



NORTH AMERICAN SKÅL CONGRESS

TAMPA BAY, FL • 2025



Wednesday, April 30th, 2025

- 7:00 AM - 5:00 PM: **Airport Shuttle Service** – Convenient transportation available (book your ride via Way2GoRides).
11:00 AM - 9:00 PM: **On your own** (See know before you go info for recommended restaurants)
12:00 PM - 5:30 PM: **Registration** – Open throughout the day for seamless arrival
6:00 PM - 10:00 PM: **Dunedin Dine Around** (Optional)
10:00 PM - Midnight: **Late-Night Hospitality** – Relax and connect with colleagues at the cash bar.

Thursday, May 1, 2025

- 8:00 AM - 5:30 PM: **Registration** – Open throughout the day for seamless arrival.
8:00 AM - 10:00 AM: **"Rise & Shine" Welcome Reception** – Begin your day with complimentary beverages, courtesy of Visit Fairfax.
9:00 AM - 5:00 PM: **Airport Shuttle Service** – Convenient transportation available (book your ride via Way2GoRides).
9:00 AM - 5:00 PM: **National Committee Meetings** – Skål Canada and Skål USA convene for strategic discussions, culminating in a special "Project Future" update and luncheon.
3:00 PM - 4:00 PM: **Young Skål & First-Timers Networking** – Connect with fellow Skål members in this exclusive meet-and-greet.
6:00 PM - 7:00 PM: **Fiesta Del Mar Opening Welcome Reception** – Sponsored by Visit Saint Pete Clearwater with a welcome by Brian Lowack, President & CEO. Ignite your senses with a vibrant Latin-themed welcome reception featuring delectable Tampa Bay cuisine, a complimentary welcome drink, premium beverage options, and live entertainment in a stunning beachfront setting. Unleash your inner salsa star! Embrace vibrant Latin colors and styles.
7:00 PM - 10:00 PM: **Fiesta Del Mar Continues** – Enjoy extended networking, festive ambiance, and the official Congress opening ceremony.
10:00 PM - Midnight: **Late-Night Hospitality** – Relax and connect with colleagues at the cash bar.

Friday, May 2, 2025

- 7:45 AM - 9:30 AM: **Inspiring Breakfast Keynote** – Begin your day with insightful presentations from Skål International President Denise Scrafton and the President/CEO of Visit Tampa Bay Santiago Corrada.
8:00 AM - 3:00 PM: **Registration** – Continues for late arrivals.
9:00 AM - 5:00 PM: **Marketplace & Refreshments** – Explore sponsor booths and enjoy complimentary hydration, sponsored by North Little Rock Tourism.
9:30 AM - 11:30 AM: **SKAL Connections** – Facilitated by the NASC Management Committee, maximizing opportunities for collaboration.
12:00 PM - 1:15 PM: **Luncheon & 2026 Congress Announcement** – Enjoy a delectable luncheon featuring a special announcement for the 2026 Skål Congress.
1:30 PM - 3:45 PM: **Eco-Explorers: Dive into Sustainability** – Join us for an enlightening session with speaker Kelly Moser as we explore the concept of sustainability. Engage in hands-on conservation efforts led by Tampa Bay Watch. Plus, don't miss the chance to meet and greet our exotic animal friends!
6:30 PM: **Champagne Bus Transfer** – Enjoy a stylish transfer to The Birchwood.
7:00 PM - 10:00 PM: **Sunsets & Soul Reception** – Celebrate at the historic Birchwood Hotel with a stunning sunset backdrop, delicious seafood, a chilled seafood bar, Mahi Mahi, classic tunes spun by our DJ, and a semi-formal atmosphere.
10:00 PM - 11:30 PM: **Busses Return to Hotel**
10:00 PM - Midnight: **Late-Night Hospitality** – Continue networking at the cash bar.

Saturday, May 3, 2025

- 8:00 AM - 8:15 AM: **Departure for Historic Ft. Harrison**
8:30 AM - 11:00 AM: **Breakfast Innovations** – National and Club presentations on innovative programs, new resources, and best practices to energize your clubs, sponsored by The Fort Harrison Hotel.
11:30 AM: **Return to Hotel**
11:30 AM - 12:00 PM: **Grab & Go Lunch** – Convenient lunch option.
12:00 PM - 5:00 PM: **Relaxation & Recreation** – Enjoy optional tours, poolside relaxation, or beach time.
6:30 PM - 7:30 PM: **Closing Reception** – A final opportunity to connect with colleagues.
7:30 PM - 11:00 PM: **Echoes of Jazz: A Presidential Farewell Celebration** – Conclude the Congress with an elegant jazz-themed farewell celebration at the Sheraton Sand Key, featuring a delightful dinner, live music by "Hot Tonic," a silent auction, announcement of winners, and the 2026 prize giveaway. Embrace the spirit of jazz with your attire. Period-specific attire is encouraged.