



## Skål International - Tucson

October 7, 2019

Via Email

Skål International USA Administrator  
111 K St., N.E., 9th Floor  
Washington, DC 20002-8110

Dear Skål USA Administrator,

On behalf of Skål International – Tucson, we formally nominate **Thomas R. Moulton** for Skål International - U.S.A., Vice President Public Relations & Communications for calendar year 2020.

Tom's performance as VP of Public Relations and Communications in 2019 has clearly demonstrated his passion and dedication to Skål and his experience in the areas of creating relationships and developing communication solutions for Skål International USA. We know Tom has just begun in many areas such as the rebuild of the Skål USA website, spreading the word of brand Skål and the Skål USA eNewsletter. We would like him to continue these tasks providing insight and Skål experiences as the VP of Skål USA PR and Communications and enthusiastically call upon every club to vote for Tom to continue his service into 2020.

While performing his duties as VP of PR/Communications, Tom continues to be active in Skål Tucson. He has virtually served in every Skål Tucson leadership and committee chair position and continues to be very involved with all facets of Skål Tucson. He brings this knowledge and creativity to every task within the Skål Tucson, serving as an ex-official member of the Board of Directors and attending almost every board and regular meeting.

In addition to spending a considerable amount of his time serving the Skål USA members, Tom is also involved in Tucson's largest Rotary Club. "Service before Self" is Rotary's motto and Tom brings this way of life into his position, into all his community involvements and on the Skål USA Executive Committee.

Tom retired from Pima County in 2017, celebrating 16 years with the County as the Director of Tourism and Economic Development and currently is the Executive Director of the Southern Arizona Attractions Alliance, a non-profit marketing and communications co-operative. The organization has grown from 65 members to 120 plus members in a short two years under Tom's leadership. The community and hospitality industry has been his career path and passion for over 40 years. This understanding and knowledge continues to be a tremendous skill set within all of Tom's ventures and we are lucky to have Tom supporting our local tourism community, Skål Tucson and Skål USA.

With your vote, Tom will be able to continue to serve in 2020 and share his knowledge of the Skål brand through innovative communication techniques, both traditionally and in the new digital world.

Sincerely,

Nancy Purdin, President Skål International – Tucson