SKÅL INTERNATIONAL Connecting Tourism Globally | SOUTHWEST FLORIDA

13405 Monticello Blvd. * Naples, FL 34109

TO: Skal International USA Administrator

SUBJECT: Nomination for Skal International USA Director Position

It is my distinct honor to be nominated by my Skal International SW Florida Club for appointment as Skal International USA Director. I have been a Skal member for over 30 years and have been honored to serve as President of both the Skal Orlando and the Skal SW Florida Clubs. I have also been involved since my first days in Skal helping to grow Skal in both membership and retention.

I currently serve as a member of the Skal International Membership Development and Congress Committees representing Region 1 (USA). I have assisted the committee in launching several initiatives to grow the Young Skal membership category. We introduced a Webinar series in May of 2024 targeting Hospitality and Tourism school students and young Skal member all over the world. We also were able to create new Social Media platforms for Young Skal for both Instagram and Facebook. Those channels will help to further the information on the Young Skal possibilities all over the world.

The experience as a member of the Skal International led to a new Skal USA Official Committee named Project Future. The opportunity of this initiative is to help solve a worldwide Skal challenge of attracting and retaining staff in the hospitality industry and the declining membership of Skäl worldwide. Project Future has proposed redefining of the Young Skal/Student Skal Chapter members. We feel this is an opportunity to attract hospitality & tourism school students to an on-campus organization, sanctioned by the college or university. These Chapters will be affiliated with a Skal Club in close proximity to assist in mentoring the student members with best practices in gaining future employment, networking for future job opportunities, all while being a part of Skal. This is a College-to-Retirement opportunity for these Young Skal/Student Skal members to help grow our younger age membership and sustain Skal as the largest and most respected tourism industry association in the world.

I have been a loyal and devoted member of Skal International during my entire work career in the Hospitality and Tourism Industry. After initiating the start of a new Skal Club here in Naples, I have served as President of that Club. I currently serve Skal Southwest Florida as Executive Secretary/Treasurer. I am currently working with the Club Executive Committee on a leadership succession plan for the Club. I will no longer hold an elected Skal Club position and therefore I am able to hold the position of Director with Skal International USA.

This is now my opportunity to give back to the Skal organization that has been so beneficial to me in my career and allows me to pursue the nomination for Director for Skal International USA.

I respectfully request you accept my nomination for this position.

Respectfully,



Jack W. Wert FCDME