GREGORY L. DESHIELDS, CDE, CHE
Active Member Nº363326755159Q
SKÅL SERVICE CURRICULUM VITAE
2027 Skål International USA Executive Board Director Candidate

Skål International Philadelphia
President: 2019 and 2026
Prepared October 2026



Skål Leadership Profile

Two-term club president with a record of strategic planning, member engagement, cross-sector partnerships, and educational programming. Committed to developing Young Skål leaders, advancing responsible tourism and strengthening the value of Skål membership through measurable service and professional friendship.

Club Presidency and Governance

- President, Skål International Philadelphia — 2026: Led a four-pillar agenda focused on membership growth, financial sustainability, engagement and programming, and governance, marketing, and visibility.
- President, Skål International Philadelphia — 2019: Led the club during the year it received Skål Club of the Year recognition.
- Worked with 2026 club officers and board leadership on programming, recruitment, partnerships, fundraising, and member communication.
- Engaged with Skål USA and North American Skål leadership through conference participation and professional networking.

Regional and National Skål Engagement

- Attended the 2026 North American Skål Conference (NASC) and Annual General Meeting, engaging with Skål leadership and fellow members beyond the Philadelphia club.
- Extended Skål engagement through visits to New York, New Jersey, Baltimore, and Washington, D.C., strengthening regional relationships and opportunities for club-to-club collaboration.
- Attended the 2026 Skål Florida Member Retreat: Participated in a weekend of networking and fellowship hosted by Skål Orlando, connecting travel, tourism, and hospitality professionals from across Florida and the United States and reinforcing national club relationships.

2026 Membership Development and Results

- Reported five new members during the first six months of 2026, supported by recruitment, member welcome and engagement efforts.
- Welcomed and engaged new members including LaWana Boone, Amira Williams, Karin M. Aaron, Cassandra Razzi, Shawn Murray, Erin Fitzgibbon, Giulia Fiorina, Kennedi Farmer, and Eliza Larkins; supported expanded board participation and committee engagement.
- Hosted a President's Membership Gathering on August 1, 2026, to deepen relationships, encourage prospective membership and reinforce club community.
- Expanded the Young Skål and emerging-professional pipeline through university partnerships, student-focused programming, and recruitment outreach; Community College of Philadelphia, Howard University, The Walnut Hill Culinary School, Drexel University, Philadelphia High School Academy, Philadelphia Opportunities Industrialization Center.

2026 Skål Philadelphia Program Record

- January: Board of Officers Induction | Village Whiskey
- February: AI webinar | practical workplace strategies
- March: Women's History Month leadership program | Joyce Leveston, President & CEO, Jacob K. Javits Convention Center | Rittenhouse Grill
- April 28: Supporting Our Young Skål Leaders | Fogo de Chão | moderated panel with emerging professionals
- May 20: Meet the Chef pop-up social | Amada Restaurant
- June 25: Bebashi Bingo fundraiser | Liberty Point | benefiting Bebashi – Transition to Hope
- August 1: President's Membership Gathering | member engagement and recruitment
- September 15: Human Trafficking in the Hospitality Industry | Kimpton Hotel Palomar Philadelphia
- October 20: Young Skål Recruitment and Career Program | Temple University | Orange142 and Cassandra Razzi

National Service, Committees and Special Contributions

- Sustainability Champion — August 2026: Promoted responsible tourism and sustainability as a leadership priority; official designation wording to confirm against Skål records.
- Young Skål / Project Future: Supported student engagement, mentorship, recruitment, and the development of future tourism leaders; contributed to Young Skål panel programming.
- Hospitality Nexus: Served in a moderator role supporting dialogue across hospitality leadership and professional development; event title/date to confirm.

Education, Industry Partnerships and Community Impact

- Developed the Delores W. DeShields Endowed Scholarship at Temple University's School of Sport, Tourism and Hospitality Management, reflecting a sustained commitment to hospitality education.
- Facilitated The Skål International Philadelphia Scholarship at Temple University reflects the club's longstanding commitment to hospitality education, professional development, and cultivating the next generation of tourism leaders. Established to strengthen connections between academia and industry, the fund supports opportunities for students pursuing careers in hospitality, tourism, and related fields.

Selected Leadership Publications

- "Six Months of Leadership: Reflections as President of Skål Philadelphia" — LinkedIn, 2026 https://www.linkedin.com/pulse/six-months-leadership-reflections-president-sk%C3%A5l-deshields-che-cde-hlwrc
- "My First 90 Days (Again) as President of Skål Philadelphia" — LinkedIn, 2026 https://www.linkedin.com/pulse/my-first-90-days-again-president-sk%C3%A5l-philadelphia-greg-uqkwe

Priorities for Service on the Skål USA Board

Strengthen member recruitment and retention; build a national Young Skål leadership pipeline; expand club-to-club collaboration; champion human trafficking prevention and sustainable tourism; and increase Skål USA's relevance through partnerships with education, destinations, and hospitality employers.