



This Issue

- *Presidents Message*
- *Membership*

SAVE THE DATES!

- *January 28th*

Outrigger Reef on the Beach

- *February 25th*

Annual Business Meeting

Kapiolani Community College

- *March 25th*

Installation Dinner Meeting

Oahu Country Club

President's Message

Happy New Year Fellow Skalleagues

- I hope 2010 is starting out well for all of you.

At the SKAL Congress in Budapest I attended in November I brought home a wonderful album which details some history I would like to share with all of you. As you know SKAL International celebrated it's 75th anniversary this past spring, having been founded in Paris in 1934, by amongst others, Florimond Volckaert. As you are well aware we donate monthly to a fund set up in his name to help Skalleagues having financial difficulties. By the way, did you ever wonder how a Frenchman got a name like Volckaert? I did and he was actually born in Belgium, but lived, worked and died in Paris.

But Skal didn't happen overnight. It all actually started in 1932 when a new aircraft was being introduced for the Amsterdam-Copenhagen-Malmo route. Airlines involved were Farman, KLM, and A/B Aerotransport - who's managing director, Capt. Carl Florman asked his rep in Paris, Hugo Krafft, to gather up 14 travel agents and take them on what today would be called a "Fam trip". They were very well received in Copenhagen and learned the toast "Skal"- then proceeded on to Stockholm for more toasts. They were having difficulty with the Scandinavian languages but all agreed that one word was easy to remember - "Skal" - and it became associated with their camaraderie.

continued on page 2



Upon their return to Paris Hugo Krafft gathered up 34 colleagues to form a tourism club and they decided to name it Skäl after their good time in Scandinavia. Florimond Volckaert was one of the five founding members of the Paris Club - along with Krafft. During the next year word was spreading about the organization and a second club was formed in Antwerp promoted by George Thiry of American Express, followed by 10 other clubs. He was a friend of Volckaert and the idea of an international club was born. All 12 of the original clubs were involved in what was called the "Association Internationale des Skäl Clubs" or A.I.S.C. - which today we know as Skäl International - and formed April 28, 1934. Three of the five founders of the Paris Club became founders of A.I.S.C. and Florimond Volckaert became the founding President - a position he held until 1939. Managing Director Captain Carl Florman served on that board from 1935-1938.

Wouldn't you know that an airline guy - a few travel agents - and am sure some hotel folks and tour operators could figure out how to have a good time!

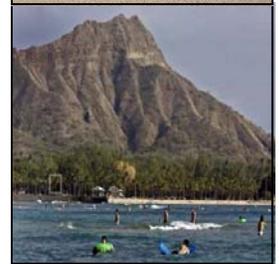
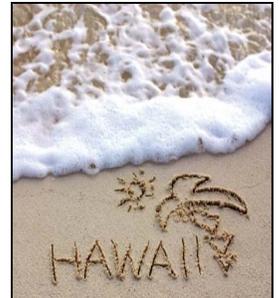
My thanks go to Skäl historian and one of our Honorary Presidents, Antonio Garcia del Valle of Spain for his input on the book, and for answering my questions

The original SKAL stands for - believe you've seen this before:

- S - sundhet - health;*
- K - karlet - friendship;*
- A - alderdom - long life;*
- L - lycka - happiness.*

Perhaps I'll try it that way at the next meeting - Jan 28, 2010 6:00pm at Outrigger Reef on the Beach - see you all then.

Aloha & SKAL



Membership

Skal International Hawaii chartered on April 14, 1952 with John Pugh presiding as the first President. Since that first meeting over fifty seven years ago we have seen many Skalleagues making a difference in Hawaii. Our members have made a difference in shaping travel and tourism in our islands that has grown through the years.

As I look at the roster of Past-Presidents in our directory I cannot help but look back and reflect on their contribution and our members contribution to the travel industry through good times and bad. There certainly has been years that have been better than others but with this current downturn we can undoubtedly classified it as bad times.

The Hawaii club membership reflects this downturn for as we come once again to annual dues payment members have to weigh in on Skal and the benefits of membership. The resignations have come once again with each struggling to make the decision but in the end we lose a member.

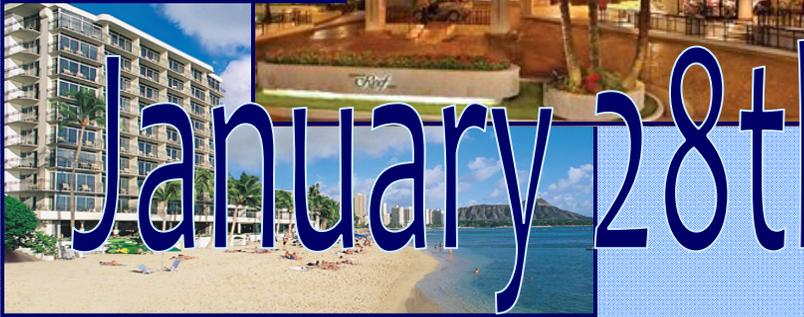
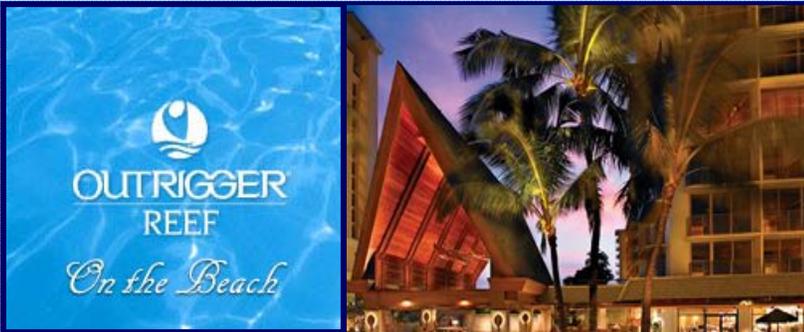
New members will be inducted each year. They recognize the benefits of Skal and want to be part of this long time tradition that Skal represents. But it is RETENTION of membership that is imperative to maintain this tradition and strengthen our club with our history.

Last year about this time, part of our monthly meeting was set aside to recognize and honor our long time members with 35 , 25 and 15 years respectively. That group included 67 members. It clearly showed me the value of tradition and long term friendships as a primary benefit.

As we move forward let us continue to bring in new members, but let's ensure retention of members through communicating the value and benefits that Skal International Hawaii brings. And during these hard times as our members maybe struggling with their businesses, as well as their Skal membership, lets us find ways to assist...so if and when they question membership the answer will be easy. The check is in the mail. A small price for a grand old tradition called Skal. And if they do indeed need to leave let the path back to membership be easy as well. Mahalo.



Tom Anusewicz - Vice President, Membership



January 28th

Start the year off by attending the Skäl Dinner Meeting!

Happy Birthday! Fellow Skalleague's January

As you get older three things happen. The first is your memory goes, and I can't remember the other two.

January birthday column will be vacant due to the fact that our membership had no birthdays in January.

We will be back in February with names!



Annual Meeting Feb. 25th, KCC



Skäl News on line at

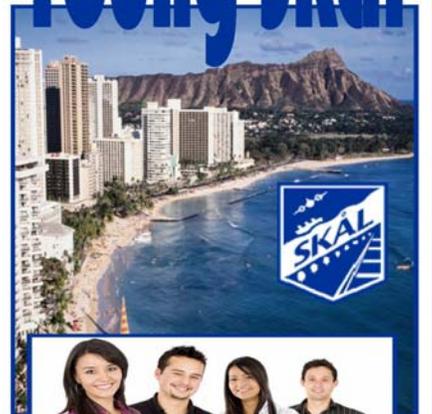
www.skäl.org



SKÄL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

Young Skäl



Skäl International Hawaii

International Association of Travel Industry Professionals

SKAL International Hawaii

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

Skål International USA

A National Committee of Skål International
International Association of Travel and Tourism Professionals

www.siusa.org



Jeff Penner, SIUSA President with his wife Dalinda, who is the current President of Skål International Oklahoma City, at the recent Skål World Congress in Budapest.

Doing Business among friends



SKÅL INTERNATIONAL