



*SKÅL INTERNATIONAL UNITED STATES OF AMERICA  
A National Committee of Skål International  
An International Association of Travel and Tourism Professionals*

**2017 MEMBERSHIP DRIVE  
INCENTIVE PROGRAM**

**NEW MEMBER INCENTIVE**

**2017 PROMOTION**

SKAL INTERNATIONAL USA is pleased to extend this “New Member Incentive”. which is offered to stimulate membership growth across the country. We hope each and every club takes advantage of this incentive as we need to diversify our member mix, reduce our age profile and increase our membership with at least a 10% growth. We need to look outside the box at our membership mix and diversify by going after new categories such as golf courses, ski resorts, spas, restaurants and more. We suggest each club select two categories and focus on bringing in new members from those areas. We need to make our clubs more relevant for business.

**OFFER**

Every new member who joins Skal USA in 2017, will receive a “Two Night Stay in a Deluxe Tower Accommodation” at the beautiful Atlantis Casino Resort Spa in Reno, Nevada.

**QUALIFICATIONS**

- Each new members must join a club in Skal USA as an Active or Associate Member Only
- Each new members must be a member in good standing for a minimum of 60 days
- All new members must attend a minimum of 2 meetings
- Once each new member attends 2 meetings, the Club Secretary notifies the Skal USA VP of Membership and a certificate will be sent to the new member
- The certificate will be valid for 6 months from the date of issuance
- Non transferrable/new active or associate members – not valid for Young Skal
- Stay is subject to availability. Holidays and blackout dates will apply

Sincerely and Skal,

Toni Koster  
Skal USA  
VP of Membership  
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