



## Skål International - Tucson

October 12, 2020

Via Email

Skål International USA Administrator  
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 of Membership for calendar year 2021.

Tom' performance as VP of Public Relations and Communications in 2019 and 2020 has clearly demonstrated his passion and dedication to Skål. His experience in the areas of creating relationships and developing communication solutions for Skål International USA have prepared him for being successful as the Vice President of Membership.

During his tenure as VP PR & Communications Tom has rebuilt the Skål USA website, re-designed and launched on a regular and timely basis, the Skål USA eNewsletter and created the remarkably successful Executive Education Webinar Series during the COVID-19 pandemic. This success, coupled with his success as regional Vice President of Skål USA, makes Tom a valuable asset to assist the local clubs of Skål USA, We would like him to continue leading these tasks and move us forward as the 2021 Skål USA Vice President of Membership. We enthusiastically call upon every club to vote for Tom to continue his service into 2021.

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 enthusiastically involved with all facets of Skål Tucson. He brings this knowledge of serving on the Tucson Skål Board, Skål USA Board & Executive Committee, and energy to every task within the Skål organization.

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 Yourself" 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 three years under Tom's leadership. The community and hospitality industry has been his career path and passion for over 45 years. This understanding and knowledge continue 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.

While serving as the new 2021 Skål USA Vice President of Membership, Tom will strengthen the organization by sharing his knowledge of the Skål brand with current and prospective members and guide the Skål USA Executive Committee through the development and execution of a successful 2021 membership strategic plan to retain current members and develop new Skål clubs.

Sincerely,

Arnie Jacobsen  
President Skål International – Tucson