



November 15, 2019

Dear Skålleagues,

It has been an honor to serve you since January 1, 2019 as the **Vice President of Public Relations and Communications** for Skål International USA. While this position was changed from a two-year position to a one-year position this year, my engagement in the web committee in 2017-18 and support of the Skål USA EC and membership, I have been able to fulfill many of the communication goals of Skål USA. I would greatly appreciate your vote this month allowing me to continue addressing our challenging goals of increasing communication to the membership by developing and increasing the awareness of the benefits of being a Skål International USA member.

Skål International is only weeks away from launching the most comprehensive communications transformation project ever undertaken since the development of the world-wide web and email communications. Launching the many elements of this digital transformation project will largely fall on the National Committees of Skål assisting the Skål International team by working closely with local Skål USA clubs. I have taken on this challenge during the testing phase and will continue to assist in the implementation phase during 2020. Assisting in branding, social and digital media communications and development of techniques with the membership, will ensure receiving the maximum benefit from this project.

Standardizing the Skål branding message world-wide, while allowing individual localization of the digital communication elements, were consistently addressed during the development process. We understand being able to customize each digital element with the local club identity in your market. Another key element involved participation from national committees and individual Skål clubs during the testing process. Flexibility and allowing changes to be made to the elements will continue throughout the implementation phases, as well ensuring proper budgeting beyond 2020 by Skål International allowing the digital process to evolve rather than stagnating and becoming outdated.

My background has helped me develop unique skills, preparing me to continue to lead this important office. This position is only three years old and has many more opportunities to pursue and challenges to meet with new initiatives and programming. I will put all these experiences and creativity to work for Skål USA in the coming year working with the Skål USA Executive Committee, Skål USA Presidents, PR and Web committee chairs especially.

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

Thank you and I look forward to serving the membership through your vote to re-elect me as the Vice President of Public Relations 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 "Thomas R. Moulton". The signature is written in a cursive style with a large, prominent 'T' and 'M'.

Tom Moulton
Vice President - Public Relations and Communications
Skål International USA