SKÅL INTERNATIONAL Connecting Tourism Globally | BOSTON

Please accept this letter as a nomination for Efren Aponte for the position of Vice President SKAL International USA 2027 Executive Board.

I have had the pleasure of working with Efren for over 10 years. He served as the Director of Sales and Marketing in two hotels where I was General Manager and we both have served on the Board of Directors for the Boston SKAL Club.

Efren brings tremendous passion and enthusiasm to SKAL. He has served on the Board of SKAL USA and continued his leadership role on the Board for SKAL Boston. He is deeply committed to SKAL. Our board and Club fully support his continued tenure in SKAL USA. Efren is enthusiastic about seeing SKAL USA continue to thrive. He is committed to building upon existing initiatives while continually seeking opportunities to improve and enhance them.

Efren continues to be deeply engaged in the hospitality community, serving as Auditor of SKAL International Boston, a board member of PCMA New England, Marketing and Social Media Chair of the Massachusetts Lodging Association, and a mentor for the Boston University School of Hospitality Marketing Program.

I am confident that SKAL International USA would greatly benefit from Efren's continued tenure on the Executive Board. I know he will continue to make a meaningful contribution to the organization's continued growth and success.

Thank you for your consideration. I would be happy to provide any additional information or answer any questions you may have.

Warm regards,

Trish Berry

2026 President SKAL Boston
General Manager YOTEL Boston