzer will use its share of the tournament monies to help fund its busy paediatric ward that deals with difficult childbirths, malnutrition, physical trauma and

the diseases of tropical poverty. Over 80% of the pledges collected were from SKAL Int'l Toronto Members.

Skål International Toronto North

SICAN REP Murray MacPhail reports:

Meeting highlights: May: Baseball Game, July: Hamilton Golf Tournament, Aug: Toronto North Golf Tournament, Sept: Delta Chelsea Hotel. Joint Meeting. Toronto North, Toronto, Hamilton and London Clubs.

John Britton, Director, Skal International will be in attendance at the World Congress in Taipei, along with his wife Rose.

Skål International Vancouver

SICAN REP Ron Waterhouse reports :

June 2008 UBC Golf Club "Fish & Chips Tournament, commonly known as the 'Ron Groves Memorial Golf and Fishing Tournament'. This event was well attended by members and many guests. Our major fund raiser, the silent auction, was held and we brought in approximately \$8,500.00. We also raised \$600.00 for the Volkaert Fund from various sources throughout the day.

Various activities are held throughout the year to raise funds for the Club, such as the Annual Toy Run, Silent Auction, monthly raffle and 50/50 draw.

Ron Waterhouse, SICAN Representative, will be attending the Skål World Congress in Taipei, Taiwan in October 2008. Brian Veitch, Vancouver Club President, will be attending San Francisco's 60th Anniversary and twinning ceremony in October 2008.

Yearly bursaries are awarded to four British Columbia Institute of Technology students. The Annual Tourism Award for 2008 will be presented to Vancouver A.M. Tourism Association.

Media: Our Club events are posted regularly in Canadian Traveller Hot News; Travel Hot News; Canadian Travel Press and Travel Courier.

Skål International Victoria

SICAN REP David Rooper reports :

- Our progressive dinner was a great hit. We visited three establishments via a Victoria Harbour Ferry and invited spouses & guests. We started with an outdoor reception, moved to a sit down dinner inside and finished with a patio dessert
- Our sunset Whale Watching Tour was unique. We had a caterer provide box dinners on the high seas in a fully enclosed vessel that can accommodate 40 people.

Skål International Winnipeg

SICAN REP Loretta Clarke reports:

The Winnipeg Skal Club is making **ecotourism** a focus. Members met at **Smith Carter's** head office for a presentation and tour. It is a workplace that fosters creativity, teamwork, and health and wellness. It is a 'Green Beta Site for Serious Play': 'Green' as it shows leadership in environmental sensitivity; 'Beta Site' as it tests new materials, technologies and design concepts; and 'Serious Play' because 'Play' is at the root of our innovation. Smith Carter designed the Inn at the Forks in Winnipeg.

Two nominations, Frontiers North and Northern Soul Wilderness Adventures were

submitted to the Skål International Ecotourism Awards, in recognition of the outstanding initiatives these two enterprises have undertaken in promoting and "living" ecotourism.

The summer meeting was a relaxing river dinner cruise on the Paddlewheel Queen owned by Skålleague and Captain Steve Hawchuk.

In September, Gordon Camp, GM of the Hilton Suites hosted members and guests. We were entertained by a quartet ensemble from the Winnipeg Symphony, "networked" with champagne and a live eagle and owl from the Manitoba Wildlife Association, and enjoyed a presentation from Bob Wrigley, Assiniboine Park Zoo.

SICAN Board Report: Administration

John Scott, Vice President Central Region – Administration has worked very hard on developing and improving the SICAN website.

Thanks to John Scott, Thom Vincent, Jim Power and Baxter Publications the SICAN website is a wonderful assistant. It provides all members with a great set of tools that:

- Improve communications between members and clubs
- Provide information at your fingertips
- Provides a direct link to Key membership tools
- Allow an email function capability
- Integrates Skål International and SICAN with a one-click link facilitating an easy path for members to update their membership data with the least amount of duplication
- Provides a user-friendly process for processing new members
- Provides current and archived SICAN newsletters from a home page link
- Provides all members with current contact information to Executive and SICAN reps, complete with pictures and direct links
- Provides contact information to current Club Officers with telephone, fax, email and auto-link capabilities
- Provides current SICAN Membership numbers in all of our Clubs and displays Membership Growth goals
- Promotes Public Relations between Clubs by posting photos from Special SICAN and Club Events

Formation Update Skål International New Brunswick



Photo: John Duggan, SICAN VP Eastern Region, Norman Bevilacqua, SICAN President, Ellen Tucker, Freedom Tours, Glen Earle, RBC Travel Insurance, Tammy Leblanc, GM Hilton Saint John

An initial meeting was held on June 16th, 2008 to support the creation of a new Canadian Skål Club in New Brunswick (Saint John, Fredericton, Moncton area). We encourage all Skål members across Canada to encourage anyone you know in this area of New Brunswick to become founding members. 2009 President Elect, John Duggan of Halifax is continuing to work with the core group of professionals who are driving this movement. We are looking forward to welcoming another Club

to SICAN. Contact Ellen Tucker of Freedom tours at etucker@freedomtours.com

2009 SICAN Executive Committee Elected



Photo: (L to R) John Scott, VP Central Canada; Jona Way, VP Western Canada; John Duggan, SICAN President Elect 2009; Henry Kelly, EST for SICAN; Thom Vincent, ISC representative; and Brain Aubé, VP Eastern Canada.

Elections were held at the Fall SICAN Board Meeting in London ON. The new Executive Committee will assume their responsibilities in January 2009. Congratulations to all! This team continues to do great work for Skål in Canada!

Coming Next Issue

- ISC Report
- World Congress 2008 Report
- Revisions to Statutes

In Remembrance

Halifax:

July 2008 Jim Smith, a long time member of SI Halifax. He was the founding president of Maritime Travel in 1979.

August 2008 Paul Drombolis of Thunder Bay. Paul was the Director of Public Affairs & Tourism, retiring in 1990. Paul was a life time member of Skål International Thunder Bay.

July 2008 Leona Charbonneau died July 31st, 2008 after a courageous battle with cancer at Princess Margaret Hospital at the age of 48. She was the daughter of Skålleague Leo & Micheline Charbonneau.