



NORTH AMERICAN SKÅL CONGRESS

TAMPA BAY, FL • 2025



Wednesday, April 30th, 2025

- 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**
10:00 PM - Midnight: **Late-Night Hospitality** – Relax and connect with colleagues at the MainStay Lounge at Sheraton.

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: **National Committee Meetings** – Skal Canada and Skal USA convene in separate rooms for strategic discussions, culminating in a special "Project Future" update and luncheon.
3:00 PM - 4:00 PM: **Young Skal & First-Timers Networking** – Connect with fellow Skal members in this exclusive meet-and-greet. Sponsored by Skal Tampa Bay
6:00 PM - 10:00 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, and live entertainment in a stunning beachfront setting. Unleash your inner salsa star! Embrace your Latin colors and styles.
10:00 PM - Midnight: **Late-Night Hospitality** – Relax and connect with colleagues at the MainStay Lounge at Sheraton.

Friday, May 2, 2025

- 8:00 AM - 9:30 AM: **Inspiring Breakfast Keynote** – Begin your day with insightful presentations from Skal International President Denise Scrafton and the President/CEO of Visit Tampa Bay, Santiago Corrada.
9:30 AM - 11:30 AM: **SKAL Connections** – Facilitated by the NASC Management Committee, maximizing opportunities for collaboration. A Virtual Special Guest Anthony Capuano, president & CEO, Marriott International.
12:00 PM - 1:00 PM: **Luncheon & 2026 Congress Announcement** – Enjoy a delectable luncheon featuring a special announcement for the 2026 Skal Congress.
1:00 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 Rescues. Plus, don't miss the chance to meet and greet our exotic animal friends!
6:30 PM: **Bus Transfer** – Enjoy a fun 40-minute scenic ride 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, and classic R&B and soulful jams played by St. Pete's own Tommy B. Cocktail attire encouraged.
10:00 PM - 11:30 PM: **Buses Return to Sheraton Sand Key**
10:00 PM - Midnight: **Late-Night Hospitality** – Continue networking at the MainStay Lounge at Sheraton.

Hydration Stations sponsored by North Little Rock available throughout the day.

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. Presentations include:
- Denis Smith (Skal Canada) – President's Awards of Distinction
- Ashley Fields (Hamilton-Niagara) – Social media branding and designed templates to share
- Rich Bradley (Skal Orlando) – AI in other industries and opportunities in tourism
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 - 11:00 PM: **Echoes of Jazz** – A Presidential Farewell Celebration at Sheraton Sand Key featuring dinner, Hot Tonic jazz band, silent auction, giveaways, and the spirit of jazz. Period **attire** encouraged.

Note: Hockey Playoffs will be available (no sound) in the main ballroom.