

**Candidate for Director Position, Executive Committee
Skal International USA**

My Fellow Skalleagues,

With over 15 years of experience in the travel and tourism industry, I am a dedicated member and advocate of Skal International. Since joining Skal Las Vegas in 2015, I have served on the board for the past 8 years, fully engaged in all aspects of our club's activities to ensure its growth and success. My commitment has included attending both the North American Skal Congress (NASC) and World Congress, where I actively fostered connections, exchanged best practices, and championed Skal's mission.

In addition to my tourism background, I am the President of A Whole Lotta Kindness, a nonprofit organization that has raised over \$500,000 to address the critical needs of youth in and out of foster care. Through my work with Skal and my nonprofit, I am driven by a deep commitment to service, connection, and making a lasting impact on my community and industry.

Skal International Experience

Skal Las Vegas Club
Board Member (2015 - Present)

Leadership

I have taken an active role in supporting Skal Las Vegas's objectives, collaborating closely with our board to implement initiatives that enhance member engagement and support our shared goals.

Event & Project Management

Drawing on my experience in the tourism industry, I have organized events that strengthen Skal's visibility and create valuable networking opportunities. I work to ensure each event reflects Skal's values of professionalism, inclusivity, and enthusiasm for our industry.

Member Growth & Engagement

I am committed to the growth of Skal Las Vegas, leading membership drives and engaging initiatives to attract new members. By focusing on retention and engagement, I strive to maximize the benefits our members receive from the Skal network.

**B'Anka Neder
Skal USA Representative
Las Vegas, Nevada
Email: banka@gomarketinglv.com
Phone: 702.413.2664**

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NASC and World Congress Attendance

NASC Attendee

Participating in NASC since 2017 has allowed me to join in national discussions and bring valuable insights back to our local chapter. I'm proud to align our club's efforts with broader Skal USA initiatives.

World Congress Attendee

Representing Skal Las Vegas at the World Congress, I connected with international peers, fostering collaborations that enhance our chapter and Skal's global mission. I returned with valuable perspectives to support Skal's principles of tourism, friendship, and solidarity.

Professional Experience

President, A Whole Lotta Kindness

Las Vegas, NV | 3 years

For over 15 years, I have been dedicated to serving the foster care community as President of A Whole Lotta Kindness. Through strategic fundraising and partnerships, we have raised over \$500,000 to address the unmet needs of youth, providing essential support to those in and out of foster care.

Vice Chair, Las Vegas Territory

Las Vegas, NV | 11 years

In my role as Vice Chair, I promote the unique tourism opportunities in Southern Nevada, especially non-gaming businesses and rural destinations. I create strategic partnerships and initiatives that showcase the diversity of Las Vegas and Southern Nevada, both locally and globally.

Marketing & Sales Professional

Tourism & Travel Industry | 15 Years

Throughout my career in tourism and travel, I have led domestic and international sales and marketing efforts, specializing in sustainable growth and collaboration. My work is recognized for its emphasis on community, partnership building, and creating memorable, impactful events.

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Key Skills

Leadership & Collaboration

I foster environments that bring members and colleagues together to achieve shared goals. I'm known for a leadership style rooted in empathy, encouragement, and a strategic focus on results.

Event Planning & Community Engagement

I have a deep understanding of event planning and promotion within the tourism industry. My events prioritize member engagement and community building, always aligning with Skal's values.

International Sales & Marketing

I'm well-versed in managing global sales and marketing campaigns, with extensive experience working with partners across markets to expand awareness and promote tourism initiatives.

Strategic Growth Initiatives

I design initiatives that contribute to Skal's growth, with a focus on engaging and retaining members and enhancing our reach and impact.

Additional Involvement

Southern Nevada Tourism Board Positions

As an advocate for sustainable tourism, I support initiatives that positively impact local economies and enrich cultural awareness in Southern Nevada.

Skal International Community Building

I actively contribute to Skal's mission by helping build a unified, supportive tourism industry. I'm deeply invested in fostering trust, friendship, and collaboration across our global community.

References

See attached letter from Club

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