

TWO SKÅL INTERNATIONAL USA LEADERS WIN SKÅL INTERNATIONAL ELECTIONS



Skål International, a global professional travel and tourism organization, held its 80<sup>th</sup> Annual World Congress recently aboard Royal Caribbean’s newest ship, the Symphony of the Seas. Two outstanding Skål USA, a national committee of Skål, leaders won highly prestigious leadership positions during its annual general meeting. The organizations 15,000 members, through their congress representatives, elected Burcin Turkkan from Skål USA Atlanta, as the newest SI Executive Committee Director and re-elected John Ruzich, Skål USA New York, at the organization’s auditor.

While not officially taking office until January 2020, Turkkan will take on the role as Director for Membership/ Development & Innovation. She is already working on data collection/ analysis, and possible strategies for membership growth and retention meeting the theme of 3 P’s introduced by Skål International President Elect, Peter Morrison.

In 2020 Skål International’s goal will be to create a global strategy for starting new Skål clubs, increase membership growth, but more importantly, work on retention. The “Digital Transformation” project, two years in development, is a comprehensive revamping of Skål International’s brand and how it will be communicated not only in the United States, but globally. Turkkan explains, “This transition new platform (program) will “kick in” within 2020 and allow Skål to introduce many interactive projects that will help in keeping membership engaged with industry developments and Skål in general. “

“I am certainly very excited for the role as it has been several years since the SI EC have an assigned director for Membership Development. I am open for new ideas, suggestions, questions and I look forward to working with all of our Skålleagues,” says Burcin.”

John Ruzich’s, role as the Skål International Auditor is to serve the membership. While not fomery a part of the SI executive committee, Ruzich works closely with the executive committee to review all organizations activities, finances and ensure the membership the organization is working transparently and within the guidelines established by the international organizations, By-Laws and Statutes.

Skål USA is a national committee of Skål International, a professional global organization of travel and tourism professionals. Skål USA clubs currently has 48 clubs and almost 2,000 members, located throughout the United States and its territories. Skål International has 355 clubs, located in 85 nations with almost 15,000 members.



SKÅL INT’L 2020  
EXECUTIVE BOARD