



# SICANNEWS



February 2008 Issue

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### 2008 Executive

Norm Bevilacqua, President  
 John Duggan, VP Finance  
 Jona Way, VP Membership Development  
 John Scott, VP Administration  
 Thom Vincent, ISC Canada  
 Bill Rheume, Director PR & Communications  
 Henry Kelly, SICAN EST

### Anniversary Celebrations 2008

Canadian Rockies: 25<sup>th</sup>, February 13

Winnipeg: 45<sup>th</sup>, February 26

Edmonton: 45<sup>th</sup> in June

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**Introducing Norm Bevilacqua, SICAN President 2008**



Norm Bevilacqua was born and raised in Thunder Bay ON. He has been married to Lorraine Bevilacqua for 42 years and together, they make a great team. Norm is an entrepreneur with investments in several business ventures. He has been associated with Best Western International Hotel chain for over 25 years, including:

- President and owner of Best Western Motor Inn, Dryden
- Shareholder and Board Member for Crossroads Best Western Motor Inn, Thunder Bay
- Shareholder in St. Jacobs Country Inn, Waterloo and Best Western Orangeville and Suites
- Governor for Best Western International Region 3-32 (Kenora to Sault St. Marie)
- Member of Best Western International Supply Advisory Committee.

Norm is also very involved in his community, including:

- Thunder Bay Angel Investment Group
- North of Superior Tourism Association
- Fort William Neighbourhood Revitalization Team
- Fort William Country Club, and
- Thunder Bay Skal Club

### Induction of Norm Bevilacqua, 2008 SICAN President

Skål International Thunder Bay hosted a wonderful evening of celebration at the Victoria Inn & Convention Centre under the direction of General Manager, Skålleague Lorne Sarmiento, to celebrate the induction of Norm Bevilacqua as the 2008 SICAN President.

Thunder Bay Skål President Roberta Sawchyn, G.M. of the Best Western Nor' Western Resort Hotel emceed the event. She told the gathering how Norm truly emulates the Skal

Toast: "Happiness, Good Health, Friendship and Long Life" in the way he lives his life.

Out of town guests included: Bill Rheume, 2007 President of SICAN; Loretta Clarke, SICAN representative, Winnipeg and Mike Wilmes, Duluth Minnesota, Best Western International District 3 Governor.

Bill Rheume, 2007 President of SICAN presented President Norm with the Skäl Canada Chain of Office. On behalf of SICAN, President Norm presented Past President Bill with a gift of appreciation for his leadership and hard work in the past year.

President Norm, on behalf of Best Western International, accepted the Skäl International Order of Merit from Bill Rheume. Bill read a letter from John Britton, Director of Skäl International who sent his best wishes and his appreciation to Norm for securing the Best Western sponsorship.

On behalf of Skäl Thunder Bay .President Roberta Sawchyn presented Loretta Clarke with a gift in appreciation for her work and dedication to the SICAN Newsletter.

Skälleague Paul Pepe, Manager of Tourism, Thunder Bay, brought

greetings on behalf of the City. Skälleague Lori Paras, VP Marketing NOSTA, spoke on behalf of the North of Superior Tourism Board Doug Stanton, Manager of Marketing & Customer Service, Fort William Historical Park conveyed greetings from the Ontario Government and from Sergio Buonocore Manager, Fort William Historical Park. Loretta Clarke brought greetings from the Winnipeg Skäl Club, the sponsoring Club for Thunder Bay.

Messages of congratulations were read from: Henry Kelly Executive Secretary SICAN; Skäl International Minneapolis-St.Paul; .Eric Sloat SICAN President 2005; Bill French Past President Skäl Thunder Bay; Roman Jaworowicz, Director, District 3, Best Western International; Rebecca Johnson, Councillor, City of Thunder Bay; .and Giannina Veltri, Professor, Program Co-ordinator, Confederation College.



Norm's popularity was evident by the many friends and family who joined the Thunder Bay Club Skälleagues and their spouses in this celebration. Norm's speech outlined the history of Skäl

International, SICAN, and the local Skäl Thunder Bay Club. Best Wishes were conveyed to Skäl Winnipeg who will be celebrating their 45<sup>th</sup> Anniversary and to the Canadian Rockies Club celebrating their 25<sup>th</sup> Anniversary. Norm thanked SICAN, the local Skäl Club, and his wife Lorraine for all their support .He made a commitment to do his best to work with Skäl members from across Canada in raising the awareness of SKAL, during his term of office. We are looking forward to a great year with Norm at the helm of SICAN.

The celebration ended in fun and friendship with the young dancers from Fort William Historical Park engaging everyone in doing the "Paddle Dance".



Photo to the left: Bill Rheume, Canadian Rockies Club, SICAN President 2007 Roberta Sawchyn, Thunder Bay Club President Norm Bevilacqua, SICAN President 2008:

## MEMBERSHIP REPORT FEBRUARY, 2008

Last fall all SICAN Board Members received a Membership Toolkit binder in order to aid the clubs in membership growth. Using the CASE method (Copy And Steal Everything – with permission, of course!) these binders contains a variety of Skål International, SICAN and local club ideas and publications that can be used to help energize clubs and grow membership. In addition, we have converted this binder to an electronic version which will soon be accessible to all members on the SICAN website. I would like to thank all of the clubs who contributed ideas to this initiative. We have received very positive feedback about the toolkit!

During the past several months your SICAN Board and Membership Development committees have been focused on growing membership in Canadian Skål clubs. Each club has set a membership growth target for 2008. Many clubs are well on their way to meeting or exceeding those targets. In the past two months Calgary, Edmonton, Halifax, Quebec City and Thunder Bay have all inducted at least two or more new members. Currently the Canadian

Rockies, Quebec City, Ottawa, Toronto, Winnipeg, St John's and Montreal all have new memberships pending.



I would challenge all Skål International Canada members to think about potential candidates - people who would contribute to the vibrancy of your club. Suggest names to the Membership Development Officer in your club. Invite that potential member to a meeting or event. Skål International Halifax has an excellent summary of membership categories that might help you think of potential members in your area. Check it out at <http://www.sicanada.org/halifax/membercat.html>. Together we can reach our membership targets

Skål!  
Jona Way, V.P. Western  
Region/Membership

## TAKE THE TIME TO VISIT OUR SICAN WEBSITE [www.skalcanada.org](http://www.skalcanada.org)

We encourage all Canadian Skål Members to visit the newly updated Skål Canada website. Thanks to many hours of dedicated work by John Scott, Vice-President SICAN Central Region, and input from Jona Way, Western Vice-President SICAN, the website has a wealth of information and tools including

- 1) Membership Growth Worksheet
- 2) Membership Growth Graph

## Club Reporting Requirements (Henry Kelly EST)

Skal Secretaries are required to provide Club information to Henry Kelly, Executive Secretary Treasurer of SICAN on a regular basis. Below is a summary of required reporting and deadlines.

- Any member moving from active to retired status must send a written request to Henry, signed by the President – it must be received in Henry's office by Feb 15th.
- Clubs Attendance reports are due July 15th and Jan 15th
- When the Club President approves a new membership proposal, a cheque must be sent to the SICAN office immediately.
- Form 2 must be filed via the NAASC WEBSITE BY FEB 15TH, copy sent to Henry Kelly, EST Canada.

## Skal Club of the Year Grading System

SICAN presents a Skal Club of the Year Award to the Canadian Skal Club(s) that earn the most points out of a potential total of 100. The Awards are represented at the SICAN Spring meeting at NAASC. The following table summarizes the Grading System used to determine the Skal Club of the Year.

Points	Club Bulletins	Jan	Feb	Mar	Apr	May	Jun	Sep	Oct	Nov	Dec
5	Submitted to EST SICAN/ISC rep within 14 days										
	Executive Minutes	Jan	Feb	Mar	Apr	May	Jun	Sep	Oct	Nov	Dec
5	Submitted to EST SICAN/ISC rep within 14 days										
10	Attendance Report	Jan. 31					July 15				
15	Dues	February 15					Members Roster February 15				
10	PR – Newsletters, website, etc.										
5	Skal International Day/World Tourism Day Event/Promotion										
5	Local Tourism Award – presented annually										
5/5	Attendance at SICAN, NAASC and Skal International World Congress										
5	Club Activities: teaching, seminars, trade shows, etc.										
5	Professional Development of Membership										
5	Community Service, bursaries, scholarships, etc.										
10	Increase in membership										
10	Miscellaneous	Joint Meetings					Twinning with other clubs				
		By-Laws/Statutes Updates					Florimond Volckaert Fund – extra donation				
		Form 2					Prompt payments for supplies				
100	Total Possible Points										

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It's Count Down to NAASC Congress!  
 47th NAASC ANNUAL CONGRESS MAY 15 – 18, 2008  
 HALF MOON ROSEHALL, JAMAICA W.I.  
<http://www.naascmobay.com/>

The Skål Club of Montego Bay proudly invites you to attend the 47th Annual NAASC Congress in the tourism capital of Jamaica, next May 15-18. Host Hotel: Half Moon. There are many pre and post stay options and tours available to see more of this beautiful island.

The theme of the Congress is "Friends for Life" – an appropriate theme for an association of professionals in an industry where friendship makes doing business so much more enjoyable for us and so much more rewarding for our clients.

Visit the website for more information on registration, meetings, pre and post tours

options, travel, golf tournament, and accommodations.

Royal Villa Room: [No. of Guest per room - 2 Adults]\* US\$1,380.00/couple or US\$790.00 single

Run of Suites: [No. of Guest per Suite - 2 Adults] US\$1,580.00/couple or US\$890.00 single

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## Club News Items

### Canadian Rockies

The Canadian Rockies Club is celebrating its 25 Anniversary celebrations on February 13<sup>th</sup>. The original charter was under Calgary Skal Club in 1983 at Chateau Lake Louise and it is a tradition to hold the anniversary meeting there each year. Former CR Skal president and Chateau LL general manager, David Bayne will be hosting this gala event. In the past, it's been everything from horse drawn sleighs carting members to the center of world famous Lake Louise to share pre dinner hot chocolate and schnapps under a full moon to ambling among the world class ice sculptures sipping on champagne.

contact Canadian Rockies PR member Ossi Treutler.

<mailto:canadianrockies@skal.ca>

The CRS club will be hosting a June golf tournament at internationally acclaimed Silver Tip Resort golf course on the edge of Canmore in the Canadian Rockies. Full details are just being finalised, so mark your calendar for Skal golf trip to the Rockies. Details and packages will be available in the next issue of SICAN News.

Submitted by Doug McPhee, Canadian Rockies SICAN rep.

The clubs 25th anniversary celebrations will be no exception. For more information,

### Vancouver



At the December meeting of the Vancouver Skål Club, our annual Tourism Award was presented. Pictured here are Bill Rowe (L), Chair of the Vancouver Skål Club Tourism Committee, and Mike Hagan ®, President of the Vancouver Skål Club, presenting the award to Mr. Larry Berg, President and CEO of the Vancouver Airport Authority.

At the same meeting, generous Skålleagues donated a mountain of toys, along with over \$900 to the Lower Mainland Christmas Bureau!

Submitted by Mike Hagan, Business Development Manager - BC/Yukon Signature Vacations

## Quebec City

Quebec City Skäl member, Anike Bélanger will be doing the "Rallye Aïcha des Gazelles" from March 15<sup>th</sup> to the 29<sup>th</sup> in Morocco. Her traveling mate is Marie-Andrée.

This rally began in 1990 and is organized for amateur and professional women drivers, the Rallye Aïcha des Gazelles is today the reference standard for female motorised adventure. By excluding speed, it has created another vision of car rallies. The Rallye Aïcha des Gazelles is based on "old fashion" navigation skills. On board their 4WDs, SUVs, Motorbikes, Quad bikes, Trucks or Prototypes, the rally gives the entrants a 10-day challenging experience in the Moroccan Sahara. While being off-track with just a map and compass, in autonomy, the competitors must cover the marked out route in a minimum of kilometers. Although the Rallye Aïcha des Gazelles is a return to the roots for the "sporting" side of the adventure, safety is paramount at all times and the organisation uses satellite tracking systems, at the cutting edge of technology, to achieve this objective. It is this duality that makes this competition so unusual.

You can visit the site at <http://www.rallyeaichadesgazelles.com/>



The Skäl International Logo is on their truck which will be used in the rally. This adventure costs over \$ 40,000 for Anike and if any Canadian Skäl members would like to help them financially, they can send Anike an email at [gazelles\\_2008@hotmail.com](mailto:gazelles_2008@hotmail.com)

The following was missed from December newsletter but with the Super Bowl hype we know that it's never too late for football news!

On Sunday October 21<sup>st</sup>, the Quebec City Skäl Club held a tailgate party before the Laval Rouge and Or football game. They were playing against Bishop's university and won 50 to 15. We were 30 members including family.



From left to right:

1) Jean and Brian: Brian Aubé from the Hotel Association and Jean Lauren from the Manor Montmorency



2) Alain and Réjean: Alain Winter from Alain Winter Tourisme Conseil and Réjean Beaulieu from the Station Touristique Duchesnay.

Submitted by Brian Aubé, SICAN rep for Quebec City  
 Directeur général  
 Association hôtelière de la région de Québec

## Toronto North

Josef Ebner is climbing again! His next climb is Aconcagua, Argentina

In Josef's own words: *"Climbing for a cause appears to have become an annual event for me personally. Last year, I successfully reached the summit of Kilimanjaro, the highest freestanding mountain in the world and roof of Africa as it is affectionately called. My charity of choice and close to my heart was Special Olympics Canada. Thanks to many of you, I was able to raise \$30,000.00!!!"*

*As I started planning for the next climb scheduled for late January, I felt compelled to support another organization very dear to me...the Jane Goodall Institute. This time, I am heading to Argentina to climb Aconcagua, the highest summit outside the Himalayas, and undeniably the roof of the Americas. At 6,962 meters (22,840 ft), it is a more difficult undertaking than Kili, because; it is not only 1100 m higher but much more dangerous due to the severe weather conditions and terrain which will challenge me to the limit. Each year, about 4,000 people attempt to climb Aconcagua but*

*the number of those who actually reach the summit is very low.*

*For three weeks beginning January 28<sup>th</sup>, I will climb to four camps before the final ascent of 1060 meters (3480 feet) and fourteen hours to the summit. These camps include; Plaza de Mulas (Base camp) at 4,370 m (14,340 ft), Plaza Canadá at 5,050 m (16,570 ft), Nido de Cóndores at 5,400 m (17,720 ft) and then to the high camp, Berlín at 5,900 m (19,360 ft)*

*In order for me to achieve my fundraising goal of \$30,000, please let me know your commitment based on a suggested donation of:*

*\$100 to Base Camp – Plaza de Mulas at 14,340 ft*

*\$250 to Plaza Canadá at 16,570*

*\$500 to Nido de Cóndores at 17,720 ft*

*\$1000 to High Camp – Berlín at 19,360 ft*

*\$2000 to the summit at 22,840 ft.*

*Once I return home, I will be in touch with you about my accomplishments and how to make a donation". Josef Ebner, Toronto North Club*

## Montreal

Christine Killinger, SICAN rep Montreal reports that Montreal president Eric Douay has been elected to run a second year. This is a first for the Montreal Club where the president has traditionally been elected for one-year term.

## Halifax



Photo: Thom Vincent, SICAN ISC Councilor and the new President of Skål International Halifax David Clark. Thom also addressed the group and assisted in the induction of our newest member Brian Doherty. Submitted by John Duggan, SICAN Eastern Vice-President General Manager, The Cambridge Suites Hotel Halifax

## HAMILTON



Kimberly Hartley-McMurray, SICAN representative for Skål International Hamilton reports that their annual Xmas Dinner Dance and silent auction was held at the Sheraton Hotel in Hamilton in December with 52 attendees. They raised just over \$5,000.00 for their club. It was a lovely event and enjoyed by all!

In January Mary D'Alton was elected the new President. Mary is the GM of the Waterloo Inn in Waterloo, Ontario. The Club is looking forward to a great 2008.

Photo Above:  
President Mary D'Alton

Our Congratulations goes to Kimberly Hartley-McMurray who was awarded Skålleague of the Year for 2007 – a well-deserved honour. (Ed. comment)

## Winnipeg

Winnipeg is celebrating its 45<sup>th</sup> Anniversary on February 26<sup>th</sup>, 2008 at the Inn at the Forks, Winnipeg's historic meeting place at the junction of the Red and Assiniboine rivers. Jona Way, Western Vice President, responsible for memberships, will be the guest speaker. All Skålleagues are welcome to participate. [www.skalwinipeg.com](http://www.skalwinipeg.com) and click on Request Information.

## Skal International is on "YOU TUBE"

For any Skal member who has not seen the new Skal membership DVD on The Benefits of Joining Skal, you can simply go to the following link to view it in the comforts of your own office or home.

<http://www.youtube.com/watch?v=fBSt78fpUtU>