



## Tom Moulton

Candidate for Skål USA Vice President of Membership

Dear Skålleagues,

I have given considerable thought to how I could best contribute to Skål if I ran for a final year on the Skål USA Executive Committee. While I have long desired to be President, it is most obvious membership development and retention is the number one priority of our organization at every level. My great passion for the Skål movement will be best served by being elected Vice President of Membership. Hands-On experience, both in Skål and tourism promotion, and physical time to produce results, is what I bring personally to this office.

Skål USA has budgeted a 30% decline in Active members for 2021. My pledge to you is for us to fall **significantly** short of this number. How will we achieve this?

### My platform:

- Build on the base crafted last year by forming again a membership development team regional focused by each member of the membership team.
- Recruit the Membership Development Team members with the two Membership Directors immediately after the election.
- Effectively manage the membership team to achieve results as laid out in a plan developed by Directors and team members.
- January 1, upon taking office, direct team members to contact each Skål USA Club:
  - Remind them to contact all members to determine their membership continuation.
  - All Skål USA members out of work and identified will receive priority service on the Skål USA Job Board powered by HotTravelJobs.com. Our direct networking with all Skål members and the travel industry will be put to work for those members needing new employment within our industry.
  - All Skål USA clubs data will be coordinated with Skål International data base so contact info is up-to-date for every member. Update data every month.
  - Urge clubs to retain members financially challenged by:
    - Finding a sponsor to cover dues
    - Fund dues from club treasury
    - Fund dues by holding a fund raiser
- Lead clubs unable to fund dues in directing members to apply for new Skål USA dues relief.
- Institute exit interviews for members leaving Skål, either due to transfer or other reasons. Create a database of these former Skål members so we know why they are leaving and follow our Skål members. Pass on leads to clubs.
- Review all Membership Development tools and improve where applicable. Complete overhaul of membership area in Skål USA website coordinating with Skål International digital transformation and member initiatives. Redevelop membership collateral.
- Hold periodic new member orientations both by USA membership team and develop new template for local club use allowing them to create customized new member orientation packet.
- Develop member programs that review the organization and how it works across all clubs.
- Continue circulation of monthly notices welcoming new members with more emphasis on the person and their role in travel and tourism. More than just a list of new members.

- Work very closely with new VP Communications, President, and other EC Members to engage members with consistent and not overloading messages while strengthening Skål brand through the organization and the tourism communities they represent.
- Form a committee of prominent Destination Travel and Tourism managers to develop new clubs. Include past Skål USA Presidents on the committee.
- Develop testimonial, educational videos and webinars on why members should join Skål, the Power of Networking and why you should attend events coming up such as NASC (2021: TBD) and World Congress (2021: Quebec City, CANADA).
- Review new member indoctrination policies and recommend standard for all clubs.
- Coordinate with Skål International on content and participation in tourism trade shows both virtual and post COVID-19.
- Re-visit synergistic program opportunities with Skål USA Administrator agency, American Bus Association (ABA).
- Encourage the regional joint meetings with nearby clubs in person or any club if a virtual meeting.

I am a proud member of Skål International Tucson since 2001, an award winning club of Skål International's Club of the Year – third place (2 times), honored to have served on the Skål International USA Executive Committee for six years: Vice President Communications/PR (2 terms) and Regional Vice President (4 terms) and Skål Tucson President (3 terms), Membership and Events Committee (3 terms) and all the other officer positions (1 term each).

I ask for your vote and promise you that I will work as hard as anyone can, continuing to show, as I have always, to grow our great organization.

Yours in Skål Friendship and Growth,



Tom Moulton  
 VP Skål International USA – Communications/PR  
 Candidate for Skål USA Membership Director 2021

**Links to More Info:**

[Skål Resume](#)

[Tourism Career Resume](#)