



**TOM MOULTON**  
**Candidate for Vice President of Public Relation and**  
**Communications SKÅL International USA**

October 29, 2018

Dear Skålleagues,

My name is **Tom Moulton** and I am running for the **newly elevated** position of **Vice President of Public Relation and Communications** for **Skål International USA**. Thank you for the opportunity to be considered for this very important position for Skål USA. This position is responsible for shaping the internal and external communications of the organization. New strategies must be carefully crafted with direct involvement from the Skål USA membership, and Skål leadership. I look forward to serving each and everyone one of you if elected to this very important position and would appreciate your clubs vote.

**Skål USA must develop and execute a new and much needed branding strategy** and promise to assist Skål to gain the awareness and create unique values that will ultimately lead to membership growth. I believe the top strategies are:

- Develop distinguishable messages about Skål to our new travel and tourism leaders, especially the millennials
- Increase public knowledge of Skål USA, its leadership and accomplishments through all digital, traditional and non-traditional media platforms, trade publications and shows
- Develop an Awareness of the Skål organization within all major tour, travel and tourism trade organizations (i.e. Brand USA, Destination International, America Bus Association, US Travel, UNWTO, American Hotel and Lodging Association, National Restaurant Association, National Tour Association, UN Creative Cities and many more); trade shows, workshops, local and regional programming
- Emphasis on the quality of our membership; hospitality leaders willing to share their knowledge
- Encourage local clubs to get involved in charitable actions, economic development and tourism issues

**My background has helped me develop unique skills preparing me to lead this important position.**

- Current Skål USA website committee chair and webmaster. Created functional and informative website in 2017 and assisted in the development of the new website areas in 2018 while maintaining the site for the past two years
- Served Skål USA as Regional Vice-President of Region 5 and 6 from 2013 – 2016.; committee involvement in Skål Future Committee, the precursor to new membership development strategies
- Past chair of the Skål USA By-Law and PR-Communications committee, which generated an informative quarterly newsletter helping me gain knowledge of Skål International and Skål USA organizations
- Progressive leadership in local Tucson Skål club; three years as President; third “Best Skål International Club in the World” (2014 & 2015); SIUSA representative and membership development chair
- Active in Marketing and Communications disciplines throughout 40-year career in the hospitality and travel industry; community involvement in non-profit organizations involved in destination attraction marketing, and community relations; Senior Marketing positions throughout career
- Membership success is at the local club level. My leadership involvement in Skål and many of the local clubs have helped me gain considerable insight into the challenges of all sizes of Skål clubs, but especially the small and medium clubs. I will engage with each club through listening and crafting communication programs to meet their individual needs

**I have the best and most comprehensive background to be successful in this new position for Skål USA.** A few of those skills are listed below:

- Developed, managed and administered the operational and marketing deliverables of 14 tourism organizations, five Economic Development and Arts Organizations and 100 Attraction Alliance members – Pima County and Southern Arizona Attractions Alliance
- Started four non-profit organizations from scratch in Tourism/Attractions, and Economic Development
- From Park operations to Vice President of Marketing and Sales to General Manager positions in the leisure, recreation and tourism business with a focus on marketing, brand development and new product development
- Guided some of the smallest to largest advertising and public relations firms in leisure and entertainment business segments to increase awareness, attendance and revenue of hospitality product
- Local, National and International Leadership positions with collegiate Kiwanis organization (Circle K)

Thank you and I look forward to serving the membership through your vote to elect me as the Vice President of Public Relation and Communications of Skål International USA. I will lead with intelligence, inspiration, enthusiasm and a drive to exceed expectations, so we together will create new values and relevance of being a Skål USA club member. I am proud to be Skål member and wear my **Skål pin proudly.**"

Sincerely,

A handwritten signature in black ink that reads "Tom Moulton". The signature is written in a cursive style with a large, sweeping initial "T" and a long, horizontal flourish extending to the right.

Tom Moulton  
Candidate for Vice President PR and Communications  
Skål International USA